

TUESDAY MARCH 7

6:30 a.m. Registration opens

7:00 a.m. - 9:00 a.m. Breakfast & networking * sponsored by Nestlé Canada



9 a.m. - 12 p.m. C-store IQ Conference (Room: Aviation B)

12:00 p.m. Buffet lunch & networking *

12:00 p.m. - 5:00 p.m. Trade Show

5:00 p.m. - 6:00 p.m. Networking reception

6:00 p.m. Ontario Convenience Stores Association Industry Dinner with keynote speaker, OLG president & CEO Duncan Hannay (for ticket holders only)

* only for those registered for the C-store IQ Conference



10:15 a.m. C-school: Proven business lessons to drive growth and profits | Daniel Tsai, lawyer, lecturer and convenience-gas operator

As a lawyer, business executive, educator and columnist, who also happens to remotely operate a successful convenience store and gas station in British Columbia, Tsai wears many hats. He grew up in the c-gas business that his parents operated and owned for more than 40 years, but never planned to take over the family business. He calls it a typical immigrant story—his parents sacrificed and worked long, hard hours so their children could have better lives, while he pursued several law degrees, a PhD, and, later, an Ivy League MBA. When the business was struggling due to the “Costco effect,” and the tenant gave notice to abandon the site, Tsai took over, using his business know-how, technology, and marketing expertise to propel unprecedented growth. In just five years, he’s turned the struggling c-gas operation into a community destination with lineups at the pumps. Join the Cornell University trained business professor as he shares insights and best practices to help make your business more profitable.

10:45 a.m. Networking break



11:05 a.m. Sponsored Tutorial Maximize your earnings and boost your foot traffic: Hosting a Bitcoin ATM for retail operators | Tristan Fong, co-founder and CEO, Localcoin



Are you looking for new ways to boost your revenue and attract more customers to your retail store? The rapid adoption of cryptocurrency has opened up a new revenue stream for convenience operators. Learn how hosting a Bitcoin ATM at your location can drive recurring revenue and increase foot traffic to your business. Join Fong for an exclusive education session on the basics of Bitcoin ATMs and how to get started. Discover how easy it is to tap into this growing market and take your business to the next level.



11:25 a.m. Feed your bottom line: How to take advantage of the c-store foodservice advantage | Jeff Dover, president, fsSTRATEGY

Foodservice is an important segment for convenience stores seeking to boost their bottom line and flourish in a competitive landscape. The good news is that convenience stores have strategic advantages when it comes to offering foodservice: For instance, often a c-store foodservice program can be implemented with minimal incremental labour and occupancy costs. Join Dover, a foodservice consultant, as he digs into how to take full advantage of c-stores’ unique market position and highlights what operators need to do to build a successful and profitable foodservice program. Whether you have one store or operate a chain of stores, with the right planning, menu design and store layout, find out how you can have a profitable future in foodservice. And, for those who already offer foodservice, this session will provide insights into streamlining your operations to increase revenues.

12:00 p.m. Thank you!

WEDNESDAY MARCH 8

7:00 a.m. Registration opens

7:30 a.m. to 9:30 a.m. Breakfast & networking * sponsored by Nestlé Canada



9:30 a.m. to 12 p.m. C-store IQ Conference (Room: Aviation B)

12:00 pm to 1:00 p.m. Lunch & Learn hosted by National Energy Equipment

12:00 p.m. to 5:00 p.m. Trade Show

C-STORE IQ CONFERENCE

9:30 a.m. Welcome and opening remarks



9:40 a.m. The evolution of convenience: Practical insights from the Retail Innovation Lab | Charles de Brabant, executive director, Bensadoun School of Retail Management at McGill University

Retail is in a state of profound transformation, with consumers significantly changing what they buy and how they shop. At the same time, there’s a rise of unparalleled technological innovations spanning contactless shopping, AI, robotics, and big data, just to name a few. Join de Brabant as he separates the hype from what convenience operators really need to focus on to thrive in this new and exciting world. He will share new learnings from the Retail Innovation Lab in partnership with Alimentation Couche Tard—an actual convenience store equipped with state-of-the-art technology that, among other things, looks at consumer behaviour—as well as strategies for implementing technology in a relevant way, optimizing store layout, and building effective omni-channel operations. Whether you operate a multi-national chain, regional banner or one store, de Brabant will deliver practical insights to inform and optimize your business.

10:15 a.m. Sponsored Tutorial Adapting to emerging regulations in the vaping sector: Strategies for C&G retail success | Gero Petrolito, national accounts manager - C&G, Pacific Smoke International



To adapt to the rapidly evolving regulatory landscape of the vaping sector, convenience, and gas stations (C&G) retailers should implement a range of strategies to maintain profitability and position themselves for long-term success. These include staying informed about the latest regulatory changes and industry news, diversifying product offerings to adapt to changing consumer preferences, emphasizing product safety and quality, and collaborating with industry partners. By prioritizing these strategies, C&G retailers can navigate the changing regulatory environment and better position their businesses for success. With a range of products, a focus on regulations, and strategic marketing efforts, C&G retailers can continue to meet consumer demand and grow their businesses.



10:35 a.m. Increase your security, increase your sales: Responding to escalating violence in retail | Sean Sportun, vice-president, national accounts and community engagement, GardaWorld

Every day the news is filled with stories about violence and theft at c-store and gas stations across Canada. What can companies and operators do to improve the safety of staff and customers, while preventing losses that hurt the bottom line? Security expert Sean Sportun, vice-president, national accounts and community engagement, GardaWorld, will examine these issues, dig into larger trends and provide solutions to help operators boost safety and increase security, resulting in higher sales.

11:05 a.m. Networking break



11:20 a.m. On your corner. In Canada’s corner: The importance of telling the convenience industry’s story | Anne Kothawala, president and CEO, Convenience Industry Council of Canada

\$54 billion in sales. 201,000 jobs. 23,500 stores. Canada’s convenience industry matters and is an important element of the national economy. Yet, there are several headwinds facing the industry including contraband tobacco, credit card interchange fees, taxation as well as enabling the channel to diversify its product mix. As a national united voice of the entire c-store supply chain, join CICC’s Kothawala in conversation with **Convenience Store News Canada** editor **Michelle Warren**, as she discusses the big issues and how CICC turns these challenges into opportunities to tell our story to stakeholders to ensure the future success of our industry.

12:00 p.m. Thank you!



12:00 to 1:00 p.m. Lunch & Learn EV charging at c-store gas

The fundamentals of electric vehicle charging solutions for convenience store gas infrastructure. If you are considering how EV Charging might fit with your business and consumer expectations, this workshop is for you.

C-STORE IQ CONFERENCE



CONFERENCE EMCEE Tara Spencer-Nairn Canadian actor and star of Corner Gas

9:00 a.m. Welcome and opening remarks.



9:15 a.m. C-store IQ 2023: The new c-store shopper | Beth Brickel, EnsembleIQ vice-president, research

How do shoppers define convenience in an omnichannel world? How are new daily habits shaping the c-store shopping experience? What products are they purchasing? Is foodservice the future? Join Brickel, who reveals exclusive data and insights from the all new 2023 C-store IQ National Shopper Study, Canada’s only convenience and gas specific research that delves into the evolving wants, needs and values of your current and future customers, from Gen Z through Millennial, Gen X and Boomer. Whether you have one store or 100, understanding this “new c-store shopper” is fundamental to your business success.



9:55 a.m. Sponsored Tutorial Supporting the convenience store industry: How JTI is working to support retailers in our markets | John Richard (Rick) Penney, manager, the Anti Illicit Trade Operations, EU+ Americas at JTI



Tobacco is the largest product category in convenience, but sales are declining across the country. One of the primary reasons is illicit tobacco, which costs all Canadians, but particularly convenience retailers. Across Canada, c-store operators are paying the ultimate price in terms of declining sales and lost revenues. While fewer people are smoking, that is not the whole story—contraband tobacco is a major issue in all communities. Find out what JTI is doing to advocate for and support c-store operators coast to coast to coast.

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