

# 2019 OTA EVENT GUIDE



## OTA EXECUTIVE CONFERENCE GUEST SPEAKERS

### WE PROUDLY PRESENT:

#### **BONNIE BROOKS**

Bringing over three decades of experience to global leadership in retail and marketing, Bonnie Brooks is one of North America's great business success stories. In February 2014, Brooks was appointed Vice Chairman of Hudson's Bay Company. She has also served as Editor-in-Chief at Flare, Canada's largest fashion magazine and Executive VP of Holt Renfrew where she brought many major American and European designer brands to Canada. Bonnie is one of Moncole's Top 25 retailers worldwide and one of Fast Company's 100 Most Creative People in Business.

#### **LIANE DAVEY**

Known as the "Teamwork Doctor", Liane Davey knows how to create high performing teams. Having worked with businesses, including Fortune 500 companies, from across the globe helping teams from the frontlines to the boardroom, Liane has developed a unique perspective on the challenges that teams face and how to solve them. Her mission is to transform the way people communicate, connect and contribute, using her expertise in strategy and group dynamics, she delivers the perfect combination of education and entertainment that leaders and teams need to make an immediate impact on their organizations.

#### **SCOTT STRATTEN**

For generations, marketing has been hypocritical. Scott Stratten who has over 185,000 people follow his daily rantings on Twitter, and who was named one of the "Top Five Social Media Influencers in the World" on Forbes.com, is an "unmarketer" and an expert in viral, social and authentic marketing. Using real life, practical examples, along with a good dose of humour, Scott shows audiences how to "unlearn" the old ways and consistently attract, engage and hold on to the right customers.

#### **MAX VALIQUETTE**

For over twenty years, Max Valiquette has been at the forefront of what's now, what's new and what's next. Anointed by Marketing Magazine as one of Canada's "Most Influential Marketers", Max has worked with some of the biggest companies in the world to help them transform their organizations, their businesses and their brands. Max is an award-winning marketer and market researcher; an author; broadcaster; and journalist who relishes engaging audiences. Justin Trudeau called him a "don't miss" speaker.



### JESSICA HOLMES EVENT HOST

It's with great honour that we bring back Jessica Holmes for a second year in a row as our event host. Beloved comedian, Jessica has been a favourite on Royal Canadian Air Farce for 15 years. She's brought the house down opening for giants such as Ellen DeGeneres, Russel Peters, Jerry Seinfeld and Oprah Winfrey.

Her hilarious take on life's challenges as well as her unique knack for skewering celebrities (including Nikki Minaj and Celine Dion) has audiences in tears.



BONNIE BROOKS



SCOTT STRATTEN



LIANE DAVEY



MAX VALIQUETTE

All our OTA events are sponsored by Team OTA. Team OTA is a group of Elite Suppliers to the industry who are key supporters of the association. For more information on Team OTA call us at 416.249.7401

Contact Joanne Benac for details: [joanne.benac@ontruck.org](mailto:joanne.benac@ontruck.org)





# OTA ANNUAL GOLF CLASSIC

Join us for OTA's Fall and Spring Golf Classic.  
A bad golf day is still better than a good work day!

## SPRING GOLF

MAY 7, 2019

Glencairn Golf Club in Milton

&

## FALL GOLF

SEPTEMBER 24, 2019

Glen Abbey Golf Club in Oakville

Sponsorships are available, call OTA for more information.

# OTA BASEBALL

JUNE 6, 2019

## NEW YORK YANKEES VS TORONTO BLUE JAYS

Register now: [www.otabaseball.ca](http://www.otabaseball.ca)

On Thursday June 6, 2019 OTA will be hosting OTA Baseball Day in the Cisco Summit Suite at the Rogers Centre. Watch your Toronto Blue Jays take on New York Yankees. Opportunities for great networking, while enjoying great food and drinks.

Access to private suite, game day ticket, host bar and buffet dinner all included in the ticket price. (\$220)

Sponsorships are available, call OTA for more information. - 416.249.7401 | [events@ontruck.org](mailto:events@ontruck.org)



# OTA EXECUTIVE CONFERENCE

NOV. 6 – 7, 2019

OTA continues its long tradition of having its fall classic in downtown Toronto. As always, this year's jam-packed business agenda is informative and inspiring with some of the most motivational and entertaining speakers we've ever had.

The event is punctuated with our famous awards dinner in the Ritz ballroom. Our concurrent Next Generation program also features high level speakers, while an exclusive offsite dinner for up and coming managers at a hot, local watering hole is a perfect way to kick up your feet and chat up like-minded future leaders.

## SPONSORSHIP

Join Canada's most recognized trucking suppliers in supporting Canadian trucking's premier event and celebrating our industry. Months of sales calls don't come close to matching just a few hours of face-to-face interaction with top-level prospects at the OTA Executive Conference.

On top of exclusive networking opportunities with the top buyers, decision makers and future leaders of the industry, sponsors get the following value added features:

- Registration discounts compared to non-sponsors.
- Prominent listing in the OTA membership print directory.
- Visual recognition throughout Conference.
- Inclusion of company branding in sponsorship material and broadcasting presented throughout.
- Inclusion of company logo and direct link on Conference website.
- Mentions in our OTA social media platforms.
- Media exposure: covered by the trade press.
- Sponsorship opportunities and company branding on mobile app.

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