

Presented by



STRATEGIC
MARKETING

CONNECTING BRANDS TO PEOPLE

New Cannabis Marketing Summit 2019 Heights



Everything you need to know
about Canada's emerging
cannabis industry - 90 days in.

Thursday January 17, 2019

CN Tower, Toronto ON

8:30am - Doors and Registration Open

8:30 - 9:30am - Exhibitor Space Open

9:30am - 5:30pm - Conference CMSHeader-01

5:30 - 7:30 pm - Cocktails



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What is it?

A marketing leadership summit highlighting trailblazing brands in the cannabis space.

A highly interactive and inspirational day.

Engaging conversations with powerhouse leaders.

Experiential activations with brands.



Overview

Elements	Details
Event type	1-Day Cannabis Marketing Summit
Date	Thursday, January 17th 2019
Venue	CN Tower – Maple Leaf Cinema & The Look Out Deck
Time	Exhibitors 8:30 Conference 9:30am & Cocktails 5:30pm
Number of attendees	140
Industries participating	Tourism CPG Retailers Licensed Producers Beverage Beverage alcohol Entertainment Music Lifestyle brands Agencies



Who should attend?

Marketing leaders in any industry connected to or adjacent to cannabis.

Brands that want to play in the cannabis space or who are impacted by the industry.

Anyone interested in what has happened in the last 90 days and what the future looks like.

Attendees Industries include: licensed producers, retailers, tourism, consumer packaged goods, beverage, beverage alcohol, restaurants, attractions, entertainment, music, retailers, festivals & events.



Why should you come?

Network with industry leaders, and participate in the conversation that is shaping this new industry.

- ✓ Be at the forefront of new developments, hear about consumer trends, and get insight into the latest rules in the evolving retail landscape.
- ✓ Learn from cutting-edge brand leaders about how to play in the space, and capitalize on recreational legalization.
- ✓ Gain insight into compliance, risk management, consumer trends, and be inspired by world-class examples of cannabis marketing.



Agenda

TIME	TOPIC	SPEAKERS
8:30 - 9:30	Doors Open	Registration, Networking and Exhibitor Engagements
9:30 – 9:40	MC Welcome Remarks	Jennifer Mason , President JLM Strategic Marketing Inc.
9:40 – 10:00	Fireside Chat	Adam Coates , Vice President of Sales & Marketing, Westleaf Inc. & Jennifer Mason , JLM
10:00 – 10:30	State of a LEGAL Nation	Jennifer T. Lee , National Cannabis Leader Retail & Customer Analytics, Deloitte LLP
10:30 - 11:15	Creativity with Cannabis	Adam Miron , Co-Founder and Chief Brand Officer, HEXO Corp.
11:15 - 12:00	A Day in the Life of Cannabis	Don Mayo , Managing Partner, IMI International
12:00 - 12:30	Lunch , networking & Exhibitors	A delicious lunch will be served to all delegates courtesy of our partner HEXO Corp.
12:30 - 1:00	Best of Cannabis Marketing	Nick Pateras , Vice President of Strategy, Lift & Co.
1:00 - 1:45	Knowledge is Power – Managing Risk	Moderator: Samantha Slattery , Account Executive, Hub Insurance
		Richard Anderson , Executive Director, Smart Serve
		Megan Henderson , Executive Producer, The GrowthOpp
		Matt Maurer , Partner, Vice Chair of Cannabis Law Group, Torkin Manes LLP
1:45 - 2:15	Cannabis Game Show	Hosted by Marilyn Barefoot , Founder, Barefoot Brainstorming
2:15 - 2:45	Cannabis experiences	Jacque Court , Digital Content Creator Producer Owner, Once Upon a Brand
		Melani Chong , Cosmetic Chemist, Analog/SCI
		Terry Donnelly , CEO, Hill Street Beverage Company
		Jessica Moran , Director of Marketing & Communications, Strainprint Technologies Inc.
2:45 - 3:00	Coffee break	Join us for light refreshments courtesy of our partner HEXO Corp. & Exhibitor Engagements
3:00 - 3:45	Retail is coming	Thomas Dyck , CEO, mihī Cannabis
3:45 – 4:45	Canadian trailblazers	Moderator: Rachel Colic , Co-Host & Producer, The High Friends Podcast Producer, Cannabis TV
		Josh Lyon , VP Marketing & Partnerships, Hiku
		Jo Vos , Managing Director, Leafly
		Peter Neal , Co-Founder, Neal Brothers Foods & Up Cannabis Edibles
4:45 - 5:00	Closing Remarks	Jennifer Mason , President JLM Strategic Marketing Inc.
5:00 - 5:30	Exhibitors & Networking	Networking and Exhibitor Engagements
5:30 - 7:30	Cocktail networking	Join us at The Lookout Deck for networking, cocktails and spectacular views!

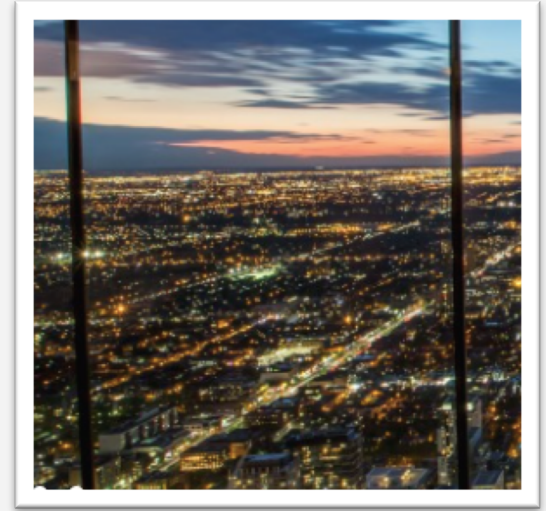
Where is it?



The CN Tower.



Sessions hosted in the state-of-the-art
Maple Leaf Cinema.



Network over cocktails in the
newly renovated Look Out Deck
at the top of the tower.



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Thank you.

**For more information as a speaker or
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