



Keynote Speaker

Heather Reid ARCT MSc, Founder & CEO, Planner Protect Inc.

Heather Reid is founder and president of Planner Protect, Canada's only consulting agency dedicated to reviewing and negotiating balanced event contracts. To date, Heather and Planner Protect have saved clients in the event industry more than \$8.5 million in real costs and reduced risk.

With more than 25 years' experience as an independent event planner, Heather helps event hosts and industry professionals negotiate balanced contracts. Clients include event hosts such as Canadian Rheumatology Association, Canadian Credit Unions Association and TD Canada Trust, and suppliers such as BMO Institute for Learning. Planners, venue representatives and corporate events teams all recognize Heather as a trusted and knowledgeable expert in her field.

Heather has received awards for her thought leadership and commitment to the field including a Smart Women in Meetings award in the "Innovator" category, and the Meetings & Incentive Travel Canada's Hall of Fame award – also in the "Innovator" category.

Heather believes passionately in educating event hosts and has delivered numerous presentations to industry groups. Recent presentations include MPI's World Education Congress, Connect MarketPlace, Connect Mountain Incentive, GoWest, Administrative Professionals Canada Conference, Canadian Society of Association Executives, and Engaging Associations Forum.

Heather has been a regular contributor to Meetings & Incentive Travel Magazine and an author at Corporate Meetings Network. Her expertise has been profiled in Ignite Magazine and the Association des professionnels en exposition du Québec (Quebec Event Professionals Association). She is committed to education and expertise in her industry and devotes her time to industry boards and memberships. She served as a member of the Board of Directors of CanSPEP and as the Chair of the CanSPEP 2018 National Conference, and is currently a director on the PCMA Canada East Board of Directors and co-chair of PCMA Canada East's Canadian Innovation Conference 2019 and 2020.

Through educational videos, webinars and training workshops, Planner Protect reaches thousands of event professionals every year. Heather is passionate about elevating event professionals' acumen to protect their event finances, preserve their reputations, and produce successful events.