

ATLAS CANADA CONVENTION

Agenda 2026

Join us in Toronto for the 2026 Atlas Canada Convention— a three-day event bringing together our Agent Family Network, leadership teams, partners, and sponsors. This year's theme, **"The Future Is Ours,"** reflects our shared commitment to innovation, service excellence, and the strength of the Atlas Canada Agent Family Network.

When: October 14–16, 2026

Location: Toronto Marriott Eaton Centre



AGENDA

Atlas Agent Conference | October 14–16

Day 1: Wednesday, October 14, 2026

7:30am	Breakfast
8:00am–12:00pm	AVLC Advisory Meeting (Closed event - AVLC board members only) - York Room
12:00pm–1:00pm Lunch	
4:00pm–10:00pm	Registration Desk Open (Lower-Level Convention Lobby)
5:30pm – 9:30pm	Welcome Reception & Exhibitors Alley • A Taste in Toronto • Agency Service Awards • Platinum/Diamond Agency Awards • Evening Entertainment

Day 2: Thursday, October 15, 2026

7:30am	Registration Open, Buffet Breakfast & Exhibitors Alley
8:30am–10:30am	General Session • Opening Ceremony • Quality Awards • CEO Address: Jack Griffin – Chairman & CEO • President's Address: Fred Haladay – President & COO
10:30am–12:00pm	Leadership Keynote & Panel Discussion Presenter: Adam Kreek Topic: The Modern Leader - Transitional Leadership Strategies
12:00pm–1:30pm Lunch + Compliance & Pay Equity Presentation: James McMurray, Executive Vice President, General Counsel, and Secretary, Atlas World Group, Inc. Gordon Hearn, Partner & Transportation and Logistics Group Co-Chair	
1:30pm–3:00pm	Technology Keynote & Panel Discussion Presenter: Zach Rattner Topic: Leveraging AI Technology to Work Smarter
3:00pm – 5:00pm	Coffee Break & Exhibitors Alley
Afternoon & Evening Free	
4:00pm – 6:00pm	PHG Meeting (Closed event for PHG members) - York Room
7:00pm – 10:00pm	Optional: Top Golf Challenge - PAR BAR Top Golf Swing Suite

Day 3: Friday, October 16, 2026

7:45am	Registration Open For Day 3 Attendees & Gala Guests
8:00am–10:00am Breakfast Buffet & Exhibitors Alley	
10:00am–12:00pm	Mental Wellness and Performance Keynote & Panel Discussion Presenter: Dr. Jody Carrington Topic: Finding Balance & Avoiding Burnout
12:00pm–1:00pm Lunch Buffet & Exhibitors Alley	
1:00pm–4:00pm	Premiere Van Lines Meeting (Closed event for Premiere members) - Bay Room
6:00pm–6:45pm	President's Reception
7:00pm	Gala Evening & Sales Awards Dinner, Entertainment, Party, Prizes

