



Full-day WOW! Conference is about inspiring people to go for their dreams

By LORI GALLAGHER
gallagher.lori@dailygleaner.com

Is your life feeling a little hum-drum? Prepare to be wowed as motivational speaker Janice Butler shares her energetic brand of inspiration during the WOW! Conference.

The full-day conference, presented by Live, Love, Laugh Event Planning and Consulting in partnership with the Community Business Development Corporation, is being held at Kingswood Lodge on Sept. 16. It will be filled with powerful motivational tools, techniques and experiences, say organizers.



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Conference takes place Sept. 16: Christina Nicoll, left, and Victoria Hitchcock, of Live, Love, Laugh Event Planning and Consulting, have partnered with the Community Business Development Corporation to present a full-day conference called WOW! featuring motivational speaker Janice Butler, at top left.

They first came up with the idea for the conference last fall at a women and business event, says Victoria Hitchcock

of Live, Love, Laugh Event Planning and Consulting.

"Christina (Nicoll), in one of her previous jobs, had seen Janice present. We were going around and trying to meet as many people as we could and Christina said, 'We need to talk to her, she's awesome.'"

When she met Hitchcock and Nicoll, Butler said they were just the kind of people she was hoping to meet. She had a workshop she'd done in Campbellton and was looking for someone to facilitate and market something similar in Fredericton.

"It took us a little while to get things in order," says Hitchcock, but now they are ready to go and excited about what they've put together for the conference.

"(Participants) should expect to really come and be inspired," says Butler, a motivational speaker and the founder of Creative Breeze Training. "It's really about

inspiring people to go for what they've always wanted to do."

Too often, we wait to follow our dreams. This conference is designed to energize people and give them the boost they need to get moving now.

"They will come out of this and say, 'yes, life is too short to wait' and at the end say, 'oh, I should have,'" says Butler.

The conference will also give them techniques to uplift their life, techniques she has been using and teaching to get more energy.

"It doesn't matter which role you play, which function you have, we all need energy to go through the day," she says.

Many times, she says, she's been called the New Brunswick Ellen DeGeneres.

"I have a live DJ, so it makes it really entertaining. ... I get the crowd really involved."

Her goal is to have people walk away saying, "Yes, today is the day."

The conference is a good fit

with the two women behind Live, Love, Laugh Event Planning and Consulting.

"You always go to these workshops and they're the same, but we really wanted to make even just the feel of the room, the atmosphere, totally different than anything you'd get at any other type of workshop you would typically go to," says Nicoll.

The plan is for everything to come together to make this a fun and relaxing day for everyone.

"We were very selective about the type of venue that we wanted to have the workshop in," she says.

"We decided on Kingswood because we liked the feel of the room and the setting we knew we'd be able to achieve there."

The audience for this type of conference is truly a mix.

"Our first audience is women in business, though it can

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Conference: The WOW! Conference is being held on Wednesday, Sept. 16 at the Kingswood Lodge

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be men in business also," says Butler. "Really anyone, any function, that deals with the public, they want some energy, to be able to look at their day in a different way."

Even if your career is more solitary or you're working away in a cubicle, the workshop still applies, she says.

"You're a person first. Any professional is a person first and that's what I target — you as a person and how to bring your energy and enthusiasm into your work and into your personal life."

Butler says there is value for someone starting a business, someone who has been working in the same job for awhile or someone who is looking to try something new.

She has heard from many people who have attended her workshops who have said on that day she changed their whole outlook.

"The energy of the message, it's really contagious," she says.

"Even if they are a working professional, I've been telling everyone it's a good day out of the office," says Nicoll. "Everyone needs that energy boost, to recharge."

She saw Butler present a portion of what will be shared in the WOW! Conference and was impressed with her energy, enthusiasm and constant smile.

"It was like no other session I had attended before. You were always engaged and you were always having fun. And you could tell that she was speaking from the heart and very passionate about what she was doing," she says.

It makes it a lot easier to listen to somebody when you know that what they're speaking about is something they truly believe in, she notes.

"And she has more energy than anybody I've ever met," adds Nicoll, laughing. "It definitely makes for a really fun day and I don't think you'll be disappointed at all."

Butler believes it is important to do something that you love. When you do, she says, it shows.

"I love this. I love the crowd. I love people. I love the subject that I'm talking about. It just brings me to life."

That attitude connects the three women, says Nicoll.

"Victoria and I both really believe in this type of workshop and are really about taking every opportunity we can to learn and improve ourselves and participate in activities where we can," she says. "I think Janice saw that in us."

Like Butler, Hitchcock and Nicoll are passionate about what they're doing.

"We're a good example of someone that really just jumped in. It's another connection we have to Janice and why we worked so hard to make this come together," says Nicoll. "We really believe in this and feel it is something of value to the community."

The WOW! Conference is being held on Wednesday, Sept. 16 from 9 a.m. to 4 p.m. at the Kingswood Lodge.

The cost to attend the conference is \$50+HST per participant and includes fabulous swag bags, all training materials, lunch and two nutrition breaks. The registration deadline is Sept. 9. Space is limited.

For more information or to register, call 471-7754 or email info@eventsbylivelovelaugh.ca.