

AUTHENTIC. INSPIRING. COURAGEOUS.



LISA MACLEOD

Speaker. Leader. Advisor.

Authentic. Inspiring. Courageous.



Lisa MacLeod does not just deliver a keynote speech, she brings AUTHENTICITY, INSPIRATION and COURAGE at a time when our communities need it the most.

Lisa is not just a policymaker; she is AUTHENTIC. A woman who has COURAGEOUSLY confronted the shadows of mental illness while serving at the highest levels of government. Her journey is not just one of survival, but more importantly, it is an INSPIRATIONAL narrative of transformation and the creative renaissance that follows disruption.

She resonates with business leaders, cultural advocates, and community builders alike.

Lisa connects across generations, industries, and locations with unparalleled AUTHENTICITY, leaving audiences INSPIRED by her COURAGE and the COURAGE the audience will realize they didn't know they had.

Lisa MacLeod offers not merely a keynote but a rallying cry.

She is the voice that this moment demands.



She is the speaker you need on your stage.

About

LISA

Lisa MacLeod is one of Canada's most experienced and respected voices in cultural policy, women's leadership, and economic resilience. She served for nearly 20 years as the Member of Provincial Parliament for Ottawa, holding multiple Cabinet roles, including:

- Minister of Heritage, Sport, Tourism and Culture Industries
- Minister of Children, Community and Social Services
- Minister Responsible for Women's Issues

During the global pandemic, Lisa protected and led the recovery of Ontario's \$75 billion cultural and tourism sectors, and previously managed a \$17.5 billion budget across Ontario's social services. She played a pivotal leadership role during trade crises, advocating for Canadian industries and tourism on the world stage.



Lisa is recognized for her contributions to human rights and mental health, including her advocacy for people living with bipolar disorder. She currently serves as a research partner with The Royal Mental Health Centre and is a national thought leader in leveraging Canadian identity for economic growth.

Awards and Recognition:

- Negev Award (for her commitment to human rights)
- Queen's Diamond Jubilee Medal
- King's Coronation Medal
- Keeper of the Light Award from the Israeli Government
- Awards from Equal Voice, the Canadian Legion, St. John Ambulance, and Chinese and Jewish community organizations for her work in veteran affairs, women's empowerment, and antisemitism.

COLLAPSE TO COMEBACK

Lisa MacLeod
Former Cabinet Minister | Canadian Leader
Culture, Tourism & Resilience Strategy

“From Collapse to Comeback: The Courage to Rebuild What Matters”

In this powerful, emotionally resonant keynote, Lisa MacLeod brings the audience on a journey through the heart of collapse and the soul of resurgence—in our industries, our communities, and our own lives.

Having served as Ontario’s Cabinet Minister for Heritage, Sport, Tourism, and Culture Industries during the global pandemic, Lisa led the protection and revival of a \$75 billion economic sector at one of the most critical junctures in modern history. She now navigates the emerging cross-border tourism trade crisis with the U.S., positioning Canadian destinations, products, and people as resilient and world-class.

But this isn’t just a policy speech. It’s a human story—of mental illness and healing, of loss and leadership, of breaking down and building again. Lisa candidly shares her experience with bipolar disorder, weaving it into broader truths about what people carry with them—whether that’s a divorce, the death of a parent, the departure of a child, or a business setback—and what it takes to rise.

The audience will leave deeply inspired, proud of who we are, and equipped with both strategic and emotional tools to transform struggle into strength and navigate disruption with resolve and dignity.

Optional Add-Ons

Fireside Chat (30 minutes)

An intimate, engaging fireside chat immediately following the keynote.

This session includes:

- Curated audience questions by theme (resilience, leadership, identity, future of tourism, etc.)
- Personal Q&A on Lisa's lived experiences and lessons in leadership
- Advice questions for women in leadership, cultural entrepreneurs, and tourism professionals
- Moderated or open format available

Exclusive Donor Engagement (1 hour)

Your choice of format

- Private roundtable or board-style discussion
- Cocktail reception with key supporters
- Mini-workshop on strategy, leadership, or positioning Northern Ontario in global conversations

Book Offering (Optional)

If the organization purchases 200 advance copies of Lisa's forthcoming book *Diary of a Bipolar Wandering Woman*, she will include a private book signing and photo session for attendees.

Book Price: \$20 per copy (valued separately from speaking fee)

Special Added Value

- One free fundraising appearance to support scholarships for Northern Ontario youth pursuing careers in hospitality and tourism.
- Permission to record and rebroadcast the keynote and fireside chat.
- Featured top billing as the Summit's headline keynote speaker.



Lisa's RATES

Travel & Logistics

- Travel, meals and accommodations required.
- If engagements are spread across multiple days, travel and lodging must be provided for each visit.

Speaking Fee
Contact for Pricing

LISA MACLEOD

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let's get in touch

Hon. Lisa MacLeod

Book a Meeting : <https://calendly.com/lisa-secordstrategies>

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