

Atlantic Industries Limited, Algonquin Bridge & AIL Sound Walls
Agenda for National Sales Conference
“DOIN’ IT RIGHT.”

Jan 16 to 18, 2018
 Radisson Admiral Waterfront Hotel
 249 Queen’s Quay West, Toronto, ON, M5J 2N5

Tuesday, January 16th Arrival throughout afternoon and evening. Evening get-together at Shoeless Joe’s from 6pm to 9pm.

Wednesday, January 17th

Wednesday Morning Group Session

Time	Location/Room	Event
7:00 am to 8:00 am	The View – 5 th Floor	Buffet Breakfast
8:00 am to 8:30 am	Salon A – 3 rd Floor	Welcome & State of Union Address <i>Leads: Mike Wilson, Jenn Wilson, Riley Wilson</i>
8:30 am to 10:30 am	Salon A – 3 rd Floor	2018 Strategy – Continuous Improvement, Cost Containment, Fast Innovation, Key Account Management, New Market Verticals <i>Lead: Jenn Wilson</i> SWAT Teams – Innovation, Key Account Management, Engineering Capacity, Training, Quality <i>Lead: Jenn Wilson</i>
10:30 am to 10:50 am	Ballroom Foyer – 3 rd Floor	Health Break

Wednesday Morning Breakout Session

Time	Details	Details
10:50 am to 11:50 am	Breakout Session 1: Keys to Effective Selling – The Challenger Sale <i>Lead: Dale Gaston</i> Location: Salon B – 3 rd Floor	Breakout Session 2: Drafting and Engineering Tools for Selling <i>Lead: Dennis Park</i> Location: Wingsong – 4 th Floor

Wednesday Lunch

12:00 pm to 1:00 pm	The View – 5 th Floor	Buffet Lunch with Guest Speaker, Communications Expert, Mary Jane Copps
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Wednesday Afternoon Breakout Sessions

Time	Details	Details
1:00 pm to 1:50 pm	Breakout Session 3: Sales Planning <i>Lead: Jason Sherwood w/Matt Field, Dennis Park</i> Location: Salon B – 3 rd Floor	Breakout Session 4: Communication Skills <i>Lead: Mary Jane Copps</i> Location: Wingsong – 4 th Floor
2:00 pm to 2:50 pm	Breakout Session 5: Consultative Selling <i>Lead: Stephen MacKinnon w/Terry Dunn</i> Location: Salon B – 3 rd Floor	Breakout Session 6: Successful Email Correspondence <i>Lead: Mary Jane Copps</i> Location: Wingsong – 4 th Floor
3:00 pm to 3:50 pm	Breakout Session 7: Negotiating Skills <i>Lead: Stephan Martineau w/Mike Desautels, Paul Proctor</i> Location: Salon B – 3 rd Floor	Breakout Session 8: Communication Skills (repeat of Session #4) <i>Lead: Mary Jane Copps</i> Location: Wingsong – 4 th Floor

Note: Snacks and refreshments served throughout the afternoon.

Wednesday Afternoon Group Session

Time	Location	Event
4:00 pm to 5:15 pm	Salon A – 3 rd Floor	Our Stories, Winning (and sometimes losing) Case Histories – 4 @ 15 minutes long each 1. AIL – Ken Olsen/Tom Eyres – Belchrome Super•Cor Box 2. ALG – Joel Vallee – Givan’s Brook Design Build 3. AIL – Paul Proctor – Linwood Drive Super•Cor Arch 4. Sound Walls – Paul Sunseth - Brickworks Sound Wall

Wednesday Evening Group Event

Time	Details
6:30 pm to 9:30 pm	Spin – PingPong Bar

Thursday, January 18th

Thursday Morning Group Session

Time	Location/Room	Event
7:00 am to 8:00 am	The View – 5 th Floor	Buffet Breakfast
8:00 am to 9:00 am	Salon A – 3 rd Floor	Guest Speaker, Continuous Improvement Expert, Anil Gupta
9:00 am to 9:40 am	Salon A – 3 rd Floor	Financial Update <i>Lead: Wendy Alder w/Money-ca</i>
9:40 am to 10:20 am	Salon A – 3 rd Floor	Manufacturing Update <i>Lead: Stephen MacKinnon w/ Saaransh</i>
10:20 am to 10:40 am	Ballroom Foyer – 3 rd Floor	Health Break
10:40 am to 11:20 am	Salon A – 3 rd Floor	Engineering Update <i>Lead: Wayne Ford w/ Kevin William, Derek Essery, Meckkey El Sharnouby</i>
11:20 am to 12:00 pm	Salon A – 3 rd Floor	Risk Management – Defining Scope and Communication (including change orders) with the Customer <i>Lead: Jason Sherwood w/Wayne Ford</i>
12:00 pm to 1:00 pm	The View – 5 th Floor	Buffet Lunch with Introduction to OneDrive by Cameron McKay (30 minutes)

Thursday Afternoon Breakout Sessions

Time	Details	Details
1:00 pm to 1:50pm	Breakout Session 1: Selling Structural Plate – Basic <i>Lead: Phil Carroll, w/ Dennis Park, Keaton Hicks</i> Location: Salon B – 3 rd Floor	Breakout Session 2: Selling Bridges <i>Lead: Dale Gaston w/Jason Johnstone</i> Location: Wingsong – 4 th Floor
2:00 pm to 2:50 pm	Breakout Session 3: Selling Structural Plate – Advanced <i>Leads: Phil Carroll, Terry Dunn, Sebastien Gauthier</i> Location: Salon B – 3 rd Floor	Breakout Session 4: Selling MSE Walls <i>Leads: Paul Proctor, Chris Padley</i> Location: Wingsong – 4 th Floor
3:00 pm to 3:50 pm	Breakout Session 5: Selling in the Mining Sector <i>Lead: Don Michaluk w/Sebastien Gauthier, Stephen Ryan, Mike Desautels</i> Location: Salon B – 3 rd Floor	Breakout Session 6: Selling Sound Walls <i>Lead: Riley Wilson w/ Craig Cook</i> Location: Wingsong – 4 th Floor

Thursday Afternoon Group Session

Time	Location	Event
4:00 pm to 5:15 pm	Salon A - 3 rd Floor	Our Stories, Winning (and sometimes losing) Case Histories - 4 @ 15 minutes long each 1. AIL - Brad Scherger - TransCanada Pipeline 2. AIL - Robert Leblanc - Montreal Vistawall MSE Project 3. ALG - Fergus McIlraith - Packaged Solutions, Bridges and Abutments 4. AIL - Mike Desautels - Barkerville Mine

Thursday Evening Banquet Event

Time	Location	Event
6:00 pm to 10:00 pm	The Gourment - 4 th Floor then The View - 5 th Floor	Reception and Group Banquet with Awards 6:00 pm to 6:50 pm - Reception (The Gourmet - 4 th Floor) 7:00 pm - Banquet with Awards (The View - 5 th Floor) Hosted by: Jason Johnstone & Sebastien Gauthier

Friday, January 18th

Time	Location	Event
6:30 am to 8:30 am	The View - 5 th Floor	Breakfast

NOTES:

- 1) The final agenda will be provided to attendees at check-in to hotel on Tuesday, Jan 16.
- 2) Computers and mobile phones must be turned to silent during all meetings.
- 3) Dress is "business casual" for all daytime meetings and "casual" for the Wednesday evening event.
Requesting "business dress" for the Thursday evening banquet event.
- 4) *All presentation materials to be uploaded to OneDrive Link by end of business day Friday, Jan 12.*