



**April 16, 2026**

**Palais des congrès de Montréal**

## PROGRAM

7:45 – 8:30

GOURMET WELCOME

8:30 – 8 :40

OPENING SPEACH

8:40 – 9:15

KICK-OFF PRESENTATION

9:25 – 10:10

**From Generic Copilot to Custom Copilot:  
tailoring AI to your business reality**

**Ghada Chehaibi**  
aiMpact Consulting

**ComUnik presentation**

*Details to come*

10:10 – 10:30

NETWORKING COFFEE BREAK

10:30 – 11:15

**How AI is Transforming the Broker's Work:  
From Graphical to Conversational Interfaces**

**Martin M. Ouellet**, Vice-President Sales and  
Marketing  
Rival Insurance

**Modernizing Broker Workflow in Quebec: A  
Smarter Submission & Go-to-Market Model**

**Nick Kidd**, Founder and CEO  
Quotey

11:25 – 12:10

**Connected intelligence and AI-powered  
solutions across the full brokerage lifecycle**

**Philippe Joassin**, Senior Vice President,  
Revenue and Strategy  
Applied

**Martine Hamilton**, Senior Solutions  
Consultant  
Applied

**When Technology Drives Growth**

**Alex Giguère**, Sales Manager  
Acturis Canada

12:10 – 13:40

NETWORKING LUNCH

13:40 – 14:25

**AI is changing the game in insurance and digital marketing**

**Moderator:** : Samira Durand, Director of Marketing and Digital Positioning - BC  
ASSUR

**Panelists :** *Coming soon*

14:35 – 15:20

**CASSI: the AI assistant firms have long  
awaited**

**Samuel Bélanger-Lamoureux**, Co-Foundeur,  
Co-President  
Cemiar

**Quebec French Comparisons and AI: Better  
Underwriting Information Support for  
Brokers**

**Jeff Barsalou**, CCRO & Co-founder  
QuickFacts

15:20 – 15:40

NETWORKING COFFEE BREAK

**Are your audits truly aligned with reality?  
What your client calls reveal — and why it  
changes everything**

**Zoho: the power of a CRM connected to the  
insurance industry**

**15:40 – 16:25**

**Luc Ouellet**, President and Founder  
Intelligence-Courtiers

**Jean-Philippe Martineau**, President and Chief  
Executive Officer  
Covalen

**Alexandre Guilbert**, Vice President,  
Innovation & Technologies  
Covalen

**16:25 – 18:30**

**COCKTAIL & NETWORKING**

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