

**WOMEN OF  
INFLUENCE**

SPOTLIGHT SERIES

PRESENTED BY

**Scotiabank®**

# TESSA VIRTUE'S NEXT ACT

A portrait of Tessa Virtue, a Canadian figure skater, smiling and posing in a blue denim jacket with white stripes on the sleeves. She is holding the collar of the jacket with her right hand. The background is a solid red color.

SEPTEMBER 30, 2020  
6:00 PM - 8:00 PM  
VIRTUAL

LEARN MORE AT  
[WOMENOFINFLUENCE.CA](https://www.womenofinfluence.ca)



# WOMEN OF INFLUENCE

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## A SPOTLIGHT SERIES EVENT REIMAGINED DIGITALLY

Join us for the official digital relaunch of the Women of Influence Spotlight Series, in partnership with [Scotiabank](#), as we welcome to the stage the most decorated figure skater in Olympic history: Tessa Virtue. In a candid conversation with CTV News Anchor Marcia MacMillan, Tessa will reveal exactly what it takes to rise to the top of your industry - and how to transition into your next act when the time comes.

The curated breakout sessions will enable you to make career-defining connections, and leave with a newfound perspective in building resilience, transitioning to the next phase of your career and pursuing your entrepreneurial goals.

## A MESSAGE FROM OUR PRESENTING SPONSOR

[Scotiabank](#) is proud to partner with Women of Influence as the presenting sponsor of the season premier of the Fall 2020 virtual Spotlight Series with Tessa Virtue. Scotiabank is a leading bank in the Americas. Guided by our purpose: “for every future”, we help our customers, their families and their communities achieve success through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With a team of approximately 100,000 employees and assets of approximately \$1.2 trillion (as at January 31, 2020), Scotiabank trades on the Toronto Stock Exchange (TSX: BNS) and New York Stock Exchange (NYSE: BNS).

Say hello to a world possibilities and opportunities with Scotiabank. Follow us on Twitter [@Scotiabank](#) and [@ScotiabankViews](#).





## **MEET TESSA VIRTUE**

**FIVE-TIME OLYMPIC MEDALIST**

**THREE-TIME WORLD CHAMPION**

**CANADA WALK OF FAME INDUCTEE**

In PyeongChang 2018, Tessa Virtue and her ice dance partner, Scott Moir, became the most decorated figure skaters in Olympic history with five career medals – three gold and two silver. Tessa and Scott first captured the hearts of Canadians when the pair had one of the most memorable performances in Vancouver 2010 becoming both the first North Americans and youngest ice dancers to be crowned Olympic Champions.

Following her double gold-medal performance in PyeongChang 2018, Tessa co-created the Thank You Canada Tour, which visited the small towns that are usually flown over with bigger skating shows, as a way to say thank you for the support that these communities had shown throughout their careers.

In 2019, in her final tour, the pair rocked the rink with a blend of incomparable artistry, live music and their greatest performances. They created memorable moments across Canada by welcoming talented Special Olympics athletes to perform solos to promote inclusivity.

Now retired from ice dance, Tessa continues to be a strong advocate for female empowerment and works closely with FitSpirit, an organization whose mission is to raise public awareness around the problem of declining participation in sport among pre-teen and teenage girls.

An ambitious academic, Tessa is currently pursuing her EMBA at the Smith School of Business and channeling her entrepreneurial spirit into her next role: CEO.

**[READ MORE AT OUR 5 MINUTES WITH TESSA VIRTUE ARTICLE >>](#)**



AGENDA AT A GLANCE

LOBBY PRE-EVENT	CREATE YOUR PROFESSIONAL PROFILE
LOBBY 6 PM	WELCOME FROM WOMEN OF INFLUENCE CO-CEO, ALICIA SKALIN
EXHIBITOR EXPO & CONNECTING SALON 6 - 6:30 PM	EXPLORE THE EXHIBITOR EXPO AND WOI CONNECTING SALON
Main Stage 6:30 PM	WELCOME FROM LAURA CURTIS FERRERA, SVP AND GLOBAL CHIEF MARKETING OFFICER AT SCOTIABANK
Main Stage 6:30 - 7:30 PM	FIRESIDE CHAT WITH CTV NEWS ANCHOR MARCIA MACMILLAN AND TESSA VIRTUE + LIVE AUDIENCE Q&A
Main Stage 7:30 PM	THANK YOU FROM ELSPETH MURRAY, ASSOCIATE DEAN, MBA & MASTERS PROGRAMS AT SMITH SCHOOL OF BUSINESS
Workshop Breakout Sessions 7:30 - 8:00 PM	BREAKOUT SESSIONS





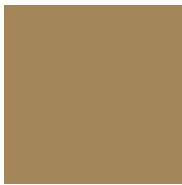
# PLATFORM AT A GLANCE

TIME	CONNECTING SALON	EXHIBITOR EXPO	MAIN STAGE	BREAKOUT SESSIONS
6:00 - 6:30 PM			-	-
6:30 - 7:30 PM				-
7:30 - 8:00 PM			-	

## LEGEND



All Ticket Holders



All Access Ticket Holders



VIP Ticket Holders





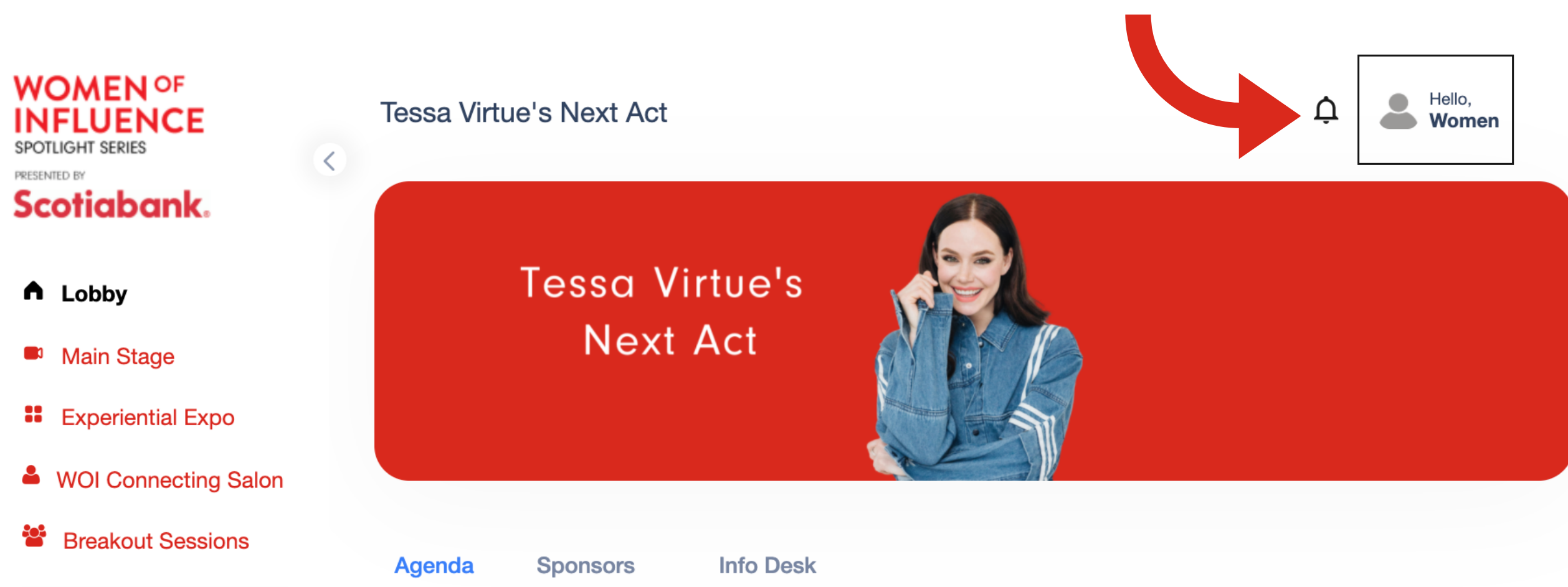
## EVENT LOGISTICS - HOW TO WORK THE PLATFORM

### 1. LOG-IN & CREATE PASSWORD

The event link will be sent in your e-ticket. Click 'Enter Event', and you will be transported to the virtual event platform. To log-in, please use the email address that you purchased your ticket with, and you will be prompted to create your own password. Create a password you'll remember (you'll have 30 days post-event to come back and enjoy the content!).

### 2. BUILD YOUR PROFESSIONAL PROFILE

Once logged in, create a custom professional profile. In the top right-hand corner, you can click on your profile, add a headshot, add your title/company, contact info and some conversation prompts. Use this opportunity to connect directly with fellow attendees (by chat AND video!) and build your network.



### 3. NAVIGATING THE PLATFORM

On the left-hand column of your screen are the different experiential offerings. Click on the Main Stage to check out where the live stream conversation will appear. During the live stream, you'll be able to ask questions under the chat section to the right of the live stream feed!





## FAQ

### **WHERE CAN I FIND THE EVENT LINK?**

The event link will be emailed to all registered attendees. If you did not receive the link, please check your email promotions or junk folder. You can also reach out to [info@womenofinfluence.ca](mailto:info@womenofinfluence.ca) and request the event details.

### **WHAT IF I CAN'T MAKE THE LIVE EVENT, BUT WANT TO VIEW THE CONVERSATION?**

The live conversation will be recorded and with the purchase of any ticket, you will have digital access to the platform, and the live conversation for 30 days following the live event.

### **WILL I BE ABLE TO SPEAK DURING THE EVENT?**

VIP and All Access ticket holders will be able to register for breakout sessions, where you will be able to connect with other audience members. During the event, you will also be able to submit questions online, and the moderator will get to as many questions as possible as the allotted time permits.

### **HOW SHOULD I WATCH THE EVENT?**

We would recommend watching the event on a laptop or computer. You are able to stream the event to a television. The recommended browser is Google Chrome. Please note that Internet Explorer is not supported. We do not advise tuning in on mobile devices.

### **WHAT WILL I NEED FOR THE EVENT?**

A strong wifi connection, internet access, a laptop, charger, and notebook and pen to take notes!





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# WOMEN OF INFLUENCE

SPOTLIGHT SERIES

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## THANK YOU FOR JOINING US!

### WHAT'S NEXT?

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Join us on October 29th for a Virtual Spotlight, as we welcome to the stage, Sarah Jordan, CEO of Mastermind Toys, in partnership with **Smith School of Business**. Sarah will sit down for a candid conversation with CTV News Anchor Marcia MacMillan and reveals not only how she's succeeding as CEO, but how she managed her career to get there in the first place.