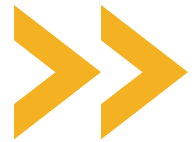


Program

APRIL 2 - 4 | FANTASYLAND HOTEL, EDMONTON, AB



TOGETHER FOR TOMORROW

— **ADVANCING ASSESSMENT** —

T H R O U G H C O L L A B O R A T I O N



Welcome to the AAA Conference!

We are excited to invite you to the **Alberta Assessors' Association 2025 Annual Conference**, taking place from **April 2–4, 2025**. This premier event brings together assessment professionals, industry experts, and municipal leaders for three days of insightful discussions, professional development, and networking opportunities.

Why Attend?

Attending the AAA Annual Conference is an investment in your professional growth and your organization's success. Here's what you can expect:

- ✓ **Expert Insights:** Gain valuable knowledge from top industry professionals.
- ✓ **Municipal & Policy Updates:** Stay ahead of key changes with updates from **Municipal Affairs** and discussions at the **President's Panel** and **Rural and Urban Meetings**.
- ✓ **Professional Development:** Participate in engaging **breakout sessions** and informative plenary discussions to expand your expertise.
- ✓ **Networking & Collaboration:** Connect with colleagues, industry leaders, and legal experts at the **AAA Hockey Game**, **Hospitality Suites**, **Icebreaker event**, and of course, our **Banquet night**.
- ✓ **Association & Industry Updates:** Join the **Annual General Meeting** to help shape the future of the association.

With a packed schedule of learning, networking, and entertainment, this conference is a must-attend event for anyone in the assessment industry. Read on for the full itinerary!

We look forward to seeing you in April!

Best regards,

The AAA Executive Committee and Staff



April 2 Program



 Registration	7:30 AM – 4:30 PM
 Breakfast Buffet	Ballroom 7:30 AM – 8:30 AM
 Opening Ceremonies and Greetings	Ballroom 8:30 AM – 9:00 AM
 Keynote Speaker: Mark Parsons Economic Outlook	Ballroom 9:00 AM – 10:15 AM
 Break	10:15 AM – 10:30 AM
 Panel Discussion: Navigating Alberta's Uncertain Terrain: Urban and Rural Realities	Ballroom 10:30 AM – 12:00 PM
 Lunch	Ballroom 12:00 PM – 1:00 PM
 RMRF Legal Panel	Ballroom 1:00 PM – 2:00 PM
 Breakout Session: Take Back Your Time – How AI Can Help	Room 5 2:00 PM – 4:30 PM
 Breakout Session: Predicting Office Rents Using Artificial Neural Networks	Room 10 2:00 PM – 4:30 PM
 Breakout Session: Boosting Office Productivity with Tyler's Enterprise Assessment & Tax Solution	Room 9 2:00 PM – 4:30 PM
 Breakout Session: Using PowerPoint to Improve Assessment Review Board Hearings	Room 7 2:00 PM – 4:30 PM
 RMRF Hospitality Suite	Room 6 4:30 PM – 6:00 PM
 Icebreaker Event	WEM Rec Room 7:00 PM – 11:00 PM



April 3 Program








 Registration	7:30 AM – 9:00 AM
 Breakfast Buffet	Ballroom 7:30 AM – 8:30 AM
 Municipal Affairs Update	Ballroom 8:30 AM – 10:00 AM
 Break	10:00 AM – 10:15 AM
 President's Panel: The Power of Partnerships – Strengthening Assessment through Collaboration	Ballroom 10:15 AM – 11:30 AM
 Lunch	Ballroom 12:00 PM – 1:00 PM
 Rural Meeting	Room 7 1:00 PM – 2:30 PM
 Urban Meeting	Room 9 1:00 PM – 2:30 PM
 AGM	Ballroom 2:45 PM – 4:30 PM
 Brownlee LLP Hospitality Suite	Room 6 4:30 PM – 5:30 PM
 Executive Thank You Social	Ballroom E 6:30 PM – 7:00 PM
 Banquet and Entertainment	Ballroom 7:00 PM – 11:00 PM



April 4 Program



 Breakfast Buffet	Ballroom 8:00 AM – 9:00 AM
 Legal Update – Brownlee LLP	Ballroom 9:00 AM – 10:00 AM
 Data Centres Panel Discussion	Ballroom 10:00 AM – 10:45 AM
 Break	10:45 AM – 11:00 AM
 AI Ethics – AMII	Ballroom 11:00 AM – 12:00 PM



Program At-A-Glance

- April 2**
-  Registration | 7:30 AM - 4:30 PM
 -  Breakfast Buffet | 7:30 - 8:30 AM | Ballroom
 -  Opening Ceremonies | 8:30 - 9:00 AM | Ballroom
 -  **Keynote:** Mark Parsons Economic Outlook | 9:00 - 10:15 AM | Ballroom
 -  Break | 10:15 - 10:30 AM
 -  **Panel Discussion:** Navigating AB's Uncertain Terrain: Urban and Rural Realities | 10:30 AM - 12:00 PM | Ballroom
 -  Lunch | 12:00 - 1:00 PM | Ballroom
 -  **RMRF Legal Panel** | 1:00 - 2:00 PM | Ballroom
 -  **Breakout:** Take Back Your Time - How AI Can Help | 2:00 - 4:30 PM | Room 5
 -  **Breakout:** Predicting Office Rents Using Artificial Neural Networks | 2:00 - 4:30 PM | Room 10
 -  **Breakout:** Boosting Office Productivity with Tyler's Enterprise Assessment & Tax Solution | 2:00 - 4:30 PM | Room 9
 -  **Breakout:** Using PowerPoint to Improve Assessment Review Board Hearings | 2:00 - 4:30 PM | Room 7
 -  RMRF Hospitality Suite | 4:30 - 6:00 PM | Room 6
 -  Icebreaker Event | 7:00 - 11:00 PM | WEM Rec Room

- April 3**
-  Registration | 7:30 - 9:00 AM
 -  Breakfast Buffet | 7:30 - 8:30 AM | Ballroom
 -  **Municipal Affairs Update** | 8:30 - 10:00 AM | Ballroom
 -  Break | 10:00 - 10:15 AM
 -  **President's Panel:** The Power of Partnerships - Strengthening Assessment through Collaboration | 10:15 - 11:30 AM | Ballroom
 -  Lunch | 12:00 - 1:00 PM | Ballroom
 -  **Rural Meeting** | 1:00 - 2:30 PM | Room 7
 -  **Urban Meeting** | 1:00 - 2:30 PM | Room 9
 -  **AGM** | 2:45 - 4:30 PM | Ballroom
 -  Brownlee LLP Hospitality Suite | 4:30 - 5:30 PM | Room 6
 -  Executive Thank You Social | 6:30 - 7:00 PM | Ballroom E
 -  Banquet and Entertainment | 7:00 - 11:00 PM | Ballroom

- April 4**
-  Breakfast Buffet | 8:00 - 9:00 AM | Ballroom
 -  **Legal Update - Brownlee LLP** | 9:00 - 10:00 AM | Ballroom
 -  **Data Centres Panel Discussion** | 10:00 - 10:45 AM | Ballroom
 -  Break | 10:45 - 11:00 AM
 -  **AI Ethics - AMII** | 11:00 - 12:00 PM | Ballroom