



# THE influence EVENT



April 26, 2016

London  
Convention  
Centre

If you want to transform people's lives,  
your first step is to influence.

Graphic Design by Doubleclick · Photography by Silent Poetry · Jewelry by Susan Dinner

What will you do to influence your world today?

# AGENDA

Breakfast

Welcome Laurie Hawkins & Susan Regier

Panel of Master Influencers

Audience Q & A

Wellness Break with  
Employee Wellness Solutions Network

BREAK

Janice Evans, Scotia Wealth Management

Terry O'Reilly  
"Jump the Fence"

Closing Remarks – Laurie Hawkins & Susan Regier

VIP Lunch with Terry O'Reilly



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## Terry O'Reilly

"Jump the Fence" with Terry O'Reilly...

From CBC Radio's "Under the Influence" program, Terry is known as a passionate (and humorous) speaker. His presentation is full of utterly remarkable stories of how organizations used intuitive thinking to achieve outstanding results. All they did was "jump the fence" in their thinking.

Terry has won hundreds of national and international awards for his writing and directing, and has worked with such notable actors as Alec Baldwin, Ellen DeGeneres, Kiefer Sutherland, Bob Newhart, Martin Short, and Drew Carey. Marketing Magazine chose Terry as one of Canada's "Most Influential" marketing people.



Influ

Your Influence Imprint

Every day you impact your world by leaving your mark  
– as unique as your fingerprint and just as imperceptible.

## Meet our Panel of Influencers...



**Laurie Hawkins, Hawk Inspired**

*"Influence is like a magnet that has a compelling and unexplainable force that inspires people to follow you!"*



**Susan Regier, Vantage One Writing & Networking Today**

*"Influence is the ability to impact others through words, actions, and deeds. It is your most profitable skill!"*



**Ben Gould, Milli Ltd.**

*"Influence causes us to think and to question – it is the input that subtly or overtly affects our thinking. It comes from everywhere and everything through all senses. We are all transformed by the world around us largely based on our influencers."*



**Janine Taylor, The Next Trend (TNT) Designs Inc.**

*"Influence is about the experience you create with people. This goes both ways as others influence our experiences as well. Influence always impacts the end result, both personally and professionally."*



**Dr. Stephen LaFay, LaFay Chiropractic**

*"Influence is defined as the capacity to have an effect on the character, development, or behaviour of someone. I believe that our influence grows when we are most authentic so if you want to grow your influence, then be true to yourself and live your life to the fullest."*



**Nancy Sutherland, The Sunshine Foundation of Canada**

*"Influence is as hard to define as it is to exert. You may never know the influence you are having on someone so it's important to try to live your values each and every day."*



**Rodney Lover, Lovers atWork & Arrowfinger**

*"Moving people forward – your team, your community, your family – without force. Influence is magnetism – earned through integrity, service and character."*

To read the full bio of our influencers, visit [www.TheInfluenceEvent.com](http://www.TheInfluenceEvent.com)

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You may never know how you've touched another's life. You leave your mark on the world by influencing those around you who in turn influence others...making a global impact.

# Thank you to our IMPACT sponsor!

**Janice Evans, CFA**  
Senior Wealth Advisor, Portfolio Manager



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**Influence...make a difference in your life and the life of others!**

# Influence In Action...Our Gift To You

Laurie Hawkins & Susan Regier are offering you the opportunity to get your business and marketing questions answered during a private, one-on-one 25-minute laser-coaching session to help you create more influence in your market.

## Only 10 Spots Available

(5 for Laurie & 5 for Susan)

Be assured – this call is all about you and helping you to grow your business. There will be no selling. We promise!

**Laurie Hawkins:** As a certified high performance business coach and founder of Hawk Inspired, Laurie ignites people, evolves businesses, and inspires change. She is a high energy “make it happen” person who loves to work with high achieving people and teams who are overflowing with potential and possibilities. Through the process, her clients gain perspective, power, passion, productivity, and profitability. Laurie is the influence catalyst!

**Susan Regier:** Referred to as a “Magnetic Marketing & Mindset Master,” Susan is an in-demand marketing content writer, marketing strategist, speaker, and “tell-it-like-it-is” coach/mentor to serious entrepreneurs who want to attract more clients and make more money. She has the uncanny ability to find the hidden gems in a business that can ignite sales and profits for her clients. Susan is the publisher of *Networking Today*, Canada’s online resource to connect professionals, build relationships, and grow businesses.

