



The Conference Board  
of Canada

Le Conference Board  
du Canada

Centre for Skills and  
Post-Secondary Education

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

# 5th Skills and Post- Secondary Education Summit 2017.



 @CBoC\_SPSE

NOVEMBER 29–30, 2017 • TORONTO

# 5th Skills and PSE Summit 2017

The Conference Board's Centre for Skills and Post-Secondary Education (SPSE) will host its 5th annual Skills and Post-Secondary Education Summit 2017 to address the advanced skills, education, and competitiveness challenges facing Canada today.

The 2017 summit will focus on setting goals, identifying stakeholder and institutional roles, and finding the resources needed for future success across various platforms of a national strategy for skills and PSE.

Advanced skills and educational qualifications are increasingly important to innovation, productivity, economic growth, and competitiveness as Canadian firms face off against the global best in international and domestic markets.

Participants at the **Skills and PSE Summit 2017** will share best practices and insights with a broad range of PSE sector experts.

Summit sessions will showcase leading experts who will engage the audience in interactive discussions to define key issues, identify strategic goals, and establish concrete actions to achieve the changes we need in Canada's PSE system.

## Build Your Network

Connect with the key leaders and major sector players that can help you take your organization's performance to the next level. Network, ask questions, and build relationships with expert speakers, business leaders and decision-makers, government officials, civil society, and academics.

## Conference Information

### DATE

November 29–30, 2017

### CONFERENCE VENUE

**Delta Hotel International Plaza  
Hotel and Conference Centre**

655 Dixon Road, Toronto ON M9W 1J3  
1-800-668-3656

### PARTICIPANTS EXPECTED

300+

### ATTENDEES

Post-secondary education (senior management, faculty, staff, students, alumni), government, business, professional associations, regulatory associations, communities

### CONFERENCE ORGANIZER

**Alison Howard**

**The Conference Board of Canada**  
255 Smyth Road, Ottawa ON K1H 8M7  
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howard@conferenceboard.ca

# Why Sponsor?

Sponsor the 5th Skills and PSE Summit 2017 to reach and gain profile with hundreds of key players in education, business, and government!

**Your sponsorship is integral to the success of this event!** The Conference Board of Canada is looking to collaborate and partner with dynamic organizations like yours to help us deliver a truly outstanding program featuring leading Canadian experts. Sponsoring this important summit will demonstrate your leadership in thinking through the future of higher education and skills development.

Sponsorship also helps make this event accessible to educators, students, and non-profit organizations so that we can engage all post-secondary education stakeholders in the dialogue.

Additional benefits include speaking opportunities, logo recognition in the *Summit Agenda* and signage, special recognition by the Summit host, and premium exhibit space. Sponsorship packages can be customized to meet your specific needs.

## KEY BENEFITS

- Share your insights with the audience.
- Showcase your innovative programs and products.
- Build new connections through networking opportunities.
- Influence the future of post-secondary education in Canada.

# Summit Agenda

## Featured Themes

**Consulting on Cross-Sectoral Platforms for Addressing Issues in Skills and Post-Secondary Education**—How can we build and maintain a world-class PSE system that supplies the highly skilled and educated workforce we need?

**Engaging Employers in Skills Development**—How can we better equip employers to build on the skills and education of the workforce and ensure they provide opportunities to grow and learn on the job?

**Leveraging Opportunities for Innovation**—How do we develop and leverage the innovation skills of PSE graduates to facilitate cross-cultural exchange, technology adaptation, and successful partnerships?

**Designing Multi-Disciplinary Collaborative Platforms**—Who should champion them? Can we graft them on to existing networks?

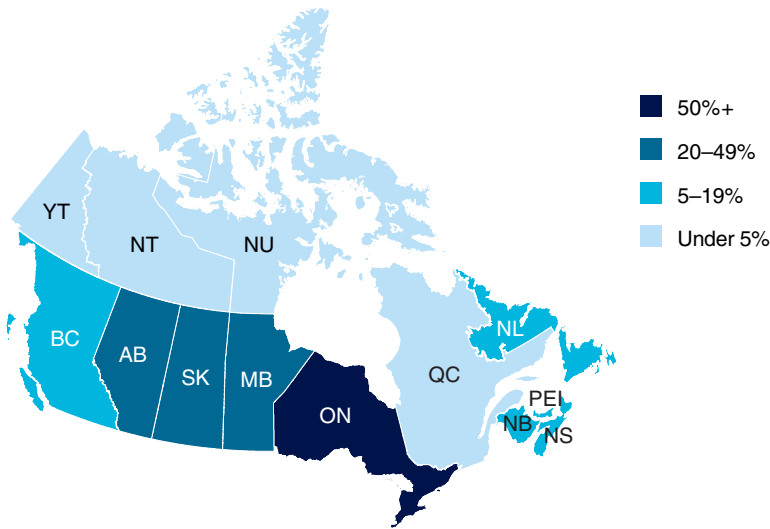
**Identifying Needed Tools and Resources**—What types of data would help the PSE system? How can reforms or changes be funded? How do we build an adaptable PSE system?

**Learning From Past Success and Best Practices**—What can we learn from regional and national successes in terms of skills and post-secondary education policies, programs and practices?

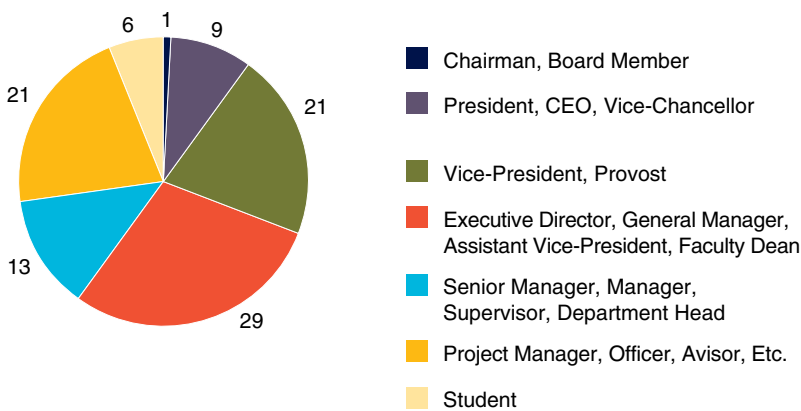
**Increase awareness of your organization, influence outcomes, and make a difference!**

# Past Skills and PSE Summits: Audience Profile

## Attendees by Province/Territory



## Rank of Delegates



# Quotes From SPSE Summit 2016 Delegates

## Overall Satisfaction Score: 4.2 out of 5

“I liked how speakers were not ‘sugar coating’ anything. They are aware of the problems and recognized that institutions, governments, and businesses could be doing more.”

“A refreshing change.”

“Great speakers, great insights about the topic. Good information and ideas shared.”

“Discussion during the Indigenous plenary session was fabulous.”

“Networking opportunities.”

“I enjoyed the variety of speakers and topics. I think a lot of various ideas were covered.”

“Enriching dialogue.”

“A big congratulations to those who organized the event. Topics were good, speakers were good.”

“Overall, great event as usual.”

## Many Sponsorship Packages Include:

- Corporate logo featured on Summit website, on-site signage, and in the *Summit Agenda*;
- Exhibit space located in the foyer;
- Corporate signage;
- One or more full conference registrations and all subsequent registrations at \$1,195.

## Sponsorship Opportunity Packages

	Partner Sponsor	Title Sponsor	Participating Sponsor
<b>Package Price</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>
Exclusive Lead Sponsor	•		
Keynote Speaking Opportunity	•	•	
Plenary Panel or Chair Speaking Opportunity			•
Logo on Website, On-Site Signage, <i>Summit Agenda</i>	•	•	•
Online Sponsor Profile	•	•	•
Premium Exhibit Space	•	•	•
One Branded Item	•	•	
Full Conference Registrations	6	4	3



# Sponsorship Opportunity Packages

	Audiovisual Technology	Luncheon	Networking Reception	Breakfast	Refreshment Break
<b>Package Price</b>	<b>\$15,000</b>	<b>\$15,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>
Plenary Welcome/ Speaking Opportunity	•	•	•		
Logo on Website, On-Site Signage, <i>Summit Agenda</i>	•	•	•	•	•
Online Sponsor Profile	•	•	•		
Exhibit Space	•	•	•	•	•
Plenary Welcome/ Speaking Opportunity	•	•	•		
Provider of Hot Buffet and Drinks		•			
Co-Host and Reception Sponsor			•		
Provider of Breakfast, Coffee, and Tea				•	
Provider of Refreshments					•
Provider of Audiovisual Technologies	•				
Full Conference Registrations	4	4	3	2	2



# Sponsorship Opportunity Packages

	Badge Lanyards	Mobile Website	Wi-Fi Internet	Exhibitor	Corporate Handouts
<b>Package Price</b>	<b>\$7,500</b>	<b>\$7,500</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Logo on Website, On-Site Signage, <i>Summit Agenda</i>	•	•	•	•	•
Exhibit Space	•	•	•	•	
Exclusive Logo on Badge Lanyards	•				
Announcements to Recognize Mobile Website Sponsorship		•			
Announcements to Recognize Wi-Fi Sponsorship and Corporate Logo on Wi-Fi Password Tent Cards			•		
Corporate handouts supplied to all Conference delegates					•
Full Conference Registrations	2	2	2	1	

## Customized Sponsor Package

**All of the sponsorship packages can be tailored to suit your corporate needs. In addition to the packages offered, we would be happy to create a customized package that can address the specific needs of your organization.**

If you would like to showcase your organization in a unique fashion, please contact:  
 Alison Howard at 613-526-3090 ext. 361 or 226-821-0392 or [howard@conferenceboard.ca](mailto:howard@conferenceboard.ca)

Insights. Understanding. Impact.



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