



Canadian Centre for Diversity and Inclusion Centre canadien pour la diversité et l'inclusion

Toronto, ON, Canada – April 12, 2021

Sponsor Partners announced for CCDI UnConference 2021

The Canadian Centre for Diversity & Inclusion's annual UnConference will take place virtually on April 28 and 29 (English) and May 11 (French). This year's UnConference will be delivered with the generous support of Zoom and PheedLoop - a Canadian-owned virtual event platform provider.

The UnConference 2021 (UC2021) theme this year is “Unpacking Cultural Competence”. This will be a deeper dive that builds on last year's program line-up. This year's event will engage leaders, practitioners and professionals on their journey towards adopting a curious attitude, acquiring knowledge, and gaining skills in the most critical aspects of cultural competence - self awareness, awareness of others and allyship.

The conference is expected to attract an audience of 3,000 attendees from coast-to-coast and will feature enhanced peer-to-peer networking, employer stories, learning, discussions and tools for all participants to increase cultural competence. Gamification and prizing are also part of this year's program.

“Even within this highly dynamic operating environment and in these unprecedented times, the theme of cultural competence remains more topical and relevant than ever. Recent events including the rise in anti-Asian racism are at the centre of conversation at both boardroom and office floor levels said Anne-Marie Pham – Executive Director, CCDI. The discourse on different cultural dimensions, cultural archetypes and how they particularly impact and hurt certain identity groups is very much within the remits of the 2021 UnConference and we anticipate that there will be a lot of ‘unpacking’ to do.”

Pham added “We want to thank our 2021 supporting partners for their financial and in-kind contributions to CCDI's charitable organization and their appreciation of the importance of the UnConference as a powerful D&I thought leadership forum. We would not be able to deliver at the anticipated level without our partners — sponsors and participants — and we look forward to welcoming you all at UnConference 2021 with unprecedented representation from across sectors and tech-enabled interactivity to bring cultural competence and our full program to life.”

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She continued “As the CCDI events team continues to align with private and public sector partners, including our valued Employer Partner community, CCDI is delighted to have these core partners on board this year for UnConference 2021.”

Fairmont Hotels & Resorts, Conagra Brands, Staples Canada, the Canadian Council of Public Relations Firms, L'Oréal Canada, Samsung Canada, Roots Canada, Torkin Manes LLP, Turner Moore LLP, and Zoom are all confirmed Sponsor Partners.

Registration for the UnConference is now open! Passes for media available upon request.

Click [here](#) for more information.

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About UnConference 2021 (UC 2021)

The theme for UnConference 2021 is Unpacking Cultural Competence, which will explore all three aspects of cultural competence – attitudes, skills and knowledge.

Awareness of one's own world view and how we interpret the world through it, understanding and effectively interacting with people across racialized and marginalized communities and developing inclusive approaches towards cultural differences.

The first ever CCDI UnConference was created six years ago to give IDEA (inclusion, diversity, equity and accessibility) practitioners, professionals and stakeholders something unique, by delivering thought leadership in professional IDEA development.

About CCDI

CCDI is a made-in-Canada solution designed to help employers, diversity and inclusion/human rights/equity, and human resources practitioners effectively address the full picture of inclusion, diversity, equity and accessibility within the workplace. Founded and run by thought leaders and subject matter experts, CCDI's focus is on practical sustainable solutions that help employers move toward true inclusion. Effectively managing diversity and inclusion, and human rights and equity is a strategic imperative for all Canadian organizations that wish to remain relevant and competitive.



Our mission is to help those we work with be inclusive, free of prejudice and discrimination. To generate awareness, dialogue and action by helping our stakeholders recognize that IDEA is an asset and not an obstacle.

