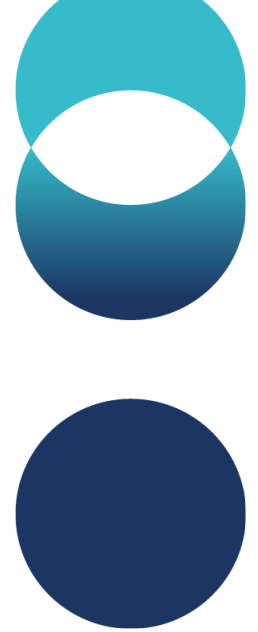


The Conference  
Board of Canada

# Better Workplace Virtual Conference

February 26<sup>th</sup>-28<sup>th</sup> 2024



[conferenceboard.ca](https://conferenceboard.ca)

# Better Workplace Conference 2024

## *Rethinking Inclusion, Wellbeing and Psychological Safety in a Changing Workplace*

Many forward-thinking organizations are reevaluating how they can embed psychological safety, wellbeing, and inclusivity throughout their organization to improve culture and respond to employees' needs. Tangible solutions are needed given rising concerns notably mental health, inflation, challenges faced by front-line employees, increased hybrid work, and Return-to-Office (RTO) mandates.

The Better Workplace Conference will feature innovative, evidence-based solutions combining research with captivating keynote presentations and best practice showcases. Our theme and agenda are developed through engagement with executive members of The Conference Board's [Council for Workplace Health and Wellness](#), [Council for Safe Workplaces](#), and [Council for Inclusive Work Environments](#), along with insights from The Conference Board's renowned research.

Sponsoring the Conference is not only an investment in your brand, it gives you an opportunity to be part of the conversation, to share insights, best practices, or research findings to answer these critical questions:

Addressing challenges in mental health	Beyond the checkbox approach	Wellbeing and inclusion	Wellbeing through DEI	Social support in remote work
How can organizations be more proactive in addressing health challenges arising from the changing work environment and improving mental health in the workplace?	How do we get past the "checkbox approach" to addressing workplace health and safety?	What are the unique wellbeing challenges faced by diverse groups and how do we design more inclusive wellbeing programs?	How do we ensure a DEI lens is applied to our policies and programs around employee wellness and safety?	How does social support play a role in preventing stress and promoting wellbeing in hybrid and remote work environments?

# Why Sponsor a Conference Board Event?

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

We are dedicated to building a better future for Canadians by making our economy and society more dynamic and competitive. Your investment represents an incredible value, capitalizing on the Conference Board's organizational strengths, respected brand, and ability to reach your key audiences to maximize your communications and marketing objectives.



# Benefits of Sponsorship

The Conference Board of Canada's website had 2.6 Millions unique visitors last year. Each Conference Board event is promoted to our customers and audiences through a targeted integrated marketing campaign, ensuring maximum exposure for your brand.

We seek strategic partnerships with prominent industry associations and stakeholders who extend your brand's reach beyond our database and add additional equity to the association and sponsorship. Our marketing is designed to drive traffic to our event page to curate new lead generation and leverage your corporate branding to the largest possible group of engaged stakeholders.

We use data and customer behaviour to put the right information and content in front of an active customer base of over 45,000 individuals. We leverage our extensive and engaged following in social channels to make sure our events and research are part of the most-relevant conversations and opportunities.



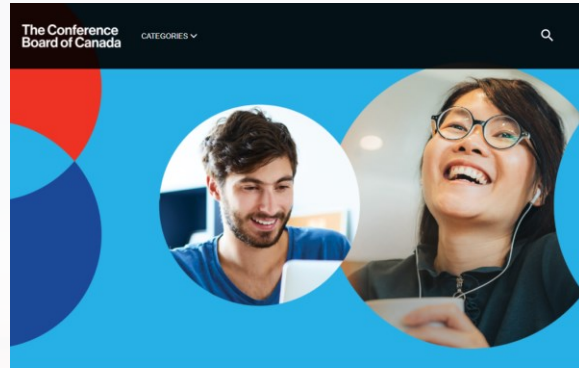
A decorative graphic on the left side of the slide consists of three overlapping circles in a lighter shade of blue. One circle is at the top left, and two others are positioned below it, overlapping each other and the top circle.

# Sponsorship Opportunities

Your Sponsorship Experience	Featured Sponsor \$15,000	Sponsor Showcase \$7,500-\$10,000	Networking Sponsor \$5,000	Supporting Sponsor \$3,000 - \$5,000	Exhibitor \$2,500
Lead-Up to the Conference					
Recognition in Event Promotions	•	•	•		
Your Logo on the Event Website	•	•	•	•	•
During the Conference					
Speaking Opportunities	<p><b>Plenary</b></p> <p>Welcome remarks/ Opening - speaker intro Sponsor showcase CEO spotlight (Pre-record)</p>	<p><b>Concurrent (\$7.5k) Plenary (\$10k)</b></p> <p>Sponsor showcase</p>	<p><b>Plenary &amp; Social Hour</b></p> <p>Pre-recorded break activity Social hour attendee activity</p>	<p><b>Concurrent (\$3k) Plenary (\$5k)</b></p> <p>Welcome remarks/ speaker intro</p>	N/A
Featured Daily Sponsor Recognition	•	•	N/A	N/A	N/A
Event Ad Placement	•	•	N/A	N/A	N/A
Exhibitor Booth	•	•	•	•	•
Your Logo on the Live Event Platform	•	•	•	•	•
Event Registration Passes	20	15	6	10	4
Additional Passes Discount	75%	75%	75%	75%	75%

# Featured Sponsor Recognition

Featured sponsors are recognized by our conference chair in daily opening and closing remarks. Logo placement is prominent across day-of conference e-mails and feature sponsor booths are highlighted on the virtual conference hub.



## Sponsor of the Day

**LOGO HERE**

Thank you to our sponsor of the day **SPONSOR NAME**

● WEBCAST ● 05:00

This event would not be possible without the support of our conference sponsors

## Conference Sponsors

Health Solutions by Shoppers Drug Mart

● WEBCAST

The morning with  
Lizette de la Cruz  
Mental Health Plus All Canada  
Empowering people to lead healthy lives

Mental Health Commission of Canada

● WEBCAST ● 02:00

Desjardins Insurance  
Life • Health • Retirement

Desjardins Insurance

● WEBCAST ● 01:00

The Conference Board of Canada



## Welcome to The Better Workplace Virtual Conference 2020



Good morning Kristen,

Welcome to day 4 of The Better Workplace Virtual Conference 2020!

## Log in to the BWC Engagement Hub

We have a great line up today starting at 1:25 p.m ET with a keynote session on the tools leaders need to deliver, even in the midst of chaos, from Liane Davey, psychologist and New York Times Bestselling author.

Log into the Engagement Hub below to get started.

[LOGIN NOW](#)

## Thank you to our sponsor of the day



Today's sponsor of the day is **Reed Group**.

Have questions for the sponsors? Members of our sponsor teams have virtual Microsoft Teams rooms available in the Engagement Hub throughout the conference

Thank you to all of our amazing sponsors; this would not be possible without you!

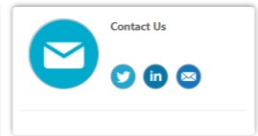
# Virtual Booth

Welcome to our virtual conference booth! We're excited to have you here to showcase your latest offerings, innovations, and engage in meaningful conversations.

Step into our virtual conference space and explore what we have in store for you.



Morneau Shepell is a leading provider of technology-enabled HR services that deliver an integrated approach to employee wellbeing through our cloud-based platform. Our focus is providing world-class solutions to our clients to support the mental, physical, social and financial wellbeing of their people. By improving lives, we improve business. Our approach spans services in employee and family assistance, health and wellness, recognition, pension and benefits administration, retirement consulting, actuarial and investment services. Morneau Shepell employs approximately 6,000 employees who work with some 24,000 client organizations that use our services in 162 countries. Morneau Shepell is a publicly traded company on the Toronto Stock Exchange (TSX: MSI). For more information, visit [morneaushepell.com](http://morneaushepell.com).



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with virtual therapy  
on any device.

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# Past Event

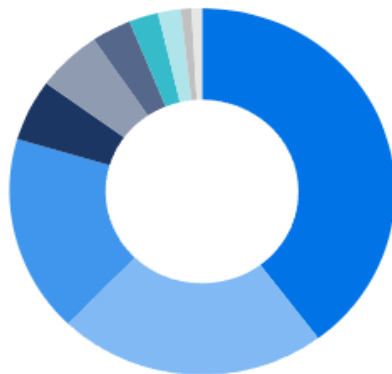
Previous conference highlights:

Last year's **Better Workplace Conference 2022**, explored the components of a healthy work culture and what a "better" workplace really means, we took a deep dive into the challenges leaders face today and heard from leaders who are dedicated to cultivating a healthy and caring workplace culture. Here are some highlights:

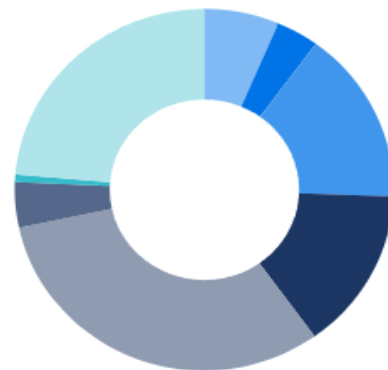
## 839

Past Attendees

### Attendees by job function



### Attendees by job title



# Description of Benefits

Sponsor Benefit	Description
Recognition in Event Promotions	Get your brand in front of all attendees. Sponsor recognition may include social media, acquisition and registrant emails.
Your logo on the event website	Gain visibility. Brand your organization as supporting the Better Workplace Conference through logo visibility on the event web page.
<b>Speaking opportunity at the event</b>  (Featured Sponsor, Sponsor Showcase, Supporting Sponsor, Break Sponsor, CEO Spotlight)	<p>Sponsor Showcase - Engage with attendees through your own sponsored 30-minute interactive session on a topic related to the conference. Sponsors will showcase their expertise, have the opportunity to engage with attendees, and demonstrate their support of the Better Workplace Conference. Be one of the first organizations to sign on and have option to run a plenary or concurrent session depending on your organizations' objectives.</p> <p>Supporting – Sponsors will have the opportunity to introduce their organization and open a session within either a plenary or concurrent session.</p> <p>Networking Sponsor – Advertising during the break and a dedicated social hour. Get your creative juices flowing by running an interactive fun activity for attendees, for example coffee hour with a barista, smoothie making or pet care tips. The options are endless and so will be the memories.</p>
Featured daily sponsor recognition	Get recognized. Sponsor recognized by conference chair in daily opening/closing remarks, logo placement on day-of convening e-mails, sponsor booth highlighted on virtual conference hub, on the event platform and in the event lobby for opening and closing plenaries.
Event Ad Spot	Drive traffic your way. 30-second recording that will play during the event to showcase your organization or drive traffic to your virtual booth (giveaways, cool tech, mission statement, values).
Exhibitor Booth	Opportunity to engage. Ability to engage with attendees and share more about your organization and generate leads.
Your logo on the live event platform	Continuous visibility throughout the event. The platform opens 15 minutes before the start of each session. We will use this opportunity to thank our sponsors giving your contribution continuous visibility throughout the event.
Event registration passes	Say thank you with a pass. Conference passes for colleagues and clients to attend this highly anticipated annual event.
Additional passes	Shout it from the rooftops. Let your contacts know your organization is sponsoring the Better Workplace Conference and we will give you a custom registration discount code to include.

# About Us

The Conference Board of Canada is our country's foremost independent organization for applied research. We deliver unique, evidence-based insights to help Canada's leaders shape a more prosperous future.

Since 1954, our work has helped guide decision-makers to solve complex issues and navigate a better path for organizations and Canadian society.

Drawing on deep academic and practical experience, we provide unparalleled objectivity and rigour in our analysis. As researchers and economists with profound subject matter expertise, we bring applied insights to our key focus areas of Immigration, Health, Economics, Indigenous & Northern Communities, Human Resources & Leadership, Education & Skills, Sustainability, Inclusion, and Innovation.

Through sophisticated data modelling, best-in-class forecasting, and multi-method approaches, we deliver research that helps leaders take action. Our relationships are built on the trust in the validity and objectivity of our work. Leaders know they can turn to us to help solve Canada's most wicked problems.





Where insights  
meet impact

The Conference  
Board of Canada

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