

16th Annual
Digital Marketing *for*
Financial Services
Summit CANADA

June 10 & 11, 2026
Hyatt Regency Toronto

Practical Growth Playbooks for Financial Marketing Leaders



The leading summit for marketing leaders building measurable growth in Canadian financial services.

The DMFS Canada Summit brings together senior marketing leaders from banking, insurance, wealth management, and fintech to tackle the field's most persistent challenges: proving ROI, building brand trust, and scaling content without losing authenticity. Two days of implementation-focused sessions designed for practitioners who are accountable for real commercial results.

Every session is built around doing, not just listening. Expect facilitated workshops where you build frameworks, panel discussions that surface what's actually working across peer organizations, and roundtables where you can pressure-test ideas with people facing the same constraints. You'll leave with practical tools, not just inspiration.

2026 Summit **Highlights**

01

Big content density

20+ hours of programming with 40+ speakers and 10+ hours of networking built in.

03

C-suite growth perspective

Hear how leaders strengthen brand purpose and resilience amid economic uncertainty.

05

Compliance-ready storytelling

Build campaigns that are captivating while staying aligned with industry requirements.

07

Interactive peer connection

Roundtables, breakouts, and face-to-face networking (including speed networking).

02

Proven attendee experience

93% overall attendee satisfaction across DMFS events sets the bar for quality.

04

Modern audience strategy

Sharpen targeted campaigns that resonate with the next generation of financial customers.

06

Data + MarTech for personalization

Take home strategies to integrate platforms and deliver personalized engagement.

08

Full experience, flexible access

Breakfast/lunch/drinks reception onsite, plus virtual streaming for accessibility.

Is Your Role Here?

If you work in any of the functions below, you'll take away practical strategies, frameworks, and peer-led insights you can apply immediately.

Digital Growth & Performance

Digital Marketing, Growth, Performance, Acquisition, Paid Media

Brand, Content & Customer

Brand, Content, CX, CRM/Lifecycle, Social, Creative

Marketing Intelligence & Ops

Marketing Ops, MarTech, Analytics, Data, Personalization, AI

Senior Leadership

CMO, VP Marketing, AVP Marketing, Head of Marketing & Communications



[Register Now](#) →

Trusted by Leading Financial Institutions

Delegates are senior marketing practitioners: directors, VPs, CMOs, and heads of marketing from banking, insurance, wealth management, payments, and fintech. This is a working audience: people accountable for brand performance, pipeline contribution, and commercial growth, not a conference crowd looking for inspiration.

Recent DMFS delegates and speakers include leaders from:



What Past Attendees Say

Don't just take our word for it! Here's what past delegates say about the takeaways, connections, and ROI.

It was great to learn from my peers in the finance industry. Having a niche audience of marketers who work in finance is incredibly valuable—you won't find a better place to talk shop.



The DMFS conference was engaging, informative, and highly relevant to the industry. It was well organized with excellent speakers. I'm already looking forward to the next one.



This conference exceeded my expectations. The speakers were incredibly knowledgeable and truly engaging.



Timely topics from industry professionals sharing their passion for digital marketing. A great opportunity for networking and learning real-world solutions.



I was very happy with the event. The quality of the speakers was excellent and the networking opportunities were fantastic.



An excellent opportunity to network with senior marketing professionals. I gained valuable insights and forged meaningful connections.



A great platform for bringing industry connections together to share knowledge and practical insights.



A great event with valuable content and a variety of presentations that kept the audience engaged. It sparked new ideas for the year ahead.



Valuable, impactful insights that address today's challenges while looking ahead to the future.



Agenda at a Glance

Eastern
Std. Time

DAY 1 - Wednesday, June 10, 2026

7:30 AM	Registration & Networking Breakfast: Build Community Contacts
8:45 AM	Opening Remarks From The Chairperson
9:00 AM	Keynote: Marketing 2030
9:30 AM	Panel Discussion: Transforming Marketing Into A Proven Growth Engine
10:15 AM	Speed Networking! Make Meaningful Connections
10:30 AM	Industry Expert Presentation: Tailored To Fit
11:00 AM	Refreshments Break & Exhibitor Lounge: Attend Vendor Demos & Consult Industry Experts
11:30 AM	Industry Experts: Marketing That Minds Its Manners / cracking Genai
12:00 PM	Case Studies: Scaling Personalization To Drive High-impact Marketing Across Channels / The New Age Of Creative Storytelling
12:30 PM	Panel Discussion: New Rules Of Brand Discovery / Brand Building In A Distrustful Era
1:15 PM	Networking Lunch & Exhibitor Lounge Visit
2:15 AM	Industry Expert: Centralized Customer Intelligence/ Insights To Activation
2:45 PM	Workshops: Marketing Leadership & Career Progression / Elevating Advisor Positioning In Wealth & Asset Management/ Utilizing Ai Without Losing The Human Touch
3:30 PM	Refreshments Break & Exhibitor Lounge: Visit Booths & Source Expertise
3:55 PM	Evaluations
4:00 PM	Industry Expert Presentation: Personalization, Trust & Compliance In Harmony
4:30 PM	Case Study: Grassroots Marketing
5:00 PM	End Of Day One Summary & Closing Remarks
5:05 PM	Evening Reception: Enjoy Great Conversation, Music, & Networking
6:00 PM	Conference Adjourns To Day 2

Eastern
Std. Time

DAY 2 - Thursday, June 11, 2026

8:00 AM	Day Two Registration & Networking Breakfast: Build Community Contacts
8:50 AM	Opening Remarks From The Chairperson
9:00 AM	Case Study: Marketing At The Speed Of Change
9:30 AM	Industry Expert: Governing Customer Data In Canada's Open Banking Era
10:00 AM	Panel Discussion: Emotional Storytelling Meets Tech-Driven Efficiency
10:45 AM	Refreshments Break & Exhibitor Lounge: Visit Booths & Source Expertise
11:15 AM	Roundtable Discussions: Data-Driven Storytelling / Doing More With Less / Human-Centric Brands In Action / Insurance Marketing For The Digital Age/ Affiliate & Partner Marketing / Brand As A Growth Engine
12:00 PM	Panel Discussion: Elevate Marketing To The Strategic Core Of The Business
12:30 PM	Industry Expert Panel Discussion: The Hidden Cost Of Inaction
1:00 PM	Networking Lunch & Exhibitor Lounge: Delve Into Industry Conversations
2:00 PM	Exhibitor Lounge Visits & Prize Draw Winner Announcement
2:45 PM	Panel Discussion: Navigating Growth & Innovation In A Mature Financial Market
3:30 PM	Presentation: Maximizing Marketing Impact With Limited Budgets
3:30 PM	Panel Discussion: The Velocity Of Customer Intelligence
4:00 PM	Closing Remarks & End Of Summit
4:15 PM	Conference Concludes

Featured Speakers

[View All Speakers →](#)

Hear directly from senior marketing and growth leaders shaping digital strategy across banking, insurance, credit unions, wealth, and fintech with practical perspectives you can apply immediately.



Selina Wang

VP, Marketing Programs, Payments



Martha Turner Osborne

Chief Sales and Marketing Officer



Kate Brown

Chief Marketing Officer



Anthony V. Lambie

AVP, Marketing Technology, North America



Jeffrey Beck

Chief Marketing Officer



Chris Hewitt

Chief Marketing Officer



Brittany Wilson

Chief Marketing Officer



Kerry Ould

Chief Marketing & Communications Officer



Veronica Farmer

Chief Marketing Officer



Caleb Rubin

Chief Marketing Officer



Russel Voutour

Chief Digital, Technology and Marketing Officer



Iris Oberlaender

Director, Global Digital Marketing Strategy & Experience Enablement

Featured Speakers

[View All Speakers →](#)



Med Yacoub

Marketing Director  Tradesk



Taylor Stavenjord

AVP, Brand Impact & Creative Services  Equitable Bank



Michael Letsche

VP, Marketing  TD Wealth Management



Brent Merriman

VP, Marketing & Strategic Insights  CIBC MELLON




Phillip DeSouza

VP, Communications & Marketing  HIROC



Emily Utting

AVP, Marketing & Corporate Comms  ATRIUM



Rahim Ladha

Managing Director & Global Head of Communications  BGO



Joe Pellegrino

Director, Digital Marketing  Manulife



Baaba Hughes

Social Media Director  ADELAIDECAPITAL INVESTOR RELATIONS



Carolina Medrano

Director, Marketing  GET A BETTER MORTGAGE



Aparna Allam

Head of Marketing  espresso



Phillip Notley

Head of Marketing & Communications  FCT

7:30–8:45 AM

Registration & Networking Breakfast: Build Community Contacts

- Start your day off right and connect with **digital marketing leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

8:45–9:00 AM

Opening Remarks From The Chairperson

Gain insight into today’s sessions so you can get the most out of your conference experience.

9:00–9:30 AM

Keynote: Marketing 2030

Preparing for a Decade of Customer-Driven Change

- Anticipate and respond to evolving customer expectations in a digital-first, experience-driven world.
- Leverage emerging technologies, such as AI, ethically and strategically.
- Unlock insights to drive growth and deliver measurable impact across campaigns and channels.

9:30–10:00 AM

Panel Discussion: Transforming Marketing Into A Proven Growth Engine

Shifting Perceptions to Prove Value and Accelerate Revenue

- Examine practical ways to tie marketing activity directly to revenue, pipeline quality, and customer lifetime value.
- Develop frameworks to build a data-driven story that secures buy-in from CFOs and business unit leaders.
- Uncover tools and metrics that move your team from a “cost centre” to an “ROI-positive growth partner.”



Joe Pellegrino
Director, Digital Marketing
Manulife



Caleb Rubin
Chief Marketing Officer
Questrade Financial
Group



Brittany Wilson
Chief Marketing Officer
Haventree Bank



Russel Voutour
Chief Digital, Technology
and Marketing Officer
YNCU
Moderator

10:15–10:30 AM

Speed Networking! → Make Meaningful Connections

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of marketing leaders and gain invaluable support.

10:30–11:00 AM

Industry Expert Presentation: Tailored To Fit

How Interactive Calculators and Video Transform Client Experiences Through Personalization

- Launching interactive financial calculators that capture first-party data and deliver real-time, customized insights.
- Integrating personalized video experiences to humanize complex products and drive higher click-through and conversion rates.
- Replicating best-in-class implementations from leading North American institutions that roll out in weeks, not months..

11:00 -11:30 AM

Refreshments Break & Exhibitor Lounge: Attend Vendor Demos & Consult Industry Experts

- Enjoy **exclusive sponsor demos** and experience the next level of digital marketing innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

11:30–12:00 AM

TRACK A: MARKETING OPERATIONS & DIGITAL ENABLEMENT



Lori Bieda
Former Chief Data & Analytics Officer
BMO Financial Group

INDUSTRY EXPERT PRESENTATION: MARKETING THAT MINDS ITS MANNERS

Employ Old Wisdom and Modern AI to Grow and Foster Loyalty

- Gain insights into how data can be collected and used in a privacy-first way.
- Identify new AI opportunities that help close the gap created by changes in data availability and usage.
- Apply strategies to build, encourage, and sustain customer loyalty and advocacy.

TRACK B: CONTENT, BRAND, & MEDIA

INDUSTRY EXPERT PRESENTATION: CRACKING GENAI

From Keywords to Conversations in the Future of Search

- Adapt search strategy to AI-driven, conversation-based queries.
- Restructure content and site experience for intent, context, and personalization.
- Future-proof digital visibility as search engines integrate generative results.

12:00–12:30 PM

FIRESIDE CHAT: SCALING PERSONALIZATION TO DRIVE HIGH-IMPACT MARKETING ACROSS CHANNELS

Building Insight-Led, Privacy-Forward Personalization Strategies

- Balance automation and creative strategy to enhance relevance without losing authenticity.
- Translate customer data and signals into actionable insights for targeting and messaging.
- Embed privacy, consent, and responsible data use at every stage of the personalization workflow.



Anthony V. Lambie
AVP Marketing Technology, North America
TD

CASE STUDY: THE NEW AGE OF CREATIVE STORYTELLING

Driving Brand Connection with Authentic Content in a Crowded Media Landscape

- Bring creative capabilities in-house to enhance brand alignment, efficiency, and innovation.
- Leverage human-centred storytelling and video marketing to connect with customers on a deeper level.
- Navigate organizational changes to empower marketing teams to focus on impactful, revenue-driving content.



Taylor Stavenjord
AVP, Brand Impact & Creative Services
Equitable

12:30–1:15 AM

TRACK A: MARKETING OPERATIONS & DIGITAL ENABLEMENT

PANEL DISCUSSION: NEW RULES OF BRAND DISCOVERY

Winning Visibility Across AI Search, Social, and Omnichannel Journeys

- Modernizing search strategy to align with AI-driven experiences and conversational queries.
- Building omnichannel relevance that meets prospects wherever they start their journey.
- Showcasing proof points, including reviews, content, and social validation, that earn trust and drive next-step actions.



Baaba Hughes
Social Media Director
Adelaide Capital



Martha Turner Osborne
Chief Sales and Marketing Officer
HUB International



Moderator

Lori Bieda
Former Chief Data & Analytics Officer
BMO Financial Group

TRACK B: CONTENT, BRAND, & MEDIA

PANEL DISCUSSION: BRAND BUILDING IN A DISTRUSTFUL ERA

Designing a Financial Brand People Believe In

- Align brand purpose with customer expectations to create relevance and authenticity.
- Modernize your brand without losing heritage or equity.
- Embed consistency across channels, campaigns, and customer touchpoints for maximum impact.



Rahim Ladha
Managing Director & Global Head of Communications
BGO



Carolina Medrano
Director, Marketing
Get a Better Mortgage Inc.



Kerry Ould
Chief Marketing & Communications Officer
PenFinancial Credit Union



Moderator

Isabel Tremblay
Head of Marketing, Canada
RBC Wealth Management

1:15–2:15 PM

Networking lunch & exhibitor lounge

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **digital marketing colleagues**.

2:15–2:45 AM

TRACK A: MARKETING OPERATIONS & DIGITAL ENABLEMENT

INDUSTRY EXPERT PRESENTATION: CENTRALIZED CUSTOMER INTELLIGENCE

Centralizing Customer Data to Scale Personalization, Boost Conversions, and Drive Engagement

- Building a framework to solve operational inefficiencies caused by dispersed customer data.
- Implement strategies to automate advisor-driven campaigns with dynamic segmentation.
- Leverage insights on increasing conversions and fidelity while gaining significant timesavings.

TRACK B: CONTENT, BRAND, & MEDIA

INDUSTRY EXPERT PRESENTATION: INSIGHTS TO ACTIVATION

Insights, Data Collaboration, Clean Rooms, and Activation for Smarter Engagement

- Blending first-party and third-party data for a 360° customer view that enhances targeting and personalization.
- Leveraging secure data collaboration and clean rooms to uncover shared insights and enrich campaigns without compromising customer privacy.
- Implementing advanced measurement frameworks that connect insights to marketing outcomes and demonstrate ROI.

2:45–3:30 PM

Workshops (45 mins)

Please select one

WORKSHOP 1: MARKETING LEADERSHIP & CAREER PROGRESSION

Building the Skills and Visibility Needed for Executive Roles

- Identify leadership gaps and proactively address them to transition from tactical to strategic influence.
- Seek and secure sponsorship from senior leaders to open new opportunities and broaden your visibility.
- Build the purpose-led identity, confidence, and communication skills needed to thrive at the executive level..



Brent Merriman
Vice President, Marketing & Strategic Insights
CIBC Mellon

WORKSHOP 2: ELEVATING ADVISOR POSITIONING IN WEALTH & ASSET MANAGEMENT

Strengthening Market Presence, Client Engagement, and Thought Leadership

- Define and communicate a value proposition that resonates with both clients and intermediary partners.
- Equip advisors with content and thought leadership tools to guide client conversations and navigate market events in real time.
- Align internal storytelling and brand positioning to enhance credibility and market presence..



Angelica Montagano
Head of Brand Experience
PWL Capital

3:30–3:55 PM

3:55–4:00 PM

4:00–4:30 PM

4:30–5:00 PM

WORKSHOP 3: UTILIZING AI WITHOUT LOSING THE HUMAN TOUCH

Transforming Content Production While Preserving Brand Integrity and Human Insight

- Optimizing performance creative through rapid testing, iteration, and insight generation.
- Blending AI and human creativity to enhance content development without compromising brand voice or trust.
- Establishing governance and guardrails that ensure responsible, compliant, and brand-safe use of AI tools.



Russel Voutour
Chief Digital, Technology and Marketing Officer
YNCU

Refreshments Break & Exhibitor Lounge: Visit Booths & Source Expertise

- Explore the latest **digital marketing technology** and strategies with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

Evaluations

Casestudy: Personalization, Trust & Compliance In Harmony

Creating Emotionally Intelligent Customer Experiences in Financial Services

- Deliver hyper-personalized interactions that remain fully compliant and data secure.
- Infuse the emotional promise of your brand into every channel to deepen connection.
- Unify data, technology, and teams to build a customer-centric engagement playbook.



Lori Bieda
Former Chief Data & Analytics Officer
BMO Financial Group

Case Study: Grassroots Marketing

Creating a Home-Grown Marketing Strategy that Resonates with Your Brand

- Establish campaigns that connect with the community and build organic relationships that convert into new clients.
- Create a story that involves the consumer in a journey, increasing customer loyalty.
- Gain a competitive edge by establishing yourself as the preferred, trusted local partner for financial needs.



Jeffrey Beck
Chief Marketing Officer
CST Savings

5:00–5:05 PM

Evening Reception: Enjoy Great Conversation, Music, & Networking

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to **win fun prizes** by scanning your badge at our exhibitor booths.
- Make dinner plans with your **new connections** and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

6:00 PM

Conference Adjourns To Day 2



8:00–8:50 AM

Day Two Registration & Networking Breakfast: Build Community Contacts

- Start your day off right and connect with **digital marketing leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

8:50–9:00 AM

Opening Remarks From The Chairperson

Gain insight into today’s sessions so you can get the most out of your conference experience.

9:00–9:30 AM

Case Study: Marketing At The Speed Of Change

Driving Agility in Financial Services

- Build agile marketing teams capable of responding quickly to changing market conditions.
- Balance innovation with regulatory and compliance requirements while maintaining speed.
- Embed a culture of experimentation and learning to continuously improve strategies and customer outcomes.



Chris Hewitt
Chief Marketing Officer
Sunlife

9:30–10:00 AM

Industry Expert: Governing Customer Data In Canada’s Open Banking Era

Enabling Trust, Transparency, and Customer-Centric Marketing without Monetizing Data

- Prepare for open banking and evolving regulatory requirements without disrupting core marketing initiatives.
- Leverage data ethically to drive insights, personalization, and engagement.
- Put customers in control of their data while enabling meaningful, value-driven marketing interactions.

10:00–10:45 AM

Panel Discussion: Emotional Storytelling Meets Tech-Driven Efficiency

Merging Empathy and Innovation to Win Hearts and Minds

- Balance high-impact brand campaigns that evoke aspirations with practical messaging around speed and simplicity.
- Leverage AI-driven tools to fulfill brand promises of seamless customer experiences.
- Engage both direct consumers and broker partners through tailored digital platforms, reinforcing a multi-channel growth strategy.



Kate Brown
Chief Marketing Officer
Insurely



Michael Letsche
VP, Marketing
TD Wealth



Jeffrey Beck
Chief Marketing Officer
CST Savings



Phillip Notley
Head of Marketing & Communications
FCT
Moderator

10:45 -11:15 AM

Refreshments Break & Exhibitor Lounge: Visit Booths & Win Prizes

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

11:15–12:00 PM

Roundtable Discussions (45 Mins)

Please select one

A: DATA-DRIVEN STORYTELLING: Building a Beloved Brand in a Hated Industry.

B: DOING MORE WITH LESS: Leveraging Existing Resources to Attract More Customers Today.



Phillip DeSouza
VP, Communications & Marketing
Health Care Insurance Reciprocal of Canada

C: HUMAN-CENTRIC BRANDS IN ACTION: Creating Strategies to Build Trust, Loyalty, and Engagement

D: INSURANCE MARKETING FOR THE DIGITAL AGE: Building Trust with Today’s Consumers Through Multi-Channel Strategies and Digital Enablement

E: AFFILIATE & PARTNER MARKETING: Leveraging Relationships to Differentiate Your Brand and Grow Your Customer Base

F: BRAND AS A GROWTH ENGINE: (Re)launching and Activating Your Brand to Attract New Audiences and Deepen Relationships

12:00–12:30 PM

Panel Discussion: Elevate Marketing To The Strategic Core Of The Business

Shape Enterprise Decisions, Growth, and Customer Outcomes

- Redefine marketing’s role as a core contributor to strategy, growth, and commercial performance.
- Shape culture and governance to elevate marketing’s influence and support customer-first execution.
- Embed customer insights and data into enterprise planning to drive more informed decisions.



Aparna Allam
Head of Marketing
Espresso Capital



Emily Utting
AVP, Marketing & Corporate Comms
Atrium Mortgage Investment Corporation



Angelica Montagan
Head of Brand Experience
PWL Capital



Iris Oberlaender
Director, Global Digital Marketing Strategy & Experience Enablement
Manulife

Moderator

12:30–1:00 PM

Industry Expert Panel Discussion: The Hidden Cost Of Inaction

Safeguarding Growth, Relevance, and Market Share

- Quantifying revenue leakage and rising acquisition costs tied to outdated marketing and customer-experience models.
- Spotting early warning signs of brand stagnation: declining share of voice, digital invisibility, and disengaged talent.
- Building a proactive roadmap that prioritizes low-risk, high-impact moves to maintain momentum even in uncertain climates.

1:00–2:00 PM

Networking Lunch & Exhibitor Lounge: Delve Into Industry Conversations

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **digital marketing colleagues**.

2:00–2:15 PM

Exhibitor Lounge Visits & Prize Draw Winner Announcement

- Enjoy **exclusive sponsor demos** and experience the next level of digital marketing innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

2:15–2:45 PM

Industry Expert Presentation: Inside The Growth Engine

Strategies for Financial Marketers in the New Banking Era

- Embed trust into product design and UX to convert pain points into brand affinity.
- Appear natively on TikTok, Reddit, and creator channels to build cultural relevance at scale.
- Design for gig workers, newcomers, and hourly earners — and why serving the underserved is the next growth engine.

2:45–3:30 PM

Panel Discussion: Navigating Growth & Innovation In A Mature Financial Market

Redefining the Future of Banking in a Concentrated Market

- Identify growth opportunities that respond to evolving customer needs.
- Collaborate across the ecosystem to accelerate innovation.
- Scale strategically without losing focus on customer experience or competitive priorities.



Selina Wang
Vice President, Marketing Programs, Payments
JPMorgan Chase



Phillip DeSouza
VP, Communications & Marketing
Health Care Insurance Reciprocal of Canada



Max Farley
Head of Marketing
Justwealth

3:30–4:00 PM

Closing Remarks & End Of Summit

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.



Sarah Madden
Growth Marketing & Communication Lead
BOXX Insurance

4:00–4:15 PM

Closing Remarks & End Of Summit

4:15 PM

Conference Concludes

Stay at the Hyatt Regency Toronto

Downtown Toronto at Your Door

Location, street address, proximity to financial district and landmarks (CN Tower, Rogers Centre, Princess of Wales), Union Station/TTC access, and surrounding dining scene.

Built for Conversation

Leans into the onsite social programming for attendees and speakers, the connected layout for between-session networking, and the event-as-a-whole framing rather than generic “meeting rooms” language.

Comfortable, Self-Contained Stay

Covers rooms/city views, complimentary Wi-Fi, King Street Social Kitchen (all three meal periods), rooftop pool access, and closes with the booking note (direct contact, no room block).

Strategy Institute does not have a room block with the venue hotel. Please contact the hotel directly for rates.

Hyatt Regency Toronto
370 King Street West, Toronto ON M5V 1J9
(416) 343-1234

IMPORTANT: Strategy Institute is not affiliated with, nor do we contract any third-party room booking service. Please contact the hotel directly to make your reservations.

***subject to availability



Register for DMFS Canada 2026

Choose your pass type: in-person or virtual access

Secure your spot at DMFS Canada (June 10 - 11, 2026). Select **Full In-Person Access** for the complete onsite experience, or **Live Stream Access** to join key sessions from anywhere - both include **3-month on-demand replays**.

What's included in your registration

Live Stream Access includes:	Full In-Person Access includes:
<ul style="list-style-type: none">• Keynotes, panels, and live Q&A via stream• Virtual networking (message boards, roundtables, private chats)• Virtual Expo Hall access• Speaker content (presentations/white papers where available)• On-demand access for 3 months	<ul style="list-style-type: none">• Full conference access (keynotes, panels, case studies, roundtables)• In-person networking with speakers, delegates, and sponsors• Breakfast, lunch, snacks + onsite cocktail reception• Expo Hall access• Speaker content (presentations/white papers where available)• On-demand access for 3 months

Pass Type	Rate	Deadline
Live Stream Access (Early Bird)	\$1,195	Ends May 15, 2026
Full In-Person Access (Early Bird)	\$1,395	Ends May 15, 2026
Group Rates (in-person)	\$1,395 (1 - 2) / \$1,295 (3-4) / \$1,095 (5+)	Register Together

Ready to register?

[Register Now →](#)

Contact:

Sam Caskey, Delegate Registration Manager
Email: sam.caskey@strategyinstitute.com