

## Welcome to the 2009 Canadian Sponsorship Forum!

The 2009 Forum would like all delegates to maximize their conference experience, while enjoying the atmosphere of Carnaval de Québec. This agenda represents Canada's premier learning, development, and networking event for sponsorship and marketing professionals.

Building on the theme of **Storytelling**, this agenda has been prepared to ensure your needs are addressed in connecting with those speakers most relevant to your interests and business priorities.

Please take advantage of the Forum's networking event schedule, to make the best of your stay in Quebec City. In trying to combine some business with pleasure, the 2009 Forum hopes to see all delegates make great connections with their peers, while sharing experiences and information.

### Thursday, February 12, 2009

Time	Topic	Speaker
8:00 am	Registration Opens	
1:00 pm	Kickoff Presentation ■ The Canadian Sponsorship Forum: Telling Sponsorship Stories	Mark Harrison, TrojanOne
1:30 pm	Partner Presentation ■ The Carnaval de Québec Story	Jean Pelletier, Carnaval de Québec
2:00 pm	Sponsor Panel ■ Carnaval de Québec Sponsorship Spotlight	Lucie Martin, Carnaval de Québec Lucie Lamoureux, Loto-Québec Jim Kozak, Kraft Canada Daniel Gélinas, Quebec City's 400th Anniversary
2:45 pm	Break	
3:00 pm	Benchmark Session ■ The Logic and Magic Behind Strategic Storytelling	Bill Baker, Envisioning+Storytelling Inc.
3:45 pm	Benchmark Session ■ Staking Out New Turf – The BMO Soccer Story	Sue Bundy, BMO Financial Group Casey Roswell, BMO Financial Group
4:30 pm	Benchmark Session ■ Promoting Your Sponsors While Maintaining Your Edge	Alison Gordon, Rethink Breast Cancer
5:30 pm	Day Closes	Mark Harrison, TrojanOne
7:45 pm	Transportation Departs for Pub St-Alexandre ♦	
8:00 pm - 10:00 pm	Networking Event – Pub St-Alexandre	

### Friday, February 13, 2009

Time	Topic	Speaker
7:45 am	Registration Opens	
8:00 am	Breakfast Reception	
9:00 am	Benchmark Session ■ A Story to be Told – Why the CFL Has Opened Up the Grey Cup to a Presenting Sponsorship	Mark Cohon, Canadian Football League
10:00 am	Break	
10:15 am	Strategy Session ■ Smart Money – Leveraging Sponsorships on a Shoestring Budget	Brita Cloghesy-Devereux, HSBC Bank Canada
10:15 am	Strategy Session ● Bringing Olympic Sponsorships to Life – Taking Canada's Biggest Event to the People	Brent Nichols, Inventa
10:15 am	Strategy Session ▲ How B2B Marketing Can Create Lasting Brand Impressions	Jonathan Singer, JSEM
11:15 am	Break	
11:30 am	Benchmark Session ■ Impacting Consumers – Sponsorship and Activation in Tough Economic Times	Don Mayo, IMI International
12:30 pm	Lunch	
1:15 pm	Benchmark Session ■ "I Will Dream Big" – How Petro-Canada's Olympic Sponsorship Stays True to its Brand	Steven Keith, Petro-Canada
2:15 pm	Break	
2:30 pm	Strategy Session ■ Emotional Links – How Sponsorship Can Increase Brand Value	Wayne Doyle, Canon Canada
2:30 pm	Strategy Session ● Fueled By Milk	Liz Gurszky, BC Dairy Foundation
2:30 pm	Strategy Session ▲ Build or Buy Sponsorship Properties – The Debate Between Control versus Impact	Sean Cunningham, The Jetstar Group
3:15 pm	Break	
3:30 pm	Strategy Session ■ Canadian, eh!: Winning Over Hearts and Minds Through Canada's Favourite Sport	Howard Thomas, Samsung
3:30 pm	Strategy Session ● Building the Foundation of Great Events	Chris Morrissey, Halifax 2011 Canada Winter Games Host Society
3:30 pm	Strategy Session ▲ Pedal Power – The Sponsorship Story of EcoCab	Will Kozma, GO Mobile Media Nicole Merel, GO Mobile Media Alan Koval, Pepsi Lipton Partnership
4:15 pm	Break	
4:30 pm	Benchmark Session ■ Like Never Before – 2010 Olympic Winter Games Media Opportunities	David Strickland, Canada's Olympic Broadcast Media Consortium
5:15 pm	Day Closes	Mark Harrison, TrojanOne
6:45 pm	Transportation Departs for Ice Hotel ♦	
7:30 pm	Networking Event - Ice Hotel	
10:30 pm	Transportation Departs for Hilton Quebec	

### Saturday, February 14, 2009

Time	Topic	Speaker
7:45 am	Registration Opens	
8:00 am	Breakfast Reception	
9:00 am	Benchmark Session ■ Making an Impression – The Corporate Reputation and Sponsorship Index™	Anu Bhalla, Angus Reid Strategies Andrew Grenville, Angus Reid Strategies
10:00 am	Break	
10:15 am	Benchmark Session ■ On Track – The CN Approach to Sponsorship and Community Initiatives	Mark Wallace, CN
11:15 am	Break	
11:30 am	Strategy Session ■ "Sogo Active" – How Sponsorship is Helping Canadian Youth Get Active	Kelly Murumets, ParticipACTION
11:30 am	Strategy Session ● Digital Dialogue – Exploring New Online Brand and Sponsorship Opportunities	Pablo Salzman, Adevia Software Doug Schlenker, Adevia Software
11:30 am	Strategy Session ▲ "Building Canada's Games" – Opening the Doors to RONA's Brand Agency	Robert Lewocz, Cundari
12:30 pm	Lunch	
1:15 pm	Benchmark Session ■ 2009 Canadian Sponsorship Forum Landscape Study	Norm O'Reilly, Institute for Sport Marketing Steven Ayer, Imagine Canada
2:15 pm	Break	
2:30 pm	Tutorial ■ Scorecard Evaluations for Sponsorships and Events That Any Brand Can Do	Mark Harrison, TrojanOne
3:15 pm	Break	
3:30 pm	Benchmark Session ■ Engaging Your Audience – The Marriage of Brand and Content	Scott Moore, CBC Sports
4:15 pm	Closing remarks 2010 Announcement ■	Mark Harrison, TrojanOne
4:30 pm	Day Closes	
6:15 pm	Transfer to Parade ♦	
6:30 pm - 9:00 pm	Networking Event - Carnaval de Québec Night Parade	

#### ROOM LOCATIONS

- Ballroom
- Courville/Montmorency
- ▲ Ste-Foy/Portneuf
- ◆ Hotel Lobby

### Networking Events

**Date:** Thursday, February 12

**The IMI International Quebec Pub Night**

**Time:** 8:00pm – 10:00pm

**Dress:** Casual

**Location:** Pub Saint Alexandre, 1087 rue St - John

Sponsored by IMI International, this evening's networking event will take place at one of Quebec City's fine establishments, Pub Saint Alexandre. Delegates will be served delicious hors d'oeuvres and beverages, while having the opportunity to network with Canada's sponsorship elite in a casual atmosphere.

**Date:** Friday, February 13

**The Sennheiser Dinner Reception**

**Time:** Buses leave at 6:45pm, and will return at 10:30pm

**Dress:** Warm

**Location:** The Ice Hotel, 75, Montée de l'Auberge, Pavillon Ukiuk

The Canadian Sponsorship Forum will bring delegates to Quebec City's Hotel de Glace, for a networking function sponsored by Sennheiser. Constructed and sculpted out of 5,000 tons of ice and snow, the Hotel de Glace is a remarkable feat of architecture absolutely unique in North America. Amidst a true winter wonderland, a dinner will be served in the heated hotel courtyard, followed by an exclusive function for Forum attendees at the "Bar de Glace", a spectacular cocktail lounge where drinks are served in glassware made of ice.

**Date:** Saturday, February 14

**Carnaval de Québec Night Parade VIP Reception**

**Time:** 6:30pm - 9:00pm

**Dress:** Warm

**Location:** Parade route on avenue Honoré-Mercier, in between boulevard René-Lévesque E and rue Grande-Allée E (diagonal from the Hilton Québec)

Following the Carnaval de Québec to the streets of the city, Forum delegates will view the Night Parade on the final Saturday of the festival. Situated in a VIP location, delegates will be served warm refreshments and appetizers as they watch a dazzling parade that attracts 100,000 spectators and 400,000 television viewers. Serving as a great opportunity to enjoy the magic of winter, the Night Parade is among the most favourite aspects of the Carnaval experience.

#### Sponsors



Presented by:



# CANADIAN SPONSORSHIP FORUM

the business of sponsorship **storytelling**

February 12-14, 2009 • Quebec City

## agenda