

FUTURE CANNABIS STRATEGIES NORTH AMERICA 2023

SHERATON TORONTO CENTRE HOTEL

8TH- 9TH MARCH 2023

arena-international.com/cannabisna

[REGISTER HERE](#)

Building a Future-Ready Cannabis Category: Growth, Awareness & Acceptance in Changing Consumer Demands & Expectations

The conference brings together strategic business leaders from the North American Consumer-Facing Cannabis market. We will explore the CBD industry including Cannabis Products & Devices, Beverages, Tobacco, Cosmetics & Nutraceuticals, together with solution providers for 2 full days of insight.

2023 Speakers

- **Chair: Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData**
- **Charlie Bowman, Chief Executive Officer & President, Hexo Corp**
- **David Greb, Director, Health Products and Channels, Canopy Growth Corporation**
- **Landon Tresise, Director of Government Relations, Aurora Cannabis Inc.**
- **Chris Bolivar, Executive Vice President, Commercial & Growth, Fire & Flower**
- **Amber Lane, Senior Director of Quality Systems, Charlotte's Web**
- **Paul Frank, Senior Director, Omni-Channel Marketing, TerrAscend**
- **Omar Yar Khan, Senior Vice President – Corporate and Public Affairs, High Tide Inc.**
- **Igal Sudman, Co-Founder & CEO, Ayurcann**
- **Adam Coates, Chief Revenue Officer, Decibel Cannabis Company Inc.**
- **Lisa Harun, Co-Founder, Vapium and Chief Marketing Officer, Grenco Science**
- **Travis Priddy, Founder & CEO, 369 Hemp Inc.**
- **Terence Donnelly, CEO/Co-Founder, Averi Infusions**
- **Niel Marotta, President & CEO, Indiva**
- **Joy Beckerman, Principal, Hemp Ace International**
- **Laurence W. Zeifmans, CPA, CA, Partner, Zeifmans LLP**
- **Jackie Leslie, Life Sciences – Category Specialist, ESKO**
- **Nicolas Rivollet, Vice President of Marketing, Penn Color**
- **Eric Heyer, Partner – Business Litigation and Regulatory, Thompson Hine LLP**
- **Naveen Pogula, Partner – Corporate Transactions, Thompson Hine LLP**
- **Ash Patel, Partner – Intellectual Property, Thompson Hine LLP**
- **Joe Smith, Partner – Business Litigation and Regulatory, Thompson Hine LLP**

FUTURE CANNABIS STRATEGIES NORTH AMERICA 2023

SHERATON TORONTO CENTRE HOTEL

8TH-9TH MARCH 2023

Wednesday 8th March 2023

- 08:15 – Registration and refreshments
08:50
08:50 Chair's opening remarks

The Future of the Cannabis Industry

- 09:00
- Exploring the progress and trends of the cannabis industry, and analysing the future trajectory of the market

Charles Bowman, Chief Executive Officer and President, Hexo Corp

9:30 Reserved for Sponsor

Panel Discussion: An Unavoidable Threat: Canadian Legislations and the Cannabis Market

- 10:00
- Investigating the extent to which Canadian regulations pose a threat to the cannabis market
 - Understanding how to navigate the Canadian regulations and how to still deliver a high-quality product
 - Analysing how, even though Canada has legalised cannabis, the harsh regulations have made the product itself not very cultivation, production, consumer, and distribution friendly

Charles Bowman, Chief Executive Officer and President, Hexo Corp

Landon Tresise, Director of Government Relations, Aurora Cannabis Inc.

Amber Lane, Senior Director of Quality Systems, Charlotte's Web

Omar Yar Khan, Senior Vice President - Corporate and Public Affairs, High Tide Inc.

How to Take the Complexity out of Managing One of Your Biggest Brand Assets; The Packaging

- 10:30
- End the struggle to manage version control of artwork & packaging
 - Simplify the review process with web-based notifications & tools
 - Automatically capture the audit trail of the artwork creation & review process

Jackie Leslie, Life Sciences – Category Specialist, ESKO

11:00 Morning refreshments and networking

The Evolution of the Cannabis Market and the Emergency of Cannabis Health Products

- 11:30
- Exploring the new emerging product category of cannabis health products
 - Uncovering the opportunities that will lie beyond the regulatory approval of these products

REGISTER
HERE

Sales Enquiry
Francesco Magli
Senior Portfolio Manager –
Consumer Events
T: +44 (0)20 7947 2735
E: francesco.magli@arena-international.com

Speaker Enquiry
Edwin Boadu
Conference Producer
E: Edwin.boadu@arena-international.com

Marketing Enquiry
Moona Popal
Marketing Executive
E: Moona.popal@arena-international.com

David Greb, Director, Health Products and Channels, Canopy Growth Corporation

Policy Changes and Impacts: The U.S. Legal Landscape for Cannabis Companies

- This session will provide an overview of recent changes in the legal environment in which cannabis and related businesses operate in the U.S.
- We will discuss how the laws and policies affect operations from a regulatory, intellectual property and transactional standpoint and what companies can do to adhere to these rules.

12:00

Eric Heyer, Partner – Business Litigation and Regulatory, Thompson Hine LLP

Naveen Pogula, Partner – Corporate Transactions, Thompson Hine LLP

Ash Patel, Partner – Intellectual Property, Thompson Hine LLP

Joe Smith, Partner – Business Litigation and Regulatory, Thompson Hine LLP

Panel Discussion: Creating New Innovative Cannabis Products

- Discussing the various processes that go into the creation of cannabis products, from idea conception to the actual materialization of the product
- Understanding the challenges associated with the creation of cannabis products, i.e., meeting legal compliances, consumer demands, market regulations and standards
- Analyzing the importance of authenticity and familiarity when it comes to the creation of cannabis product

12:30

David Greb, Director, Health Products and Channels, Canopy Growth Corporation

Chris Bolivar, Executive Vice President, Commercial & Growth, Fire & Flower

Igal Sudman, Co-Founder & CEO, Ayurcann

Travis Priddy, Founder & CEO, 369 Hemp Inc.

Adam Coates, Chief Revenue Officer, Decibel Cannabis Company

13:00 Networking Lunch Break

Education, Your Best Strategy: How to Increase Customer Engagement, Trust and Confidence Over Your Product

- Understanding the significance of education, transparency and destigmatisation when it comes to the commercial success of your brand
- Exploring the extent to which education and awareness plays into building customer trust and loyalty
- Analysing the best strategies, such as multi-channel approach, i.e., packaging, labels, social media, blog posts, etc., to communicate what sets your product apart from others

13:30

Adam Coates, Chief Revenue Officer, Decibel Cannabis Company

Panel Discussion: Cannabis Finance and Management Issues

- Financing alternatives in challenging capital markets
- Cash flow management
- Focus on governance
- Turnaround and insolvency in the cannabis space
- Controlling regulatory costs
- Dealing with strategic investors and their exist strategies

14:00

Laurence W. Zeifmans, CPA, CA, Partner, Zeifmans LLP

14:30 Afternoon Break

REGISTER
HERE

Sales Enquiry
Francesco Magli
Senior Portfolio Manager –
Consumer Events
T: +44 (0)20 7947 2735
E: francesco.magli@arena-international.com

Speaker Enquiry
Edwin Boadu
Conference Producer
E: Edwin.boadu@arena-international.com

Marketing Enquiry
Moona Popal
Marketing Executive
E: Moona.popal@arena-international.com

Panel Discussion: Vapes as an Alternative for Smoking THC, CBD and Marijuana

- Exploring vapes as an alternative to the combustion of cannabis flower, and evaluating their advantages and disadvantages
- Examining the commercial opportunities within an already saturated market and how to stand out amid harsh regulations and consumer standards

Travis Priddy, Founder & CEO, 369 Hemp Inc.

Lisa Harun, Co-Founder, Vapium and Chief Marketing Officer, Grenco Science

New PET Packages for Cannabinoid Beverages Boost Brand Recognition & Consumer Experience

- Product novelty alone is not sufficient to guarantee success in cannabinoid beverage industry. Package differentiation is critical, so is a predictable & consistent potency. High-performance PET packages for THC/CBD infused beverages achieve both goals.

Nicolas Rivollet, Vice President of Marketing, Penn Color

16:00 **Chair's Summary and Close of Day 1**

16:05 **Drinks Reception Hosted by Penn Color**

Thursday 9th March 2023

08:30 –
08:40 Registration and refreshments

08:50 Chair's Opening Remarks

Fireside Chat: The Retail Landscape in the Cannabis Industry

- Exploring the retail landscape in the cannabis industry and analysing its progress over the last years

Chris Bolivar, Executive Vice President, Commercial & Growth, Fire & Flower

09:30 **Reserved for Sponsor**

The Evolution of Omni-Channel Marketing in the Cannabis Industry

- An overview of omni-channel marketing in the U.S cannabis market that takes a shopper first approach and mirrors channels typically used in traditional consumer packaged goods
- The evolution of omni-marketing and the emerging digital channels that exist that enables a 360, full funnel, approach to marketing activation
- The importance of first party data and the ability to develop key audiences that unlock unique targeting and growth opportunities

Paul Frank, Senior Director, Omni-Channel Marketing, TerrAscend

10:30 **Reserved for Sponsor**

11:00 **Networking Coffee Break**

11:30 **Hosted Roundtable Discussions**

**REGISTER
HERE**

Sales Enquiry
Francesco Magli
Senior Portfolio Manager –
Consumer Events
T: +44 (0)20 7947 2735
E: francesco.magli@arena-international.com

Speaker Enquiry
Edwin Boadu
Conference Producer
E: Edwin.boadu@arena-international.com

Marketing Enquiry
Moona Popal
Marketing Executive
E: Moona.popal@arena-international.com

Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.

Each roundtable session lasts for 45 minutes, and delegates may attend up to 2 roundtables

RT 1 **Reserved for Sponsor**

On Cannabis Advocacy and Compliance

RT 2 **Terence M. Donnelly, CEO/Co-Founder, Averi Infusions**
Niel Marotta, President & CEO, Indiva

RT 3 **Reserved for Sponsor**

12:30 **Lunch Break**

Growing Pains: Quality Control and Assurance

- 13:30
- Understanding the issue of quality control and assurance and how it can benefit your business to provide consistent product that is of high quality
 - How to create a product that meets regulations and aligns with universal standards
 - Uncovering different cultivation, production and extraction strategies to ensure a constant supply of high-quality product

Amber Lane, Senior Director of Quality Systems, Charlotte's Web

Panel Discussion: How to Build and Advertise Your Brand Without a Visual Culture

- 14:00
- Exploring the best strategies for building a brand without a visual culture considering the Canadian regulations
 - How to best market your product on the internet without incurring the removal of your advertisements and/or the blacklisting of your product
 - Understanding the extent to which the lack of visual culture from brands does not allow consumers to make conscious and educated decisions, and how this impacts your sales

Lisa Harun, Co-Founder, Vapium and Chief Marketing Officer, Grenco Science

14:30 **Afternoon Break**

A Niche in the Legal Market: Edibles

- 15:00
- Examining how to create innovative edible products that meet consumer standards and legal compliance
 - Understanding what motivates consumers to purchase edibles, and how to leverage this to ensure the commercial success of your product

Niel Marotta, President & CEO, Indiva

REGISTER
HERE

Sales Enquiry
Francesco Magli
Senior Portfolio Manager –
Consumer Events
T: +44 (0)20 7947 2735
E: francesco.magli@arena-international.com

Speaker Enquiry
Edwin Boadu
Conference Producer
E: Edwin.boadu@arena-international.com

Marketing Enquiry
Moona Popal
Marketing Executive
E: Moona.popal@arena-international.com

THC Drinks Gain Mass Popularity, but Are They Here to Stay?

- 15:30
- Investigating how the changes in consumer demands in terms of their health, wellness and lifestyle has seen a growth in THC drinks
 - Discovering the commercial and innovation opportunities that lie within the THC beverages industry
 - Evaluating the extent to which THC beverages have become a suitable alternative to alcohol beverages
 - Examining how to increase the saleability of THC drinks

Terence Donnelly, CEO/Co-Founder, Averi Infusions

Panel Discussion: Cannabis and Cosmetics

- 16:00
- Investigating the recent boom in cosmetics with cannabis containing is changing the landscape of the industry of beauty
 - Leveraging education, transparency and awareness as a means to increase consumer engagement, loyalty and retention
 - Understanding what motivates consumers to purchase cannabis containing cosmetics, and how this can inform how to ensure the commercial success of your product

Joy Beckerman, Principal, Hemp Ace International

16:30 **Session Reserved for GlobalData**

Philip Coverdale, Director of Consulting, Consumer & Retail, GlobalData

17:00 **Chair's Summary**

17:05 **Close of conference**

**REGISTER
HERE**

Sales Enquiry
Francesco Magli
Senior Portfolio Manager –
Consumer Events
T: +44 (0)20 7947 2735
E: francesco.magli@arena-international.com

Speaker Enquiry
Edwin Boadu
Conference Producer
E: Edwin.boadu@arena-international.com

Marketing Enquiry
Moona Popal
Marketing Executive
E: Moona.popal@arena-international.com



REGISTER
HERE

Sales Enquiry
Francesco Magli
Senior Portfolio Manager –
Consumer Events
T: +44 (0)20 7947 2735
E: [francesco.magli@arena-
international.com](mailto:francesco.magli@arena-international.com)

Speaker Enquiry
Edwin Boadu
Conference Producer
E: [Edwin.boadu@arena-
international.com](mailto:Edwin.boadu@arena-international.com)

Marketing Enquiry
Moona Popal
Marketing Executive
E: [Moona.popal@arena-
international.com](mailto:Moona.popal@arena-international.com)