

11th Annual Parent Conference

HDSB welcomes parents/guardians and all community members...

Future Global Competencies

"IMAGINING POSSIBILITIES , INSPIRING SUCCESS"

Saturday, October 13, 2018

from 8:15am - 2:10pm

Free Event

Garth Webb S.S.

Community Displays

Keynote Speaker

2820 Westoak Trails Blvd.

Free Child Minding

Workshop Sessions

Oakville, ON

Light snacks and refreshments



Featuring Keynote Speaker Amber Mac
Adapting in today's fast-paced digital economy requires constant education, brave leadership, and fluid planning.

AMBER MAC talks about relentless adaptation and the accelerating pace of corporate culture in the digital economy. At the forefront of the digital revolution, she helps companies adapt to, anticipate, and capitalize on lightning-quick changes—from Artificial Intelligence to social media to the Internet of Things, from marketing to customer service to digital parenting and beyond.

It's not about innovation, she says; it's about adaptation.

About Amber...

Amber Mac(Arthur) started her career in San Francisco and Boston during the dot-com boom in the late 1990s. As a strategist for Razorfish and Director of Marketing for an e-procurement software company, she spent four years in the technology start-up trenches.

Amber left the start-up world to join Microsoft to build one of the first female-focused lifestyle portals. In 2007, she started her own digital marketing agency. The company's first client was world-renowned business coach Tony Robbins. Their client list also includes Microsoft, Intel, Shopify, Ford, Canada Goose, Fast Company, PayPal, Scotiabank, Yellow Pages, and many more leading organizations.

In 2010, she wrote the national bestselling business book *Power Friending* (Portfolio: New York). In 2016, she co-wrote an Internet safety book called *Outsmarting Your Kids Online* (with security expert Michael Bazzell). Amber has keynoted more than 300 events around the world. Topics include business innovation, Internet of things, online safety, artificial intelligence, the distraction economy, and what it takes for companies to adapt and grow.

She is a regular business host and expert for Fast Company, Shopify, CNN, Bloomberg TV, CBS, BNN, The Marilyn Denis Show, and SiriusXM Radio and has more than two million social media followers online.

Registration opens in September. For more information and to register visit:

www.hdsb.ca Home/Our Board/Get Involved/Parent Involvement Committee (PIC)/Annual Parent Involvement Committee Conference/

