



The Conference Board
of Canada

Le Conference Board
du Canada

EVIDENCE-BASED HR CONFERENCE

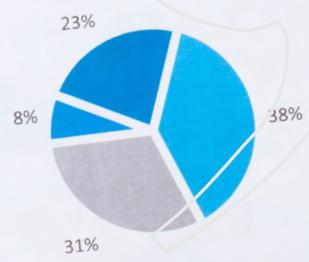
Sponsorship Opportunities.



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APRIL 25-26, 2017 • TORONTO

We are in the midst of an evolution: leaders want evidence to support their decision-making, including those decisions that relate to people. The mandate for HR is changing. There is a growing expectation for HR personnel to evaluate external and internal data, apply their professional expertise, and provide leaders with insights to help them make informed decisions.

HR is catching up quickly in understanding how to get the best information from HR-related data and analytics, as the C-suite demands the same rigour from HR as it does from other areas in the organization, such as finance or marketing. As a result, there is a significant appetite for more information from HR practitioners, and for many it represents a radical departure from their traditional way of working.

Evidence-Based HR: More Than Just Analytics

In the last several years, interest in HR analytics has grown dramatically, and it is not hard to find examples that demonstrate its effectiveness. But for many, HR analytics remains a branch of a larger HR function that carries on with business as usual. To improve results, HR needs a broader rethink that includes consideration of new practices based on scientific insights from disciplines such as neuroscience, behavioural economics, agile HR, and design thinking.

Conference Information

DATE

April 25–26, 2017

CONFERENCE VENUE

Metro Toronto Convention Centre

222 Bremner Blvd., South Building, Level 700

Toronto ON M5V 3L9

416-585-8000

PARTICIPANTS EXPECTED

100+

ATTENDEES

Senior leaders responsible for HR, talent management, recruitment, leadership development, HR analytics, strategic workforce planning, training and development, employee engagement, performance management, compensation and benefits, change management, and workplace wellness

CONFERENCE ORGANIZER

Tracie Jones

The Conference Board of Canada

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Featuring Results of the *HR Trends and Metrics Report, Fourth Edition*

Over the past 10 years, The Conference Board of Canada has conducted four rounds of the HR Trends and Metrics Survey with Canadian organizations. This year's report provides up-to-date metrics on a wide range of current HR practices, and looks back at some long-term trends we have observed related to HR priorities and human capital challenges over the past decade.

The sessions at this conference will focus on the issue of strategic workforce planning (SWP). The 2016 survey gathered information from 150 organizations, providing a rich data set from which we can draw a number of insights about SWP practices in Canada.

Some of the major issues we're considering when designing this year's agenda include:

- how data and analytics are transforming HR;
- using analytics to solve business problems;
- building an effective analytics team and maintaining momentum;
- myth-busting: how HR analytics is challenging some long-held beliefs about people and organizations;
- how analytics can measure the ROI of your HR program and/or investment;
- analytics and the employee life cycle from recruitment to departure;
- evidence-based HR and corporate culture;
- what can small HR departments achieve with imagination and a spreadsheet;
- what is the role for design thinking in HR.

Showcase Your Solutions in Our Interactive Lab

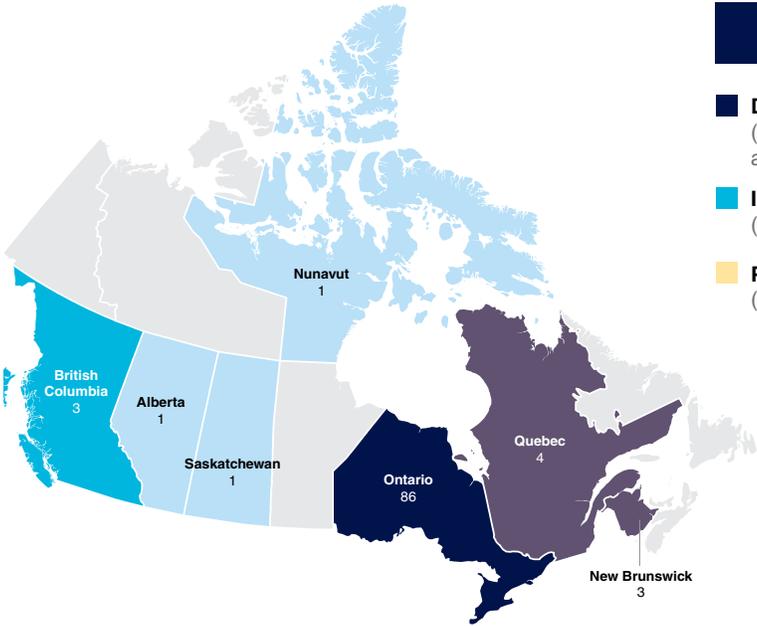
This event will feature an interactive lab that will take place in the exhibit hall throughout the conference.

Vendors will have the opportunity to demonstrate software solutions and interact directly with conference delegates in an experiential way. This is an excellent opportunity for you to showcase your HR solutions to a pre-qualified audience! All conference sponsors will be invited to exhibit in the interactive lab.



2016 Attendee Profile

Geographic Snapshot (per cent)

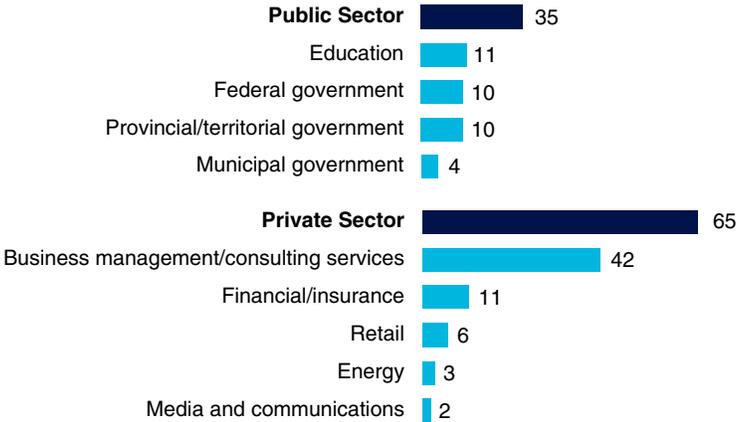


Rank of Delegates (per cent)



- Decision makers 29**
(C-suite, executive director, general manager, assistant deputy minister)
- Influencers 23**
(senior manager, manager, supervisor)
- Practitioners 47**
(project manager, officer, advisor, etc.)

Industry Breakdown (per cent)



Sponsorship Opportunities

All sponsorship packages include logo recognition linked back to your website in all event marketing items, including web, e-mail, social media, and direct and on-site marketing. All sponsoring organizations will be recognized with logo visibility on-site at the event, in addition to the benefits listed below.

Title Sponsor \$25,000

Title Sponsors are recognized as major event sponsors. Invite your clients and key personnel, influence the conference agenda, and share your thought leadership.

SPONSORSHIP INCLUDES

- one prominent speaking role for your organization
- four passes to attend the full event (a great opportunity to invite key clients or prospects)
- one branded item
- opportunity to distribute promotional materials to delegates
- a 10-by-10-foot exhibit space (power included)

Participating Sponsor \$15,000

Participating Sponsors receive exposure on-site and in all pre-event and on-site marketing activities.

SPONSORSHIP INCLUDES

- one speaking role for your organization
- two passes to attend the full event (a great opportunity to invite key clients or prospects)
- a 10-by-10-foot exhibit space (power included)

Wi-Fi Sponsor \$7,500

Wi-Fi Sponsors are recognized as the exclusive provider of the conference's wireless connection, allowing participants to live-tweet the event, check e-mail, and generally feel more connected to the office. The Wi-Fi Sponsor receives great exposure as they have the option to customize the password that all attendees will use.

SPONSORSHIP INCLUDES

- one pass to attend the full event (a great opportunity to invite key clients or prospects)
- a 10-by-10-foot exhibit space (power included)

Function Sponsor \$10,000

As an exclusive Function Sponsor, choose to host a networking reception, upgraded luncheon or networking break, or hot pre-conference breakfast and invite your top prospects to attend.

SPONSORSHIP INCLUDES

- two passes to attend the full event (a great opportunity to invite key clients or prospects)
- a 10-by-10-foot exhibit space (power included)

Badge Lanyard Sponsor \$7,500

Badge Lanyard Sponsors are recognized with their corporate name and logo featured on badge lanyard neck straps for all participants.

SPONSORSHIP INCLUDES

- one pass to attend the full event (a great opportunity to invite key clients or prospects)
- a 10-by-10-foot exhibit space (power included)

Interactive Lab Exhibitor \$5,000

Our recharged tradeshow floor for the 2017 Evidence-Based HR Conference will highlight interactive demonstrations for our delegates. Exhibiting sponsors will have the opportunity to interact directly with conference delegates during networking and luncheon breaks throughout this day-and-a-half conference. We encourage the creative participation of our Interactive Lab Exhibitors in showcasing their HR solutions to our delegates in an experiential way!

SPONSORSHIP INCLUDES

- One pass to attend the full event (a great opportunity to invite key clients or prospects)
- A 10-by-10-foot exhibit space (power included)

ALL LEVELS OF SPONSORSHIP ALSO INCLUDE THE FOLLOWING:

- a multimedia marketing campaign designed to drive traffic to your website and reach your audiences;
- a special rate you can offer your clients and prospects;
- access to the best and brightest thinkers in your industry;
- responsive Conference Board staff on hand at the conference to assist you with your needs;
- your customers and prospects brought to you;
- participation in a respected forum for ideas and issues that affect your business and your customers;
- amplification of your message in a setting of heightened receptiveness;
- many opportunities for one-on-one contact with thought leaders and decision-makers.

Why Sponsor a Conference Board Event?

The Conference Board is renowned for its ability to bring together top executives and thought leaders to debate contemporary issues, collaborate on solutions, and define best practices.

Your conference sponsorship investment represents incredible value because it capitalizes on the Conference Board's independence, organizational strengths, and respected brand, while enabling you to focus on your communications and marketing objectives for the event.

FOR MORE INFORMATION PLEASE CONTACT:

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