

Power Up North - Conference 2026

October 6 & 7, 2026 • Athabasca Multiplex

DAY 1 — Tuesday, October 6, 2026

3:00 PM – Registration Opens

Athabasca Multiplex – Main Lobby

3:30 PM – Vendor Marketplace Opens

5:30 PM – 7:30 PM – Tastings + Treats Marketplace Social (Lounge Room)

7:30 PM – Marketplace Continues / Networking

9:00 PM – Day 1 Wrap-Up

DAY 2 — Wednesday, October 7, 2026

7:30 AM – Breakfast & Registration (Gymnasium)

8:00 AM – Opening Remarks – Mayor Robert Balay

8:30 AM – Morning Keynote: Amanda Wagner, *The Worthy Ask: Rethinking Value, Selling and the Art of Asking for More* – 60 minutes.

9:45 AM – Breakout Sessions #1 – 45 minutes (30 minutes of content)

Stream A: Financials in Action – Pricing for Profit

Stream B: Business in Action – Cliff Turner – ATB – Problem Solving

10:45 AM – Breakout Sessions #2 - 45 minutes (30 minutes of content)

Stream A: Financials in Action – Revenue Streams

Stream B: Business in Action – Marie-Laure Polydore & Terry Gerlinsky – Futurpreneur & BDC, *From Aspiration to Acquisition: Your Path to Business Ownership*

11:45 PM – Breakout Sessions #3 -45 minutes (30 minutes of content)

Stream A: Financials in Action – TBD

Stream B: Business in Action – AWE – Angus Gastle, AWE Business Advisor and Expert Facilitator – Use AI in Your Business Today: Create, Solve, and Get More Done.

12:45 PM – Lunch (Gymnasium)

12:55 PM – Panel TBD – 25 Minutes

1:45 PM – Breakout Sessions #4 -45 minutes (30 minutes of content)

Stream A: Financials in Action – TBD

Stream B: Business in Action – Session TBD

2:45 PM – Keynote Heather Thomson: how people are spending their money and the tools businesses can implement to increase profits and attract, train, and retain employees who can speak directly to the business's target audience – 60 minutes

4:00 PM – Closing Remarks & Departure