



Join Us at the Sustainability Conference 2025! Registration is open!

Be part of the future of Environmental Sustainability at the Sustainability Conference, happening **March 23–25, 2025**, at the Vancouver Convention Centre. This is your chance to connect with industry peers, innovators, and changemakers working toward impactful climate and sustainability solutions.

Program Focus: Environmental Sustainability

This year's program is dedicated to tackling the most critical challenges in environmental sustainability, with sessions and discussions designed to inspire action and collaboration across convention centres.

Conference Program Schedule

March 23-25, 2025

Opening Day - Sunday, March 23

Join us for our Welcome Reception, graciously sponsored by **Compass/Levy**

- Time: 6:30 PM
- Get acquainted with fellow attendees while enjoying refreshments and networking opportunities

Day Two - Monday, March 24

Full-day program of sessions and presentations

- Morning and afternoon sessions
- Evening: Join us for a special dinner event hosted by the **Vancouver Convention Centre**

Day Three - Tuesday, March 25

Full-day program of sessions and presentations

- Morning and afternoon sessions
- Evening: The Conference concludes with a dinner celebration proudly sponsored by **Encore**

Carbon Footprint

Help us reduce the carbon footprint of the Sustainability Conference by purchasing carbon offset credits for your flight. Every contribution supports environmental initiatives and brings us closer to a more sustainable future. Take action today and make your travel carbon-neutral!

Speaker Schedule

Featured Keynote: Rick Antonson

Author Rick Antonson also enjoyed over 30 years as a leader in the international tourism industry.

Rick served as chair of Destination International (DI) based in Washington, D.C., and as deputy chair of the Pacific Asia Travel Association (PATA) based in Bangkok, Thailand and as a Games Ambassador for the 2010 Olympic Winter & Paralympic Games held in Vancouver and Whistler,

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Featured Keynote: Lasse Gustavsson

Lasse Gustavsson is a global environmentalist, championing nature conservation and sustainable development worldwide. With decades of international executive leadership experience from Greenpeace International, WWF Sweden, WWF International, and Oceana, he now leads Ocean Wise, an ocean conservation group with global ambitions, based in Vancouver, Canada.

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Featured Keynote: Dr Bruce Lourie

We're honoured to welcome Dr. Bruce Lourie as our keynote speaker. As president of the Ivey Foundation and one of Canada's foremost authorities on climate solutions, Dr. Lourie brings unmatched expertise and a bold vision for the future. He is also a Senior Fellow of the Institute for Sustainable Finance and a Guest Lecturer at Oxford University's Said Business School.



Speaker: Adrian Francese

Adrian Francese is a visionary leader in the smart infrastructure and sustainability sectors, with a 30-year career distinguished by strategic foresight and operational excellence. As the current Head of Digital Business for Siemens Smart Infrastructure Buildings in Canada, he spearheads the digital transformation, advancing building efficiency, safety, and security through innovative solutions.

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Speaker: Matt Klas

Matt Klas is the managing director and owner of HLT Advisory and leads HLT's convention centre practice area. Matt completed the CC of C's first-ever Sustainability Survey in 2024. Matt has over 12 years of experience consulting in the convention centre industry. This experience has included annually benchmarking operating results for CC of C members as well as, for the last five

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Speaker: Marissa Lambert

With 13 years at Brightly Software, a Siemens Company, Marissa Lambert serves as a Strategic Account Executive specializing in infrastructure asset management software.

In her role, Marissa consults with many executives and maintenance teams in various sectors, including convention centres

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Speaker: Natalia Malafeeva

As the current Head of Sustainability at Siemens Canada, Natalia is a dedicated leader committed to driving decarbonization of the company's operations and supporting its customers on their sustainability journey.

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Speaker: Ramy Nassar

Ramy is the Energy and Sustainability Senior Manager at BC PavCo, leading corporate sustainability and energy management initiatives that prioritize both environmental stewardship and operational sustainability. With over a decade of experience in the oil and gas sector, Ramy transitioned to clean energy engineering and is now an expert in collaborating with property management and utilities to implement energy efficiency and carbon reduction strategies.



Speaker: Adam Paulitsch

Adam began his career at Populous after substantial experience in international sports venue design and quickly became an integral part of Populous' convention and exhibition centre practice. He has since advanced his experience on a number of high-profile projects, including the BMO Convention Centre Expansion in Calgary, the Los Angeles Convention Center Expansion

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Speaker: Greyson Rubin

Greyson Rubin is a Senior Associate and Architect at Populous, where he has gained a diverse range of experiences working across many project typologies and phases. His work includes notable projects, including the BMO Centre in Calgary, Alberta and the current transformation of the George R. Brown Convention Center in Houston, Texas. As a LEED and WELL accredited professional, Greyson brings a keen eye for inclusive

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Speaker: Eric Solem

Eric Solem is a director at Momentus Technologies and plays a leadership role for the WeTrack system. He leads the sales and marketing strategies for a unique software platform that serves convention centres and other public assembly venues, as well as major global events. Eric has led the sustainability projects for multiple venues and rights holders helping them bring their sustainability projects benefit from the WeTrack system.



Speaker: Patrick Tsai

Patrick Tsai is the Director of Facility Management at the Vancouver Convention Centre, overseeing engineering, maintenance, and asset management.

With over 25 years of experience as a professional engineer and a Red Seal Automotive Technician, Patrick has managed the maintenance of some of British Columbia's

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[To register and attend the Sustainability Conference, please click here!](#)