

# GRCE Growth & Revenue Conference & Expo Canada East

## AGENDA

Wednesday, Oct 21, 2026

### **Breakfast, Registration and Morning Networking**

*Expo Hall & VIP Lounge*

*7:30 a.m. - 9:20 a.m.*

### Revenue Systems & Growth Infrastructure

#### **Keynote: The Engine of Predictable Growth**

*Discover how leading companies align sales, marketing, and operations for repeatable results.*

*Conference Hall*

*9:20 a.m. - 9:50 a.m.*

#### **Panel: What Breaks at Each Growth Stage**

*Conference Hall*

*9:50 a.m. - 10:35 a.m.*

#### **Sponsor Activation**

*Conference Hall*

*10:35 a.m. - 10:45 a.m.*

#### **Coffee and Drink Break**

*Expo Hall & VIP Lounge*

*10:45 a.m. - 11:00 a.m.*

### Performance Marketing & Lead Generation

#### **Keynote: Winning Customers Without Wasting Money**

*Master the strategies, channels, and systems that drive measurable and predictable revenue.*

*Conference Hall*

*11:00a.m. - 11:30 a.m.*

#### **Panel: Attribution, CAC, signal loss**

*Conference Hall*

11:30 a.m. - 12:15 p.m.

**Sponsor Activation**

*Conference Hall*

12:15 p.m. - 12:30 p.m.

Lunch and Afternoon Networking

*Expo Hall & VIP Lounge*

12:30 p.m. - 1:30 p.m.

AI, Automation & Scalable Execution

**Keynote AI as a Growth Multiplier, Not a Risk**

*Conference Hall*

1:30 p.m. - 2:00 p.m.

**Panel: What to automate first**

*Conference Hall*

2:00 p.m. - 2:45 p.m.

**Sponsor Activation: Government + enterprise perspective**

*Conference Hall*

2:45 a.m - 3:00 p.m.

**Coffee and Drink Break**

*Expo Hall & VIP Lounge*

3:00 p.m. - 3:15 p.m.

Breakout & Workshop Afternoon

*Breakout Rooms 1, 2 & 3*

3:15 p.m. - 4:15 p.m.

**RevOps Bootcamp: From Chaos to Clarity**

*Build alignment between sales, marketing, and finance.*

**Lead Generation Systems That Never Sleep**

*Turn your marketing stack into a revenue machine.*

**AI for Every Team: Where to Start**

*Real-world adoption strategies for SMBs and enterprises.*

Networking Evening

*Expo Hall & VIP Lounge*

4:15 p.m. - 7:00 p.m.

Thursday, Oct 22, 2026

**Breakfast and Morning Networking**

*Expo Hall & VIP Lounge*

*7:30 a.m. - 9:00 a.m.*

Leadership, Talent & Growth Capacity

**Keynote: Building Teams That Can Actually Scale**

*Learn how to grow your leadership, culture, and talent systems as your business scales.*

*Conference Hall*

*9:00 a.m. - 9:30 a.m.*

**Panel: Hiring for scale, incentives, second-layer leaders**

*Conference Hall*

*9:30 a.m. - 10:15 a.m.*

**Sponsored Roundtable**

- *Building leadership benches*
- *Retaining top talent*

*Conference Hall*

*10:15 a.m. - 11:00 a.m.*

**Coffee and Drink Break**

*Expo Hall & VIP Lounge*

*11:00 a.m. - 11:15 a.m.*

Capital, Cash Flow & Financial Strategy

**Keynote: Funding Growth Without Running Out of Cash**

*Get actionable strategies to manage cash flow, secure funding, and grow responsibly.*

*Conference Hall*

*11:15 a.m. - 11:45 a.m.*

**Sponsored Roundtable**

*Debt vs equity vs grants (Canada-specific)*

*Conference Hall*

*11:45 a.m. - 12:30 a.m.*

**Lunch and Afternoon Networking**

*Expo Hall & VIP Lounge*

12:30 p.m. - 1:30 p.m.

## Breakout & Workshop Afternoon

*Breakout Rooms 1, 2 & 3*

1:30 p.m. - 2:30 p.m.

### **Second-Layer Leadership: Building Beyond You**

*Prepare your organization for scale without chaos.*

### **Retention Systems That Actually Work**

*Keep your best people as you grow fast.*

### **Cash Flow Systems for Scaling Companies**

*Track, forecast, and control cash without spreadsheets pain.*

## Networking Afternoon & Prize Draw

*Expo Hall and VIP Lounge*

2:30 p.m. - 4:00 p.m.

*End*