





Agenda – Day 1

Tuesday, October 25, 2011

Time	Activity	Room	Proudly Sponsored By
7:30 – 8:30am	Breakfast and Registration	Foyer	
8:30 – 8:50am	Welcome and Opening Remarks – Bruce Lee	Chrome	
8:50 – 10:00am	Opening Keynote <i>A State of the Industry Review for 2011 and Projections for 2012 – Brent Barootes, Partnership Group - Sponsorship Specialists™</i>	Chrome	
10:00 – 10:20am	Networking Break	Foyer	
	Concurrent Workshop Session (Select 1 of 3)		
10:20 – 11:15am	1) <i>Ignite the Power of Strategic Alliances to Build Your Market – David Saxby, Spark Communications</i> Suitable for Properties and Sponsors	Sundance A	
	2) <i>Making Sponsorship work in a smaller community – Jim McEwan, Funtastic Sports Society</i> Suitable for Properties	Sundance B	
	3) <i>Sponsors as Marketing Partners – Judy Haber, Performance Sponsorship Group</i> Suitable for Properties	Sundance C	
	Concurrent Workshop Session (Select 1 of 3)		
11:20 – 12:15pm	1) <i>Selling Solutions vs. Signage – Tyler Mazereeuw, CFL</i> Suitable for Properties	Sundance A	
	2) <i>Anatomy of Cause Marketing – Mark Hierlihy, C'volution</i> Suitable for Properties and Sponsors	Sundance B	
	3) <i>Wikibrands, WikiSponsorships - Reinventing Businesses and Properties in a Fan-Driven Marketplace – Sean Moffitt, Wikibrands</i> Suitable for Properties and Sponsors	Sundance C	

12:15 – 1:30pm	Networking Lunch	Chrome	
1:30 – 2:25pm	Concurrent Workshop Session (Select 1 of 3)		
	1) <i>Philanthropy and Sponsorship: Complementary or Contradictory?</i> – Ross Marsh, Ross W. Marsh & Associates Inc. Suitable for Properties and Sponsors	Sundance A	
	2) <i>Harnessing Cool: Using Cause Marketing and Social Media to Reach a New Audience</i> – Christi Cruz, TELUS Suitable for Sponsors	Sundance B	
	3) <i>The Shortest Route to ROI is ROO</i> – Paul Pednault, Sponsorium Suitable for Properties and Sponsors	Sundance C	
2:30 – 3:25pm	Concurrent Workshop Session (Select 1 of 3)		
	1) <i>Beyond Sponsorship Rights Fees: Activation using Traditional and New Media for Effective Sponsorship Programs</i> – Nicolette Harris and Conan Daly, Corus Radio Calgary Suitable for Properties and Sponsors	Sundance A	
	2) <i>How to Keep a 15+ Year Sponsorship Fun, Engaging and Delivering Results</i> – Angela Sarino, CIBC Marketing Suitable for Sponsors	Sundance B	
	3) <i>Moving Communities to Action</i> – Christa Costas-Bradstreet, ParticipACTION Suitable for Properties	Sundance C	
3:25 – 3:45pm	Networking Break	Foyer	
3:45 – 4:45pm	Discovery Session – Interactive Panel Discussion	Chrome	
			
4:45 – 5:00pm	Closing Remarks	Chrome	
5:00 – 7:00pm	Hosted Reception	Chrome	

Agenda – Day 2

Wednesday, October 26, 2011

Time	Activity	Room	Proudly Sponsored By
7:30 – 8:15am	Breakfast and Registration	Foyer	
8:15 – 8:30am	Welcome Back and Opening Remarks – Bruce Lee	Chrome	
8:30 – 10:30am	Five Minute Pitch™ – Interactive Panel Session	Chrome	
10:30 – 11:00am	Networking Break	Foyer	
11:00 – 11:55am	Concurrent Workshop Session (Select 1 of 3) <ol style="list-style-type: none"> 1) <i>Canada's Game – CBC's Brand, Creating partnerships to market Hockey Night in Canada to advertisers and Consumers</i> – Mark Santone, CBC Revenue Group Suitable for Properties 2) <i>Can Small Companies compete in the world of Big Sponsorships?</i> – Richard Gotfried, Trico Homes - Suitable for Sponsors 3) <i>True Partnership Selling</i> – John Vidalin, San Francisco 49ers Suitable for Properties 	Sundance A Sundance B Sundance C	
12:00 – 1:15pm	Networking Lunch	Chrome	
1:15 – 2:10pm	Concurrent Workshop Session (Select 1 of 3) <ol style="list-style-type: none"> 1) <i>The Fundamentals of Sponsorship Negotiation</i> – Hari Sihvo, Molson Coors Canada Suitable for Properties 2) <i>Consumer Sponsorship Rankings Topline Results</i> – Michael Harker, Enigma Research Suitable for Properties and Sponsors 3) <i>Strategic Tackling of Sponsorship</i> – Tim Maloney, Brand Marketing Suitable for Sponsors 	Sundance A Sundance B Sundance C	

2:15 – 3:30pm	Digital Marketing and Social Media Panel	Chrome	
3:30 – 4:00pm	Closing Remarks and Prize Draws, over \$6500 worth of prizes to be won	Chrome	