



# Agenda

September 16–18, 2026 | Calgary, Alberta

*In partnership with Sign Experience Canada*

## Wednesday, September 16

TIME	PROGRAM
7:00–9:00 PM	<b>Young Professionals Network Reception</b> Join fellow young professionals for an informal evening of networking at GRETA

## Thursday, September 17

TIME	PROGRAM
8:00–8:30 AM	<b>Breakfast</b>
8:30–9:30 AM	<b>Opening Keynote</b> Warren Macdonald
9:45–10:45 AM	<b>Sign-Building Competition</b> A hands-on team challenge designed to spark creativity, collaboration and friendly competition.
11:00 AM–12:00 PM	<b>Mentorship Across Generations: Panel Discussion</b> Young professionals and experienced industry leaders discuss mentorship, career development, succession planning, leadership and how the sign industry has changed over time.
12:00–12:15 PM	<b>Networking Break</b> Connect with speakers and fellow attendees.
12:15–1:15 PM	<b>Changing Calgary: Lunch Session</b> Fast-paced presentations and a panel exploring Calgary’s growth, major development projects, economic trends and the opportunities these changes create for the sign industry.
1:30–2:30 PM	<b>Young Professionals Session</b>

TIME	PROGRAM
	Session details to be announced.
<b>2:45–3:45 PM</b>	<b>Advocacy, Compliance and Regulatory Issues</b> David Hickey, Vice President of Advocacy at the International Sign Association, leads a discussion on government relations, compliance and regulatory issues affecting the sign industry.
<b>6:00–7:00 PM</b>	<b>Best of Canada Sign Industry Awards Reception</b> Separate ticket required.
<b>7:00–9:00 PM</b>	<b>Best of Canada Sign Industry Awards Gala</b> An evening celebrating excellence in Canada’s sign industry. Separate ticket required.

## Friday, September 18

TIME	PROGRAM
<b>8:30–11:00 AM</b>	<b>Sign Industry Shop Tour</b> Depart from the Hudson at 8:30 AM for a guided facility tour, Return to the Hudson by approximately 11:00 AM.
<b>11:15 AM–12:15 PM</b>	<b>Closing Keynote: Navigating Economic Chaos</b> Todd Hirsch closes the conference with an insightful look at today’s economic environment.

*Program subject to change.*