

IEP™



www.iep.ca

Virtual CONFERENCE

JUNE 10TH, 2022 • 11:00AM - 5:00PM (EDT)

Fill the skills gap with a talented pool of

Internationally Educated Professionals



Here's the

HOPE



WORKING TOGETHER FOR PROGRESS

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Conference Brief 2022

Progress Career Planning Institute (PCPI) is hosting its annual IEP Conference for immigrant professionals on **June 10th, 2022**. This conference is Canada's longest running and preeminent showcase for the career advancement of skilled newcomer professionals offering sector curated content for Finance and Accounting; Healthcare; Engineering; and Digital Technology.

PCPI is a not-for-profit business-focused organization whose mission is to provide employment and career advancement services for people to realize their full potential. The IEP Conference was founded in 2003 by PCPI's as its distinctive contribution to assisting Internationally Educated Professionals achieve success in their Canadian career journey and is dedicated to helping this group secure employment that commensurate with their education and experience.

Join other high-profile employers such as the City of Toronto and CPA Ontario in taking the opportunity to showcase your brand as a service of choice to over 3000 Internationally educated professional ("IEPS"). These skilled individuals are key participants in a highly diverse market segment **estimated to generate nearly 70% of all growth in Canadian consumer spending**.

How your firm can additionally capitalize on premiere access to IEP Conference delegates:

- Introduce branded products and services, and related special offers specifically for this highly diverse market segment
- Showcase thought leaders (especially IEPs) in keynote and panel speaking opportunities
- Recognition as a sponsor
- Logo branded on all conference advertising and amplified reputation as a Canadian corporate leader in modeling the bottom-line advantages of a truly diverse and inclusive workplace
- Post conference report with Sponsor's advertisement and valuable data that is a valuable reference in production and marketing

Targeted Audience for IEP Conference 2022:

In addition to attracting typical attendees, marketing emphasis will be on:

- Engaging younger IEPs (aged 24–35) aligned with recent immigration and Conference attendance trends via enhanced social media marketing; and
- Recruiting Conference 'alumni' from database of *5000+ previous delegates, who are skilled and prepared on Canadian workplace culture and ready to join the workforce. etc.

IEP Conference Historical Perspective: Since 2003, Progress Career Planning Institute has attracted and engaged over 15,000 Internationally Educated Professionals to its unique forum – connecting them with key stakeholders in the career journey like employers, regulatory and licensing bodies, academic institutions, professional associations, and governments.

- **Unique design:** A systems approach anchored to 7 guiding principles including valuing global talent, and respecting the individual and their unique experiences/capabilities they bring to the Canadian workplace; showcasing leadership abilities; providing opportunities for engagement and networking; and encouraging access to information – all without charging delegates a registration fee
- **Creativity and Innovation:** Introducing new content and concepts are IEP Conference hallmarks, including more respectful nomenclature (replacing “foreign trained” with “internationally educated”, now the accepted industry standard); Cultural Intelligence (CQ); commissioned Research; Annual Conference Reports (highlighting workforce trends, and stakeholder recommendations for recruiting/integrating/developing/retaining culturally diverse workforces across the GTHA)
- **Legacy Partnerships:** other long-time sponsors include Canadian Broadcasting Corporation (CBC); CPA Ontario; OSPE, PEO; CIFP; LinkedIn; U of T; Toronto; Governments of Canada (Immigration, Refugees Citizenship Canada) Ontario (Employment Ontario), and City of Toronto (Economic Development); Rogers Communication and WES – World Education Services

2022 - A Time for Evolution!

After a two-year hiatus due to the pandemic, the conference is back virtually to bring **Hope** and an opportunity for newcomer professionals to connect for success. Responding to immigrant demographic data, conference surveys and ever-changing needs of delegates and stakeholders, **PCPI's Goals for the IEP Conference 2022 are:**

- Leverage successes of previous IEP events to **pilot a new operating model with a landmark premier partner**, offering customized benefits to a diverse market segment
- Test the **marketing potential of long-term engagement** (beyond the forum) with current and alumni delegates, and
- Assess the risk/reward for producing this event in other major Canadian markets

The Investment:

- Social media promotion about the conference, via Twitter, Facebook, LinkedIn etc.
- Representatives as panelist in one or two of the sectors
- Promotion of the IEP Conference to your network
- Exclusive production partner with PCPI
- Senior Executive as an opening or closing keynote speaker
- Provide storyline opportunity to showcase a successful IEPs within your firm
- Highlight opportunities to recruit IEPs & market your products at an exhibitor booth in the virtual marketplace

The sponsorship and exhibitor prospectus is provided as a starting point. PCPI representatives welcome the opportunity to discuss how we can tailor these offerings to meet your needs.

Sponsorship and Exhibitor Prospectus

ARE YOU AN EMPLOYER LOOKING TO FILL POSITIONS?

- Position your organization as an employer of choice to over 3000 Internationally Educated Professionals (IEPs) across Canada and globally
- Optimize your return on investment by generating high quality leads from over 3000 experienced and qualified IEPs
- Boost your brand visibility internationally through event advertising, press and social media exposure, verbal recognition etc. to attract and recruit top talent
- Showcase and promote your organization's products, services, and capabilities
- Connect with skilled workforce whose global experience can increase your organizations competitiveness in local and international markets
- Engage and interact with IEPs in your virtual exhibit booth through the virtual conference platform powered by PheedLoop
- Enhance your corporate reach through listings on the IEP Conference website and in the IEP Conference Report garnering thousands of views

ARE YOU AN ORGANIZATION LOOKING TO PROMOTE YOUR SERVICES?

- Showcase and raise awareness of your educational, professional development and certification programs to IEPs to help accelerate their entry into the workforce and address skills gap in Canada
- Boost your brand visibility internationally and expand your potential client base through event advertising, press and social media exposure, verbal recognition etc.
- Connect with over 3000 IEPs who can speak a second (or third) language and bring innovative ideas to help your company tap into and/or expand your market reach globally
- Engage and interact with IEPs in your virtual exhibit booth through the virtual conference platform powered by PheedLoop
- Enhance your corporate reach through listings on the IEP Conference website and in the IEP Conference Report garnering thousands of views

Value Benefits of Sponsoring the virtual IEP Conference

SPONSORSHIP TIERS Sponsorship Packages

PLATINUM
\$10,000

GOLD
\$7,500

SILVER
\$5000

BENEFITS ON CONFERENCE PORTAL - PHEEDLOOP

Logo Included on Sign-In/Login Portal	●	●	●
Logo included on Conference Lobby Banner Ad	●	●	
Logo Included on Promo Video in the Conference Lobby	●	●	●
Logo on Carousel in Conference Lobby	●	●	●
Dedicated Push Notifications during the Conference	●	●	
Logo Included on Sponsored Session in Conference Agenda	●		
Logo on Video Highlight before and after the Sponsored Session	●		

ADDITIONAL PROMOTIONAL BENEFITS

Email Marketing – Dedicated email to IEPs	●	●	●
Logo and website hyperlink on the IEP website	●	●	●
Company Video on the IEP website	●		
Social Media Posts (<i>Facebook & LinkedIn</i>) on IEP Conference	●	●	
Full Page Ad in IEP Conference Report (post-event)	●		
Half Page Ad in IEP Conference Report (post-event)		●	
Seat on the Conference “Journey to Success” Panel	●		
Verbal Recognition during Conference Opening Remarks	●	●	●
Complimentary Virtual Exhibitor Booth (Features & benefits on Page 10)	●	●	●

PLATINUM Sponsorship Package

Platinum package offers the highest level of visibility and an optimum return on your investment with the widest range of impact

Login Page Logo	Sponsor's logo will be visible to every IEP on the right side of sign-in page of the virtual conference platform, next to login input fields thus providing higher visibility to participants
Virtual Lobby Banner Ad	Once an IEP signs into the virtual conference platform, the Sponsor Logos will be visible in the center of the lobby screen
Sponsor Promo Video	Located under the virtual lobby banner, the Promo Video is a short video played in loop to highlight and promote sponsors products and services
Sponsor Logo on Virtual Lobby Carousel	A rotating carousel on the top right of virtual conference portal that shows Sponsor logos in loop. The logos are hyperlinked, and IEPs can easily click and visit the Sponsor's website
Dedicated Push Notifications	Interactive and flexible way to promote sponsors and event messages. Three real-time notifications with sponsors logo and announcements will pop-up on the IEP's screen and lobby of the virtual conference portal at different intervals
Logo on Sponsored Session	Logo Included on the Sponsored Session in Conference Agenda
Video Highlight	Logo on video that will be viewed before and after the sponsored session begins
Email Marketing	Email blast to 3000+ IEPs to promote your organization and its products and services
Hyperlinked Sponsor Logo on the IEP website	Organization name, logo, and designation as PLATINUM Sponsor on the official IEP Conference website with hyperlink to your organization's website
Sponsor Video on the IEP website	Great opportunity for a Ted Talk on IEP's website for Company's CEO/Senior leader to feature 3-minute video clip on any of the 4 pillars of the conference – inspire, engage, inform, and connect and promote company's website/product
Social Media Posts	Social Media Posts on Twitter, Facebook and LinkedIn highlighting your organization as PLATINUM Sponsor for the IEP Conference
Ad in IEP Conference Report	Full page Colour ad in the IEP Conference Report circulated to over 3,000 delegates and to community service providers across Canada after the conference
Panel Representation	Identify a successful IEP to participate on the "Journey to Success" Panel at the conference
Verbal Recognition	Verbal recognition as PLATINUM Sponsor during the opening remarks of the conference with over 3,000 delegates and guests in attendance
Virtual Exhibitor Booth	Complimentary virtual exhibitor booth on PheedLoop's virtual conference platform. (See list of features and benefits on Page 10)

◆ **Registration form is available on Page 11**

GOLD Sponsorship Package

This benefit rich sponsorship package helps your organization get noticed

Login Page Logo	Sponsor's logo will be visible to every IEP on the right side of sign-in page of the virtual conference platform, next to login input fields thus providing higher visibility to participants
Virtual Lobby Banner Ad	Once an IEP signs into the virtual conference platform, the Sponsor Logos will be visible in the center of the lobby screen
Sponsor Promo Video	Located under the lobby banner, the Promo Video is a short video played in loop to highlight and promote sponsors products and services
Sponsor Logo on Virtual Lobby Carousel	A rotating carousel on the top right of virtual conference portal that shows Sponsor logos in loop. The logos are hyperlinked, and IEPs can easily click and visit the Sponsor's website
Dedicated Push Notifications	Interactive and flexible way to promote sponsors and event messages. One real-time notification with sponsors logo and announcement will pop-up on the IEP's screen and lobby of the virtual conference portal
Email Marketing	Email blast to 3000+ IEPs to promote your organization and its products and services
Hyperlinked Sponsor Logo on the IEP website	Organization name, logo, and designation as GOLD Sponsor on the official IEP Conference website with hyperlink to your organization's website
Social Media Posts	Social Media Posts on Twitter, Facebook and LinkedIn highlighting your organization as GOLD Sponsor for the IEP Conference
Ad in IEP Conference Report	Half page Colour ad in the IEP Conference Report circulated to over 3,000 delegates and to community service providers across Canada after the conference
Verbal Recognition	Verbal recognition as GOLD Sponsor during the opening remarks of the conference with over 3,000 delegates and guests in attendance
Virtual Exhibitor Booth	Complimentary virtual exhibitor booth on PheedLoop's virtual conference platform. (See list of features and benefits on Page 10)

◆ *Registration form is available on Page 11*



SILVER Sponsorship Package

Silver Sponsorship Package is an excellent entry-level option for exposure

Login Page Logo	Sponsor's logo will be visible to every IEP on the right side of sign-in page of the virtual conference platform, next to login input fields thus providing higher visibility to participants
Sponsor Promo Video	Located under the lobby banner, the Promo Video is a short video played in loop to highlight and promote sponsors products and services
Sponsor Logo on Virtual Lobby Carousel	A rotating carousel on the top right of virtual conference portal that shows Sponsor logos in loop. The logos are hyperlinked, and IEPs can easily click and visit the Sponsor's website
Email Marketing	Email blast to 3000+ IEPs to promote your organization and its products and services
Hyperlinked Sponsor Logo on the IEP website	Organization name, logo, and designation as SILVER Sponsor on the official IEP Conference website with hyperlink to your organization's website
Verbal Recognition	Verbal recognition as SILVER Sponsor during the opening remarks of the conference with over 3,000 delegates and guests in attendance
Virtual Exhibitor Booth	Complimentary virtual exhibitor booth on PheedLoop's virtual conference platform. (See list of features and benefits on Page 10)

◆ *Registration form is available on Page 11*

Virtual Exhibitor Booth

Your virtual exhibitor booth provides a great opportunity for you to position yourself as an organization or provider of choice to IEPs in Canada or future IEPs immigrating to Canada.

Sponsors and Exhibitors will have access to one virtual exhibit booth on the Conference Platform – PheedLoop, where you will benefit from:

- **Virtual Networking Opportunities** with attendees – Private or group chat and/or live video meetings with a maximum of 25 attendees
- **Live Visitor Tracking** to know exactly who and how many are visiting your booth, allowing booth staff to initiate conversations
- **Lead Retrieval** to review captured leads, contact information etc., from the exhibitor portal
- **Interactive Virtual Floor Plan** with exhibitor logo highlighted on the 3D exhibit hall for participants to click and visit the exhibitor booth
- **Increase Engagement** with two hours of dedicated time for attendees to visit the exhibitor booth during the conference between 11:00 AM and 05:00 PM EDT
- **Manage Your Branding** by setting up your own business and service description, promotional video, contact information, social media platforms, and upload marketing collateral and resources through the exhibitor portal

◆ *Registration form is available on Page 12*

17th IEP Conference - Sponsorship Application Form

Please complete this form and return with cheque payable to **Progress Career Planning Institute (PCPI)**:

MAIL : 17th IEP Conference, c/o PCPI, 1200 Markham Road, Suite 400, Toronto, ON M1H 3C3
T: 416-439-8448

Contact: Roshan Roy

Email: roy@careerplan.net

Tel: 416-938-1533

SPONSOR INFORMATION

COMPANY NAME		DESIGNATION/TITLE	
FIRST NAME		LAST NAME	
ADDRESS			POSTAL CODE
TELEPHONE		EXTENSION	
EMAIL		WEBSITE	

PLEASE CHOOSE YOUR SPONSORSHIP PACKAGE (in CAD)

PLATINUM - \$10,000

GOLD - \$7,500

SILVER - \$5,000

PAYMENT DETAILS: Cheque ONLY

Please Note Amount of Cheque Enclosed

PAYABLE TO:

Progress Career Planning Institute (PCPI)

MAILING ADDRESS:

17th IEP CONFERENCE
c/o Progress Career Planning Institute (PCPI)
1200 Markham Road, Suite 400
Toronto, Ont. M1H 3C3

CONTACT INFO:

Roshan Roy
1-416-938-1533 (Direct Line)
Email: roy@careerplan.net

Deadline and Artwork Requirements:

- The Sponsorship registration deadline is **May 20th, 2022**
- Sponsorship will be confirmed in writing. Payment must be received in advance to secure logo placement in promotional activities
- Logo (full colour) should be submitted electronically to network@iep.ca
- Accepted logo formats: Illustrator (.eps file) or Photoshop JPEG (High Resolution Format – min 150 DPI)

Authorized Signature _____ Date _____

17th IEP Conference - Exhibitor Registration Form

EXHIBITOR INFORMATION		
COMPANY NAME	DESIGNATION/TITLE	
FIRST NAME	LAST NAME	
ADDRESS	POSTAL CODE	
TELEPHONE	EXTENSION	
EMAIL	WEBSITE	

Registration Fee for Virtual Exhibitor Booth: \$500+HST (in CAD)

PAYMENT DETAILS		
METHOD OF PAYMENT:	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX <input type="checkbox"/> CHEQUE	
CREDIT CARD NUMBER	EXPIRY DATE	
AMOUNT ENCLOSED	PAYABLE TO : <i>Progress Career Planning Institute</i>	
SIGNATURE	DATE	

Exhibitors fully understand that this shall be a binding contract upon acceptance by the IEP Conference Partners. Exhibitors agree that they shall be responsible for the set-up and management of their virtual exhibitor booth space on PheedLoop.

The Exhibitor Registration deadline is: **May 20th, 2022.**

Logo and other Ad materials should be submitted electronically to network@iep.ca no later than **May 27th, 2022**

Accepted logo formats: Illustrator (.eps file) or Photoshop JPEG (High Resolution Format – min 150 DPI)

Authorized Signature _____ Date _____