



## MEDIA RELEASE

### ARLENE DICKINSON OF “DRAGON’S DEN” AND DANIEL PINK ON THE CHANGING WORLD OF WORK

*Headliners at annual HRMA Conference & Tradeshow - April 28 & 29*

**Vancouver, BC (April 23, 2015):** As HR becomes an increasingly crucial component in any organization, the BC-based Human Resources Management Association’s “*Radical Rethink*” conference next week features internationally-acclaimed experts who will focus on the place of HR in the new global business environment.

Media are invited as more than 1,000 human resources professionals from all over British Columbia and Yukon gather at HRMA’s 53<sup>rd</sup> annual conference on Tuesday, April 28<sup>th</sup> and Wednesday, April 29<sup>th</sup> at Vancouver Convention Centre West.

For a download of our full program for **HRMA’s 53<sup>rd</sup> Annual Conference & Tradeshow on April 28<sup>th</sup> and 29<sup>th</sup>**, please visit [hrma.ca/conference](http://hrma.ca/conference).

#### KEYNOTE SPEAKERS

The general public may attend any of the following key presentations by purchasing tickets from the online store at [hrma.ca](http://hrma.ca).



**Arlene Dickinson – “Marketing Yourself”** – Arlene Dickinson is one of Canada’s most renowned independent marketing communications entrepreneurs, best known to Canadians as one of the venture capitalists on the award-winning CBC series *Dragons’ Den*, *The Big Decision*, and marketing expert on *Recipe to Riches*. As CEO of Venture Communications, her creative and strategic approach has turned the company into a powerhouse with a blue chip client list. She is also the CEO of YouInc.com, a company she founded in 2012 that is dedicated to serving and investing in entrepreneurs and the entrepreneurial lifestyle. Among her many achievements, Dickinson is also proud to be the national spokesperson for The Breakfast Clubs of Canada since 2010 and is an Honorary Captain of the Royal Canadian Navy. **(Presentation: Tuesday, April 28th, 3:30 p.m.)**



**Daniel Pink – “Leadership and the New Principles of Influence”** – Daniel Pink is the author of five provocative books about the changing world of work, including the long-running New York Times best seller, *A Whole New Mind*, and the #1 New York Times best seller, *Drive*. His books have been translated into 34 languages. Currently, Pink hosts *Crowd Control*, a series on National Geographic Television that solves problems using unique design, technology and behavioral science principles. His latest book *To Sell Is Human: The Surprising Truth About Moving Others*, offers a fresh look at the art and science of selling. Pink’s articles on business and technology have appeared in publications, including The New York Times, Harvard Business Review, The Sunday Telegraph, Fast Company and Wired. He has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. From 1995 to 1997, he was as chief speechwriter for Vice President Al Gore. **(Presentation: Wednesday, April 29th, 3:30 p.m.)**



**Brad Karsh – “The Art of Executive Presence: Mastering the Finer Points of Being an**

**Effective Leader”**- An accomplished public speaker and author, Brad Karsh has been featured on CNN, CNBC, and Dr. Phil and has been quoted in *The Wall Street Journal*, *The Washington Post*, *New York Times*, *USA Today*, and many others. Brad is also the author of three business books including *Manager 3.0: A Millennial’s Guide to Rewriting the Rules of Management*. Prior to creating JB Training Solutions, Brad spent 15 years at Leo Burnett in Chicago, where he was tasked with the responsibility of hiring and training hundreds of employees. Brad conducts

training at major companies including Abbott Laboratories, Ernst & Young, Walgreens, Discover, Groupon, The Chicago Blackhawks, and The Big Ten Network, among many others. **(Presentation: Wednesday, April 29th, 8:30 a.m.)**



**Ryan Estis – “Rethinking HR: The Future of Work and Human Resources”** - Ryan Estis

challenges conventional thinking on corporate culture, communication, client acquisition, brand ambassadorship and change. The former chief strategy officer for the marketing division of McCann Erickson, he helps companies, leaders, and sellers more effectively connect to their two most important audiences: employees and customers. Guiding audiences through the realities of the new economy, Estis blends interaction, energy, and actionable content to transform and elevate your business outcomes. His work has been featured in Electronic Recruiting Exchange,

Workforce Management Magazine, HR Professional Magazine, HR Times, SHRM, Business News Network, Crain’s Business, Staffing Management Magazine, and the books *Your Employer Brand* and *Employer of Choice*. He is also the author of the ebook, *Leading Breakthrough Sales Performance*, which addresses how customer behavior is evolving, and how the best sales organizations respond. **(Presentation: Wednesday, April 28th, 8:30 a.m.)**



**SPECIAL EVENT - TAYLOR HICKS IN CONCERT**

Winner of Season 5 of American Idol brings his Las Vegas show to the HRMA conference at 6:00 p.m. **(Concert: Tuesday, April 28th, 6:00 p.m.)** Tickets for non-delegates are available for purchase from the online store at [hrma.ca](http://hrma.ca).

**FREE TRADESHOW**

The general public is invited to attend **HRMA’s Tradeshow free of charge at Vancouver Convention Centre West on April 28th**. This is Western Canada’s largest human resources tradeshow, with more than 100 exhibitors. Will be of interest to anyone who deals with HR matters in their businesses, no matter the size.

**About HRMA**

The BC-based Human Resources Management Association (HRMA) is a non-profit organization dedicated to advancing the HR profession through advocacy, awareness and professional development opportunities such as conference, workshops, symposia, mentorship and volunteer programs. The association provides leadership to more than 5,500 members that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. [www.hrma.ca](http://www.hrma.ca).