



## **CUPE BC WEB CONFERENCE INVITATION**

### **RELENTLESS ADAPTION IN THE VIRTUAL WORLD: 4 TECH TRENDS & LESSONS TO THRIVE**

**November 23, 2020 | 9:00-10:30am**

Dear members,

We are pleased to invite you to CUPE BC's second Fall 2020 web conference offering. Please find the event details below:

**Date:** Monday, November 23, 2020

**Time:** 9:00-10:30 am (90 minutes)

**Topic:** **Relentless Adaptation: 4 Tech Trends & Lessons to Thrive**

**Registration:** Click [here](#)

**Cost:** **FREE**

**Live captioning** and **translation** will be provided for this event. Members of all affiliated and non-affiliated locals are welcome to attend.

The web conference will feature internationally renowned digital innovation expert **Amber Mac** as a special guest presenter. Please find a program description and speaker bio below:

#### **PROGRAM DESCRIPTION**

In this dynamic presentation, Amber Mac will guide attendees through a 4-part lesson on how to thrive in the virtual world. As the state of attention changes with so many people working remotely, Amber will share why this is an opportunity to build community in a new, unique, and accessible way. Whether it's the science of building relationships on Zoom, the possibilities of fundraising on Facebook Live, or the social media strategies that work best online, attendees will learn what tactics and tools can empower them. This session will help the audience adopt new ways of connecting and adapt to new ways of evolving in 2020 and beyond.

#### **SPEAKER BIO**

Amber Mac is a world renowned expert on all things marketing, technology, innovation, and transformation. Her popular Twitter feed boasts more than 120,000 followers from around the world, each eager to consume her hard-won insights on the next generation of business and consumer technology. Whether it be enhancing customer experience, understanding how to leverage AI, or building an unforgettable brand from scratch, Mac empowers leaders and organizations to take advantage of the digital revolution. Now the co-host of *Marketing Disrupted*—the Accenture-produced series that debuted as the #1 business podcast in the country—Mac explores how CMOs can adapt to the changing landscape and incoming hurdles that digital disruption will bring. And in the top-rated (and award-winning) podcast *The AI Effect*, Mac speaks to high-profile guests about the challenges and benefits of AI adoption in Canada, alongside Accenture's Jodie Wallis.

She also remains a regular business host and expert for Fast Company, CNN, Bloomberg TV, CBS, BNN, and The Marilyn Denis Show. For more information about Amber, please click [here](#).

## **AV INFORMATION**

CUPE BC has partnered with **W.E. Travel** to deliver the November 23 web conference. We welcome feedback from all webinar participants with regards to web platform accessibility, user-friendliness, and any other areas of improvement. A short survey will be sent out after each session. We thank you in advance for your input.

We look forward to your participation during our web conference. Should you have any questions about the event, please contact our office ([info@cupe.bc.ca](mailto:info@cupe.bc.ca)) for further assistance.

In solidarity,

**Paul Faoro, President**

**Trevor Davies, Secretary-Treasurer**

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