

Jim Madrid Confirmed As A Keynote Speaker At Canadian Resort Conference

Written by Australian Business

ORLANDO, FL, August 21, 2014 **/24-7PressRelease/** -- Speaker, author and mental toughness coach Jim Madrid will appear as a keynote speaker and then continue as the master of ceremonies at the Canadian Resort Conference (CRC) taking place on September 23rd - 24th in Toronto, Canada.

CRC is an annual conference hosted by Perspective Group on behalf of the Canadian Resort Development Association (CRDA), a trade association dedicated to furthering the interests of the resort industry in Canada and throughout the world. This two day event is comprised of a half day networking activity and a day and a half of debates and educational sessions, providing invaluable opportunities to spend time exploring business opportunities with Canadian and International attendees.

In a career spanning three decades, Madrid has been in the business of assisting individuals and organizations to achieve ever-higher levels of success. Companies as diverse as Nordstrom, Lexus, Toyota, Mercedes-Benz, Paramount Studios, Trendwest Resorts, Oakley, St. Regis Hotel and Resort, and Pueblo Bonito Resorts have all benefited from Madrid's expertise. Madrid specializes in improving employee performance by going beyond mere "engagement" to full employee participation in organizational goals and change initiatives.

"The reason for employee engagement is obvious, how to get your employees engaged is the key," says Madrid. Over the last 20 plus years, Madrid has been doing just that. His engagement process works whether you have a small company to a Fortune 500 company. Madrid will share some of his processes of Employee Engagement and how it affects company culture with the conference attendees.

Registration for the event is currently open. Please visit <http://www.canadianresortconference.com> for additional information about this event. There is also a Facebook Page at <http://www.facebook.com/CanadianResortConference>.

For more information about the Canadian Resort Development Association, membership opportunities and events, visit <http://www.crda.com>

About CRDA CRDA is an industry-based association that is dedicated to furthering the vacation ownership resort and leisure industries. It was founded over 30 years ago in response to the public's demand for reliable information about timeshare products. Focus has since broadened to all aspects of shared ownership and the resort industry. For more information on membership

Jim Madrid Confirmed As A Keynote Speaker At Canadian Resort Conference

Written by Australian Business

and events visit <http://www.crda.com>

About Perspective Group Perspective Group provides the vacation ownership industry's most comprehensive, independent multi-media marketing and publishing services globally. Products and services range from intensive PR & Multimedia services such as INTUTION, a brand visibility service that includes custom content creation and distribution, social media monitoring, online marketing and brand reputation management, to the Perspective Magazine brand, which publishes the leading independent trade publication globally, as well as custom membership magazines for clients. Perspective Group is a media sponsor of more than 30 industry events per year and participates on a number of trade association committees. They also host their own annual industry leader event, the Global Networking Expo (GNEX Conference). For further information please visit <http://perspectivemagazine.com/services>