



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

2021 VIRTUAL SUMMIT

October 21, 2021

9:30 am – 5:00 pm Eastern Time



#POCSummit



PROFESSIONAL ORGANIZERS IN CANADA
2021 VIRTUAL SUMMIT

Emerging Stronger
POC SUMMIT 
October 21, 2021

A MESSAGE FROM YOUR 2021 NATIONAL CONFERENCE COMMITTEE

Welcome to POC's 2021 Virtual Summit being live streamed on Thursday, October 21st.

2021 has seen a continuation of lockdowns and restrictions due to the ongoing pandemic. However, as the nation continues to adjust to the uncertainty of it all, as organizers we are shifting the way we work with our clients by implementing new tactics and approaches. Many of us are learning the value of virtual organizing and coaching and as result, we are growing our skills, and some are busier than ever before. It just seemed a natural fit to select Emerging Stronger as this year's theme.

The NCC, along with the management team at Associations First, have learned a lot since last year's Summit, and as a result we've built a professional and engaging event that is chock full of learning, networking, and fun.

The day will begin with an optional orientation session where you will learn how to get familiar with the online virtual platform so that you can maximize your Summit experience.

With a strong response to our Call for Presenters, we are happy to offer four blocks of concurrent professional development sessions that include a range of topics, diversity, and French content. If you are undecided about which session to attend, don't worry. One of the many advantages of hosting a virtual Summit is the ability to record sessions. All our Summit sessions will be recorded so you can view them later with the exception of *D1: Prise de parole en public : domestiquez la bête*, which prohibited due to copyright restrictions. Recordings will be available to registered attendees until November 30, 2021.

Besides offering an outstanding line-up of presentation topics, this year's Summit will also include:

- Wheel of names and prizes throughout the day
- Morning Yoga – to get your day going
- Social networking activities that include: Mini Self-Massage & Reflexology, Mixology, and Zen Doodling

And be sure to attend the Annual General Meeting being held Wednesday, October 13th from 5:00 pm – 7:00 pm EST and followed by a virtual social networking reception.

We are confident you will come away from this Summit inspired and motivated to continue to emerge even stronger than before. We look forward to “seeing you there”!

Your POC 2021 National Conference Committee: Clare Cluff, Entertainment Lead
Crystal de Nobrega, Sponsor/Exhibitor Lead
Georgina Forrest, Program Lead
Debbie White, Communications Lead

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ONLINE TPO EXAM

WEDNESDAY, OCTOBER 20, 2021 | 12:00 PM – 1:00 PM EASTERN

Enhance your Summit experience! Eligible candidates will have the opportunity to write the proctored POC Trained Professional Organizer (TPO) exam **online**.

As the TPO exam is not part of the Summit, please note you must pre-register online:

- Candidates who intend to write the POC TPO exam must qualify by completing all required courses before registering. Those who wish to challenge the exam must meet certain conditions.
- Advance registration for POC's Trained Professional Organizer exam will close by midnight ET on **October 18, 2021**.

Register [here](#) for the POC Trained Professional Organizer Exam.

SUMMIT PROGRAM / SCHEDULE

THURSDAY, OCTOBER 21, 2021 | 9:30 AM – 5:00 PM EASTERN

9:30 am – 10:00 am

Virtual Platform Orientation Session

Join us early for an overview of our virtual meeting space with tips and tricks to ensure you have a smooth online experience!

10:00 am – 10:30 am

Morning YOGA/Meditation Session

Join Billie-Lynn Hillis from the Gaia Wellness Retreat for a soothing and refreshing session via video. From your chair or yoga matt, this 30-minute session is sure to have you feeling limber and energized ... and ready to tackle the rest of the day!

11:00 am – 11:05 am

Grand Opening

The 2021 Virtual Summit will get underway with an opportunity to meet the members of the National Board and general announcements.

11:05 am – 12:05 pm

Breakout Sessions A

A1 – Intervision: Methodical Learning from Client Challenges to Improve Your Skills

Presenter: Hilde Verdijk (she/her)

Website: <https://www.yourorganize.nl/>

Audience: All Audiences

Sometimes we get stuck in helping our clients. There is an underlying issue, and we just do not know if it's us or the client or both. We get blindsided and do not see a way out. In those cases, "Intervision" may help. Intervision is a structured methodical way of discussing client challenges with peers to fully comprehend the scope, depth, and nature of the challenge. By using Intervision, the original perceived

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challenge is often replaced by the true question or issue. Discussing Client Challenges is always highly valued in various study programs. Intervention goes further than just discussing the issue at hand. It teaches you to look beyond the original challenge. It challenges you to look at your own and your peer's behaviour, thoughts and beliefs and communication styles and improve all those. Intervention is mandatory in the Netherlands, if you want to be a (registered) member of the NBPO. In this presentation Hilde Verdijk explains backgrounds, methods, benefits and tells about an actual case-study to give you a better understanding of the concept Intervention.

At the end of this session, attendees will be able to:

1. The power of and need for self-reflection on your own behaviour in client situations.
2. The importance of defining the true client challenge through exchange of thoughts with peers.
3. Finding solutions and insights through guidance and discussion with others.



Hilde Verdijk (Yourganize) is a Dutch Master Registered Professional Organizer, who works mainly with clients struggling with Challenging Disorganization or hoarding issues. Hilde also trains other professionals and organizations, mainly about hoarding. Since November 2020, she is the Chair of the Dutch National Hoarding Workgroup. Hilde has been an ICD subscriber and avid volunteer since 2010 and has earned her CPO-CD® in 2013. She volunteers as Chair of the ICD International ICD Committee. Hilde was awarded ICD Volunteer of the Year in 2014 with Dutch colleague Ine Lamers. Hilde is married to Richard and has two adult children.

A2 – Virtual Organizing Skills: How to Futureproof Your Organizing Business by Offering Online Services

Presenter: Juliet Landau-Pope (she/her)

Website: <https://www.jlpcoach.com/>

Audience: All Audiences

Among lessons learned by entrepreneurs during the Covid-19 pandemic is to expect the unexpected and to be ready to adapt quickly and creatively to changing circumstances. For professional organizers worldwide versatility has been key. It means that we can continue to serve our clients and to grow our businesses during testing times. So, whether you're just launching your professional organizing business or looking to take it to the next level, there are many reasons to consider adding virtual organizing to your portfolio of services.

In this session, Juliet Landau-Pope (JLP Coach) draws on several years' experience to outline differences between working as a PO online and on-site. She discusses the advantages of virtual organizing and explains how to get started; this includes how to 'pivot' with existing clients and marketing tips to find new ones. To illustrate her approach and highlight specific skills, Juliet describes case studies of her own clients. She also presents a frank overview of the challenges involved with virtual organizing and offers suggestions to overcome them.

Looking ahead, Juliet considers the importance of thinking strategically about futureproofing your organizing business. She demonstrates how virtual organizing can help POs to stay positive, build resilience and maintain motivation in the face of uncertainty and change.

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At the end of this session, attendees will be able to:

1. Appreciate the benefits of virtual organizing for clients and for professional organizers
2. Understand strategies to guide and support clients while working online
3. Think creatively about sustainable business development



Juliet Landau-Pope is a certified coach and productivity expert with more than 20 years' experience of helping students and young adults to develop time management and organizing skills. An Oxford graduate, she taught at the Open University and trained as a co-active coach before launching JLP Coach in 2008. As volunteer head of training for APDO Association of Professional Declutterers & Organizers for six (6) years, Juliet wrote and co-led the 1st UK training courses for POs. In 2020 during lockdown, she founded the Academy of Virtual Organizing to train and support organizers working online. Juliet has written 2 books – Being More Productive (2017) and Clearing Your Clutter (2018). Juliet is

currently writing a chapter on procrastination for the 2nd edition of the ICD Guide to Challenging Disorganization for Professional Organizers.

12:05 pm – 12:25 pm

Break featuring Sponsor Spotlights

12:25 pm – 1:25 pm

Breakout Sessions B

B1 – Écouter - Aimer - Créer, des outils pour naviguer à bon port en période de turbulence

Presenter: Guy Giard

Website: <http://www.guygiard.com/>

Audience: All Audiences

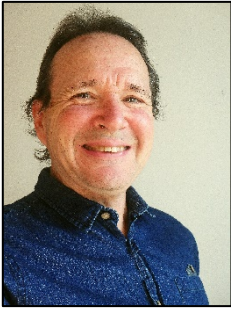
Comment sortir plus fort d'une période de turbulence comme celle du Covid-19 ? Comme un voilier naviguant sur une mer calme, vos plans sont soudainement jetés par-dessus bord lorsque vous êtes confronté à une mer agitée. Vous constatez que ce que vous aviez l'habitude de faire ne fonctionne plus, et vous avez l'impression de faire tout ce qui est possible pour vous maintenir à flot, vidant votre cale émotionnelle du mieux que vous pouvez tout en essayant de garder la tête hors de l'eau. Débordé, vous concluez rapidement que réagir ne suffit pas et que ce qu'il faut faire, c'est prendre le contrôle de la barre et naviguer dans une nouvelle direction.

Cette présentation vous permettra d'acquérir les trois outils **Écouter - Aimer - Créer** pour naviguer dans cette période d'incertitude. Avec **Écouter**, vous retrouvez votre pouvoir et votre sérénité en ayant une vision claire de ce qui fonctionne et de ce qui ne fonctionne plus, de ce que vous devez acquérir et laisser partir. Avec **Aimer**, vous trouverez en vous la passion et la motivation qui vous donneront la liberté de choisir ce qui compte vraiment pour vous, votre famille et votre communauté. Avec **Créer**, vous mettrez en action les étapes nécessaires pour atteindre vos nouveaux objectifs.

À la fin de cette session, les participants seront en mesure de:

1. Identifier leurs préoccupations en temps de crise
2. Réaliser leur but unique dans la vie
3. Mettre en place des changements concrets pour atteindre leurs objectifs

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Guy Giard, auteur, artiste, est un conférencier dynamique et engageant. Après avoir exposé ses œuvres d'art au Canada et en Europe, donné des dizaines de concerts en tant que musicien et chanteur, et être devenu un professionnel de l'humour certifié et un animateur de yoga du rire, il devient bénévole en tant que clown humanitaire avec le **Dr Patch Adams**. Il a prodigué des soins dans des hôpitaux et des orphelinats en Russie, au Guatemala, au Pérou, au Mexique et en Inde. Dr Adams écrit à son sujet: «*C'est une grande âme au cœur tendre, dont je ressens vraiment sa passion de vivre, radieuse, en utilisant le clown comme outil pour aider à enfanter un monde d'amour. Entendre parler de sa propre transformation en une âme aimante inspirera les autres à l'essayer. Laissez-le*

étinceler votre environnement.» Informations à www.guygiard.com.

B2 – Podcasting for Business: What you Need to Know

Presenters: Ingrid Jansen (she/her) & Lesley Spellman

Website: <https://declutterhub.com/>

Audience: All Audiences

Podcasting is an increasingly popular way to communicate with an online audience. How better to get your important message across to your audience? And you can have so much fun in the process. But creating a successful podcast is no mean feat and takes hours of planning, creation, recording, production, and promotion. So, before you leap in, it's vital to have a specific strategy. What is your why? How is the podcast going to bring new business to your door? What does your audience want to hear? Do you have enough ideas to produce regular quality content? Do you have time to devote to a new project? Do you have a marketing platform? And we haven't even started talking about the technology; from hosting to editing, from microphones to boom arms, from soundbites to cover art, making your way through the tech jargon can be a minefield. In this presentation we will demystify podcasting and show that it can be the perfect way to get your message across to an audience that loves to listen.

At the end of this session, attendees will be able to:

1. Understand why strategy comes first when podcasting.
2. Craft your podcast content.
3. Identify what tech you need to get started.



Ingrid Jansen and **Lesley Spellman** are two established UK Professional Organizers who pride themselves on promoting a fun and enjoyable decluttering journey with realism at the core. Ingrid helps clients in London and Lesley in Manchester. They joined forces in 2018 as The Declutter Hub to bring their expertise to a global audience in the online world. Their highly successful Declutter Hub Podcast is much loved with hundreds of thousands of downloads worldwide. They provide tailored support in their global membership with their Reset Your Home Roadmap, Live Member Q&As, and everything their members need to declutter and organize successfully.

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B3 – Design Your “New Normal” Business Model: Get the Tools to Build it

Presenter: Alan P. Brown (he/him)

Website: <https://www.alanpbrown.com/>

Audience: All Audiences

If you're a “doing-it-all-myself” coach who's dreamed of a better business model so you can indeed ‘Emerge Stronger’ – but haven't found the time and energy to do so, join productivity/business coach Alan P. Brown for this interactive presentation where you'll design your dream business model for the new normal and beyond – whether a better version of your current model, or one with more virtual/passive/recurring revenue affording more freedom. As someone who teaches business-building, combined with evidence-based productivity hacks, after helping you draft, in real time, your dream business model for more flexibility, freedom, and financial upside, Alan will share the Non-Negotiable Foundations for Growth and fresh, “get-out-of-the-weeds” productivity hacks that'll pave the way for focused work on this potentially life-changing initiative.

Enjoy bonus materials like Alan's *Zero-to-Done in 10 Steps* Guides for building next-level components, e.g., Group Coaching and Online Courses. Since starting with 1:1 coaching, Alan has built 12 distinct revenue streams, most of which are recurring, some are 100% passive, and all of them he runs with relative effortless ease ... and he can't wait to work on your new business, with you!

At the end of this session, attendees will be able to:

1. Understand Growth vs Scaling Business Plays to best articulate your dream business model built for the ‘new normal’ and providing greater flexibility, freedom and upside.
2. Identify and counter key internal/external barriers to completing any major initiative, not least of which, the building of your new business model.
3. Learn Non-Negotiable Fundamentals (i.e., Systems) for Growing/Scaling your business and the “get-out-of-the-weeds” productivity systems/hacks for more focused work on any major initiative.



Alan P. Brown is a productivity/business coach who teaches “doing-it-all-myself” coaches ways to scale their business – and productivity hacks to get it all done. Undiagnosed for decades with severe ADHD, his untreated learning disability manifested in underachievement and drug addiction. Upon hitting bottom, he began to develop and curate “brain hack” strategies to build a successful corporate career (retired) and several start-ups – one of which was sold for eight figures. The #1 Best-Selling author of “Zen and the Art of Productivity” and a featured speaker in the U.S. and Europe, including TEDx, his passions are motorcycle racing and Flamenco guitar.

1:25 pm – 1:55 pm

LUNCH

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1:55 pm – 2:25 pm

Social Networking Breakouts

SN-1 Mini Self-Massage & Reflexology with Tonya Gartshore, RMT

Follow along in this mini session with Tonya as she demonstrates some self-massage techniques, acupressure points, stretches, and foot reflexology. The focus will be on releasing tension in the neck and shoulders and will offer tips on proper posture alignment.

To participate in this session, you will need: A tennis ball!

Tonya Gartshore is a massage therapist in Nepean, ON. She is an experienced therapist with over 20 years in practice and has been working in the Ottawa West area for the past five years. She offers: massage therapy, acupuncture, cupping, Thai massage, reflexology, shiatsu & facial acupressure. All of these treatments are within the scope of massage therapy and are eligible for insurance benefits. Areas of focus: injury, sports, myofascial, prenatal, relaxation (stress, tension & anxiety), PTSD, all ages.

SN-2 Mixology - Bartending School of Ontario

This cocktail session will give participants a small insight on how to make cocktails and mocktails with ease at home for themselves, friends, and family. Working with everyday herbs, berries, and fruit participants will discover how easy and fun drink-making can be. Participants will make two (2) drinks during this session; the recipes allow for alcoholic and/or non-alcoholic versions.

To participate in this session, you will need the following:

Ingredients	Tools
7 – 8 Blueberries (Frozen or Fresh) or 1 Tbsp. Blueberry Jam 3 – 4 Blackberries (Frozen or Fresh) 1 Rosemary Sprig 1 Lemon or 2 oz. Lemonade 3 – 4 Mint Leaves 2 oz Honey, Maple Syrup or Simple Syrup Sparkling Water / Soda water 1 – 1½ oz of Gin, Vodka or Whiskey* <i>*for non-alcoholic version, exclude Gin, Vodka, or Whiskey from ingredients</i>	Shaker or mason jar Shot glass or measuring spoons 2 Old Fashion glasses Muddler or strong fork Hand Juicer or just your hands Knife Lots of Ice

Diana Roberts has been working in the Bar & Restaurant Industry for over 25 years with a list of credentials and with a reputation that precedes her. Diana hails from Newfoundland where her hospitality begins. A Toronto Night Club Manager & Bar Consultant. With experience in every style of Bars & Restaurants. From Lead Bartender to Managing The Bartending school, As a Registered Bartender Instructor with Private Vocational Schools, Diana has the experience and knowledge beyond her years. She is an Owner/Partner of The Bartending School of Ontario, Co-Founder/Owner of Society of Bartenders, Owner of Cocktail Porters. Diana’s favourite Cocktail is a Bahamas Highball and her favourite Liquor: El Dorado 12 years and older.

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SN-3 Zen Doodling with Joyce of Art!

Zen-Doodling is the art of drawing designs using simply structured patterns or 'tangles'. When you draw shapes and designs that don't seem to make much sense at first, you are creating art, but you're also creating a mood, focus, and state of mind. As such, you will also be disconnecting from a "mood" or a state-of-mind.

We will concentrate on small blocks of lines and shapes that become patterns. The patterns become a sense of flow, which calms your mind and allows you to connect to a bit of inner quiet and peace. Free your mind and the rest will follow!

To participate in this session, you will need: Paper and felt tip pens (ballpoint pens work too!).

Sorry, but no pencils are allowed. The purpose behind ink-only is to block your mind from over-thinking and perfectionism. In a sense, Zen Doodling is Yoga for the mind and the creative muse.

Joyce Menyasz, or "Joyce of Art! or, Creative Hostus Mostus is an energetic, fun and unexpected art coach residing in the Ottawa Valley with her husband, Peter, and their cat, Sir Richard Parker Whipper.

Since March 2018, Joyce has successfully hosted more than 700 Paint Nite by Yaymaker events in her mission to save creativity worldwide. Her schedule is currently filled with virtual, live-streamed and fully interactive acrylic paintings, painting series, sketching, Zen doodling and acrylic painting technique events via Zoom.

Joyce has always been a creative soul. Painting, drawing, writing, storytelling and making people laugh bring her the most joy in life. "Light, love and unconditional inclusion are what we are about," Joyce said. "Our guests' joy tells us that we're on the right path in providing an escape from reality and rekindling their love of creating art."

To learn more about your creative host, please visit <https://bit.ly/GetCreativewithJoyceOfArt>

2:30 pm – 3:30 pm

Breakout Sessions C

C1 – Coaching Skills for Leaders

Presenter: Ebony Smith

Website: <https://www.ebunamequation.com/>

Audience: All Audiences

Design your success. The best strategies are born from leveraging different ideas that power flawless mission executions and innovative solutions. Knowing how to achieve this is rooted in the way you understand yourself as a leader and how you lead. This workshop focuses on the combination and balance of empowered questioning, accountability, and relationship building.

At the end of this session, attendees will be able to:

1. Question frame and actively listen.
2. Create necessary mental shifts toward leadership values.
3. Use insight, curiosity and intentional design to transform relationships.

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Ebony Smith, founder of Ebum Equation, is a leadership development expert with a passion for creating forward-thinking leaders. After 20 years of risk-management experience in the Fortune 100 (Sunoco, BP and World Fuel services), her full-spectrum-lens view of leadership has empowered her to help individuals hone their goals and reach their full potential. Bringing an innovative, straightforward approach, she pushes individuals to leave their “Subject Matter Expert” mindset behind and become relationship-oriented leaders that drive their organizations into the future. Ebony is passionate about cooking, self-care and exploring cultures.

C2 – Is Senior Move Management for YOU?

Presenter: Karen Bodoano
Website: <https://www.movecoordinators.ca/>
Audience: All Audiences

According to the most recent demographic projections, one in five Canadians should be aged 65 and older in 2024. How could this impact the Professional Organizing profession? This session will provide an overview of the rewarding work a Senior Move Manager does. Learn what considerations must be made, along with some of the challenges. The time is now to position your Company to assist many retirees with their transition to smaller homes!

At the end of this session, attendees will be able to:

1. Understand what a senior Move Manager is.
2. Recognize considerations in senior move management work.
3. Identify where to start.



Karen Bodoano noticed an unsettling trend during her 29 years as Operations Manager for Sentinel Self-Storage: more and more seniors were struggling with stress of “do-it-yourself” moves. Sometimes seniors did not have family or friends to assist. Often, to save money, they would be enticed to hire low end, unscrupulous movers. When Sentinel was sold in 2017, Karen decided it was time to create a new service: senior move management. She was the second person in Edmonton to join NASMM, (National Association of Senior Move Managers) a 1,000-member group of mostly Americans dedicated to the moving and downsizing industry. Karen joined the Edmonton chapter of Professional Organizers and is a TPO, along with holding the Communication Coordinator

position on the YEG Executive. In October 2019, Karen became the first Certified Senior Move Manager in Western Canada.

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C3 – Three Secrets to Consistently Attracting Your Dream Client without Spending all your Time on Social Media

Presenter: Kelly Sinclair

Website: <https://ks-communications.ca/>

Audience: All Audiences

If you're an entrepreneur looking to get more clients so you can grow your business and create consistent income, this special training is for you! If you're frustrated with social media and it feels like you're not getting any traction or seeing results in your marketing, don't miss this webinar with Marketing and Brand Strategist Kelly Sinclair of KS Communications.

At the end of this session, attendees will be able to:

1. Understand how to get clients without spending all your time on social media.
2. Identify how to uncover your unique business brand and choose the right marketing strategy for your business.
3. Recognize how to determine who your ideal clients are so you can create offers they want and messaging that makes them want to buy.



Kelly Sinclair is an award-winning marketing and brand strategist who works with entrepreneurs to help them get clear on their message and who they serve so that they can grow their businesses. Kelly believes entrepreneurs are some of the most passionate, dedicated, and hard-working people, and that that kind of commitment is what makes businesses successful. After a decade of working in public relations for international companies and multimillion-dollar brands, she has taken her corporate experience and applies it to small businesses. She understands that every business is unique and requires a customized strategy in order to reach its goals.

3:30 pm – 3:50 pm

Break featuring Sponsor Spotlights

3:50 pm – 4:50 pm

Breakout Sessions D

D1 – Prise de parole en public: domestiquez la bête

Presenter: Guylaine Beaudoin

Website: <http://www.beaudoinrp.com/>

Audience: All Audiences

TERREUR! Je dois prendre la parole devant un groupe. À l'école secondaire, je simulais une maladie grave les jours d'exposés oraux... aujourd'hui, je ne peux plus me défilier, que dois-je faire? Tôt ou tard, vous aurez à prendre la parole devant un groupe de gens. Que ce soit devant 5 ou 200 personnes, en présentiel ou en virtuel, cette formation vous permettra d'obtenir des outils, trucs et conseils pour être plus à l'aise lorsque vient le temps de prendre la parole en public. Elle vous permettra aussi de mieux apprivoiser votre trac et de connaître les techniques pour bien véhiculer votre message. Enfin, vous en apprendrez davantage sur les techniques de construction d'un discours percutant.

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À la fin de cette session, les participants seront en mesure de:

1. Améliorer des techniques pour votre communication verbal
2. Comprendre l'incidence de la communication non verbale dans vos présentations et adopter une gestuelle appropriée
3. Comprendre et gérer de la gestion du stress



Présidente de la firme Beaudoin relations publiques, **Guylaine Beaudoin**, figure connue du monde des communications, possède près de 25 ans d'expérience dans le domaine des communications et des relations publiques. Préalablement Directrice des communications de l'UQTR, Mme Beaudoin s'est dotée d'une solide expertise dans le domaine des communications institutionnelles et gouvernementales. Elle a également œuvré au Collège Lafèche (2002-2010), au Festival Western de St-Tite (2000-2002) ainsi qu'à la Ville de Cap-de-la-Madeleine et à la Ville de Red Deer en Alberta (1998-2000). Auteure du livre : Une vie à sauver Auteure participante au collectif : 40 ans des cégeps et après... A été présidente de la Société des écrivains de la Mauricie.

D2 – How to Cherish & Build Your Referral Partners

Presenter: Nedra Rezinis (she/her)

Website: <https://www.nedrarezinas.com/>

Audience: All Audiences

This is an interactive workshop for service-based businesses that are not sure how to attract referral partners and build relationships. Learn how to apply my framework to attract referrals, track who refers you, and how to reward them. The workshop includes the four main points. Learn how to define the difference between a lead and a referral. Discover which tools to help you track your referrals. Find out what actions will help your referral remember and refer you. And finally, reveal how to shower your referrals with love and make a lasting impression. Includes a guide to help you get started tracking and rewarding your referrals.

At the end of this session, attendees will be able to:

1. Define the difference between a lead and a referral.
2. Identify which tools help you track your referrals.
3. Understand how to shower your referrals with love.



Nedra Rezinis brings over 20 years of collective business experience to the table, including working with over 200 businesses on their websites and marketing decisions. She has been in a variety of roles such as business owner, web designer, project manager, consultant, teacher, mentor, and contributor. Nedra loves teaching at the Small Business Development Center at Portland Community College and enjoy the lasting, amazing connections to her students over the years. Nedra is a natural connector and can easily visualize all the pieces of marketing and how they connect and work together. She is also an activator, having energy to motivate myself and others around her to take action.

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D3 – Copy that Converts – Grow Your Business with Better Writing.

Presenter: Jessica Tudos (she/her)
Website: <https://www.jessicatudos.com/>
Audience: All Audiences

Professional organizers are committed to helping clients manage major life transitions by providing highly personalized services. For our current and potential clients to understand who we are, what we offer, and how we can help, we must communicate clearly with them, often in writing. To build trust with our clients, our copywriting must convey clearly what benefits clients receive by working with us. Whether on your website, blog, advertisement, social media post, email, or other, you want to write and publish copy that converts. In this session, we will discuss why it's essential to be clear with our words and our intentions, explore why an effective call to action (CTA) is a necessary writing component; discuss the importance of writing from the clients point of view; learn ways to generate, record, and re-purpose writing to increase engagement and growth; and build an appreciation for consistent, authentic writing that helps your business expand its reach, impact and growth.

At the end of this session, attendees will be able to:

1. Understand why copy that converts (into growth) is all about your clients, not you, and how to do it.
2. Recognize why a clear call to action for your readers translates into an increased client engagement.
3. Identify how repurposing content can help streamline your writing process and output.



Jessica Tudos (M.Ed, M.Sc., OLY) is a productivity coach, mindset mentor, and professional organizer who helps multi-passionate go-getters transform mental and physical clutter into clarity so they can thrive. Implementing her signature T.U.D.O.S. Technique to transform disorganization and overwhelm into clarity and purposeful action, Jessica ignites positive change through her mindful productivity coaching and mentoring programs, professional organizing services, and Get it Done accountability group. More at <https://www.jessicatudos.com/>.

4:50 pm – 5:00 pm

Closing Remarks

5:00 pm

Close of 2021 Virtual Summit

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POC 2021 Virtual Summit Registration Fees:



**Member: \$150.00 CDN
(plus applicable taxes)**

**Non-Member: \$175.00 CDN
(plus applicable taxes)**

Don't miss out! [Register](#) today!

DISCLAIMER:

The views and opinions expressed by the presenters at POC 2021 Virtual Summit do not necessarily represent the views and opinions of Professional Organizers in Canada or the views and opinions of the organizations in which Professional Organizers in Canada members are employed or otherwise affiliated.