

2022 IEEE CANADA MULTIGENERATIONAL CONGRESS

Date: Friday, September 23, 2022

17:00 - 19:00 Hospitality Room (Meet and greet before the Reception)

20:00 - 23:00 Welcome Reception for all who have arrived: Networking opportunity with IEEE Canada Executives

- **21:00 - 21:05** Welcome Remarks - Terence Branch, P.Eng, IEEE Canada LMC Chair, Principal and Manager PDR Technologies Inc.

Date: Saturday, September 24, 2022

6:30 - 8:00 Breakfast

7:30 - 8:00 Registration/Sign-in

8:00 - 8:30 Kick off: Welcome - Terry Branch P.Eng., IEEE Canada Life Member Chair, Principal and Manager PDR Technologies Inc. followed by President's Remarks Dr. Tom Murad - PhD, P.Eng., F.E.C., SM.IEEE, IEEE Canada President Elect, IEEE - R7 Director Elect.

2022 IEEE CANADA MULTIGENERATIONAL CONGRESS

Date: Saturday, September 24, 2022

Session: Multigenerational Congress Workshop

Plenum: **Plenum 1: Presidents' Reflections Plenary**

Plenum Lead: Wolfram Lunscher, LSM Ottawa Section

Plenum Co-lead: Terry Branch, IEEE Canada LMC¹ Chair, Principal and Manager PDR Technologies Inc.

Plenum Moderator: Wolfram Lunscher, LSM Ottawa Section

Description: The Presidents' Reflections Plenary panel discussion will provide an opportunity for recent IEEE Canada presidents to share reflections on their career and volunteer experience, particularly as would benefit the young people in the audience. The panelists bring over two decades of experience both professionally and in volunteering with IEEE. The many roles and accomplishments of these distinguished individuals will make for a unique opportunity to learn about the many roads they have travelled.

Panelists:

- Jason Gu (past president 2020-21, professor, department of Electrical and Computer Engineering, School of Biomedical Engineering, Dalhousie University, Halifax, N.S.)
- Tom (Thamir) Murad (President-elect 2022-23, head of Siemens Canada Engineering & Technology Academy (SCETA), Oakville, Ontario)
- Celia Desmond (Past President 2000-01, President of World Class – Telecommunications, Mississauga, Ontario)

Agenda:

8:30 - 8:35 Welcome and Introductions

- Wolfram Lunscher - LSM Ottawa Section

8:35 – 9:25 Panelists' Presentations

9:25 – 9:35 Audience Q & A

9:35 – 9:40 Conclusion

Keynote Speech1 (Participation Optional)

9:40 – 09:42 Welcoming and Opening

- Dr. Marzieh (Tamanna) Eini Keleshteri, Vice-Chair, IEEE Canada WIE², University of Manitoba

9:42 – 9:55 "Should I become a leader?" - Celia Desmond

9:55 - 10:00 Q&A

10:00 - 10:15 Break

¹ LMC: Life Member Committee

²WIE: Women In Engineering

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Plenum: **Plenum 2: Leadership**

Plenum Lead: Dr. Marzieh (Tamanna) Eini Keleshteri, Vice-Chair, IEEE Canada WIE³, University of Manitoba

Plenum Co-Lead: Dr. Saida Maaroufi, Chair, IEEE Canada SAC⁴ Chair

Plenum Moderator: Ms. Leanne Dawson, YP and WIE Chair, Southern Alberta Section, University of Calgary

Description: The Leadership Plenary sessions aim to inspire and engage participants, helping them to become more effective IEEE leaders within their local affinity group. In the first session, participants will learn from one of Canada's leading experts on organizational change, Dr. Imogen Coe, on how to become more inclusive leaders and how participants can promote diversity within IEEE and beyond. In the second session, participants will learn from a professional coach trainer, Dr. Shahab Anari, about the seven levels of energy leadership, to help them on their IEEE leadership journey.

Speakers:

- Dr. Imogen Coe (Dean of the Faculty of Science at Ryerson University, Affiliate Scientist in the Li Ka Shing Knowledge Institute, Keenan Research Center, at St. Michael's Hospital)
- Dr. Shahab Anari (Positive Psychology Speaker, Professional Coach Trainer and personal branding expert. Co-founder of North Star Success, a world-class personal branding agency. His company has served clients in 19 different countries, and it holds a GUINNESS world record in the publishing industry.)

Agenda:

10:15 - 10:20 Welcome and Opening

- Dr. Marzieh (Tamanna) Eini Keleshteri, University of Manitoba, Canada
- Dr. Saida Maaroufi, Polytechnique Montreal, Canada

10:20 - 10:50 "Creating Inclusive Excellence through Inclusive Leadership" by: Dr. Imogen Coe

10:50 - 11:00 Q&A

11:00 - 11:50 "Build Your Brand, Grow Your Business, Make More Impact" by: Dr. Shahab Anari

11:50 – 12:00 Q&A , Conclusion

12:00 – 13:00 Lunch with Keynote

- **12:30 - 12:32** Welcome and Opening by Dr. Marzieh (Tamanna) Eini Keleshteri, Vice-Chair, IEEE Canada WIE⁵, University of Manitoba
- **12:32 - 12:52** Women Entrepreneurship - Is the glass half empty or half full?- Garima Bajpai

³WIE: Women In Engineering

⁴SAC: Student Activities Committee

⁵WIE: Women In Engineering

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- **12:52 - 13:00 Q&A**

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Plenum: **Plenum 3: Deploying Innovation in Technology-based Businesses**

Plenum Lead: Dr. Saida Maaroufi, R7 SAC Chair, Polytechnique Montreal

Plenum Co-Lead: Dr. Marzieh (Tamanna) Eini Keleshteri, Vice-Chair, IEEE Canada WIE, University of Manitoba

Plenum Moderator: Mengqi Wang, Chair, IEEE YP Canada

Description: You are invited to hear about experiences of top-level technology leaders in industry, academia and high government institutions. Join us to learn about key strategies for a successful deployment of innovation in the technology industry. This is also the occasion to learn about efficient methods to attract industry to invest in academic innovation. Take advantage of the opportunity to discover how technology along with innovation is helping entrepreneurs build successful Startups!

Panelists:

- Lucy Casacia (Vice President Smart Solutions, WSP Canada)
- Utpal Mangla (General Manager, Industry EDGE Cloud IBM Cloud Platform, IBM Canada)
- Naheed Kurji (CEO, Co-Founder Cyclica, Chair Alliance for Artificial Intelligence in Healthcare (AAIH))

Agenda

13:00 - 13:05 Welcome and Opening

- Dr. Saida Maaroufi, R7 SAC Chair, Polytechnique Montreal
- Dr. Marzieh (Tamanna) Eini Keleshteri, University of Manitoba, Canada

13:05 - 13:20 “Deploying Innovation In The Technology Industry”, Distinguished Industrial Panelists:

- Lucy Casacia
- Utpal Mangla
- Naheed Kurji

13:20 - 14:00 Discussions

14:00 - 14:30 Speaker Comments, Q&A

14:30 - 14:45 Break

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Plenum: Plenum 4 : Education

Plenum Lead: Asad Norouzi, Educational Activities Chair

Plenum Co-Lead: Dr. Marzieh (Tamanna) Eini Keleshteri, Vice-Chair, IEEE Canada WIE⁶, University of Manitoba
Mengqi Wang (YP⁷)

Plenum Moderator: Iryna Luchak, SAC Regional Student Representative

Description: This Education session will feature the journeys of two distinguished speakers/experts with vastly different educational backgrounds and explore how they leveraged their learning to build successful/prosperous careers in the common field of financial technologies. Through hearing the speaker's learning journey, we aim to highlight the importance of educational opportunities to professionals helping their career growth and how the IEEE locally can help enable this.

Panelists:

- Dominique Payette (Lead, Responsible AI Strategy at BorealisAI,
 - Dominique Payette has recently joined Borealis AI as a Lead, Responsible AI strategy. In her previous role as a technology and privacy lawyer at the National Bank of Canada, Dominique advised the bank and other entities on the responsible and ethical deployment of AI and other finance technologies. She is a published author and speaker on the regulation of robo-advisers in finance, AI fairness, AI governance, digital currency, and the importance of responsible AI in finance. Dominique lives in Montreal and has joined Borealis AI's Montreal lab. She holds a Masters of Law from Université de Montréal.)
- Dr. Afsoon Soudi (Assistant Professor, Toronto Metropolitan University)
 - Afsoon has a PhD in Physics from Washington State University and has recently joined Toronto Metropolitan University as a tenure track professor in media analytics. Prior to her role at TMU, she has been leading machine learning developers and data scientists at CBC, to develop machine learning products enabling personalization in CBC products. Afsoon co-founded an award winning software company, IRYStec, which was acquired by Faurencia. As VP R&D, she led research and development of B2B products. She holds 2 patents and published numerous articles in high impact journals. With significant experience in team building, and people development, she empowers teams to build alignments. Afsoon is passionate about empowering women, specifically in science and technology. She volunteers her time mentoring individuals in their growth and now as an educator developing creators of the future.

Agenda

14:45 - 14:50 Welcome and Opening

- Asad Norouzi

14:50 – 15:15 Building a career in responsible tech – bridging the gaps

- Dominique Payette

15:15 - 15:40 “ What I wish I had known starting my career in technology”

⁶ WIE: Women In Engineering

⁷ Young Professionals

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- Dr. Afsoon Soudi

15:40 - 16:00 Q&A

16:00 - 16:15 Break

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Session: Multigenerational Congress Workshop

Plenum: **Plenum 5: Mentorship in Industry and Academia**

Plenum Lead: Raghav Thanigaivel (YP Canada)

Plenum Co-Lead: Wolfram Lunscher (LSM Ottawa Section)

Mengqi Wang (YP Canada)

Description:

- This panel will present viewpoints from leaders in industry and academia regarding the value of mentorship. The discussion will further explore topics such as mentor/mentee mindset across different career levels (i.e., students, fresh graduates, mid-level employees and senior-level executives), expectations and qualifications of mentors and mentees & roadblocks and lessons learnt in mentoring.
- The speakers invited to this panel are some of the leading professionals in industry and academia & hence possess valuable experiences of being mentors and mentees themselves. The moderator has gathered some of the pressing topics in mentorship that fellow Young Professionals would like examined. This panel serves as a forum to understand the nuances of mentor/mentee relationship by facilitating discussions on these topics. Upon completion of the event, the attendees will be equipped with the knowledge to inform their section members and peers on the importance of mentorship in personal and professional lives. This session will further serve as training to IEEE Canada volunteers to successfully organize mentor/mentee pairing programs, thereby attracting new membership. The volunteers may also gather ideas on creating local events around sharing mentorship success stories, which can benefit and strengthen their existing membership base.

Plenum Moderator: Raghav Thanigaivel, Senior Engineer at Telus, Canada

Panelists:

- Deepa Kundur (Prof and Chair of the Edward S. Rogers Sr. Department of Electrical & Computer Engineering at the University of Toronto)
- Amr Helmy (Prof in the Edward S. Rogers Sr. Department of Electrical & Computer Engineering at the University of Toronto)
- Hojjat Salemi (Chief Business Development Officer at Ranovus Inc.)
- Terry Branch (IEEE Canada Life Member Chair, Principal and Manager at PDR Technologies Inc.)

Agenda

16:15 - 16:20 Welcome and Opening

- Wolfram Lunscher, Carleton University, Canada

16:20 - 17:20 Distinguished Panelists session and discussion on Mentee and Mentor relationships

- Raghav Thanigaivel (Moderator)
- Deepa Kundur (Academia Panelist)

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- Amr Helmy (Academia Panelist)
- Hojjat Salemi (Industry Panelist)
- Terry Branch (Industry Panelist)

17:20 - 17:30 Q&A and Closing

- *Mengqi Wang*, University of Toronto, Canada

17:30 - 18:30 Break

Saturday Night Agenda:

18:30 - 19:00 Cocktail Reception -

19:00 - 19:10 Welcome & Opening by Terence Branch, P.Eng, IEEE Canada LMC Chair, Principal and Manager PDR Technologies Inc.

19:00 - 19:50 Dinner

19:50 - 20:00 Keynote Speaker Introduction - Marzieh (Tamanna) Eini Keleshteri, , Vice-Chair, IEEE Canada WIE, University of Manitoba

20:00 - 20:35 Dr. Tom Murad's talk - PhD, P.Eng., F.E.C., SM.IEEE, IEEE Canada President Elect, IEEE - R7 Director Elect; Head of Siemens Canada Engineering & Technology Academy (SCETA), Oakville, Ontario

20:35 - 20:50 Q&A

20:50 - 22:15 Awards (YP/LM/WIE/SAC/ExCom) -YP: Mengqi Wang; LM: Terence Branch; WIE: Winnie Ye; SAC: Saida Maaroufi; ExCom: TBD

22:15 - 22:20 Closing Remarks - Terence Branch

22:20 - 22:30 Closed Dinner session

Thanks For Your Participation
