



UN CONFERENCE

SHIFTING GEARS:
NEW PERSPECTIVES FOR
AN INCLUSIVE WORKPLACE

February 28 and 29, 2024

A bilingual event over two half-days

GREETINGS FROM THE CANADIAN CENTRE FOR DIVERSITY AND INCLUSION (CCDI)

Where are you headed in 2024?

CCDI UnConference 2024 is all about shifting gears in the world of diversity, equity, and inclusion (DEI). Our annual event is your gateway to accelerating awareness and understanding of DEI, offering professional development, inspiration, and motivation.

Get ready to explore a wealth of resources and tools that you can apply in your workplace, enhancing your DEI problem-solving skills and nurturing a company culture based on shared learnings.

Join us at CCDI UnConference 2024 and steer your brand reputation towards new heights. Together, let's drive change for a more inclusive and diverse future.

SHIFTING GEARS

New perspectives for an inclusive workplace

The highly-anticipated, interactive bilingual event over two half-days will convene more than 2,000 leaders, community members and DEI practitioners to learn from the lessons of the past and will challenge participants to create a more inclusive Canada.

Diversity, equity, and inclusion have taken on more importance than ever, but we are seeing increased polarization in the world around us. With these challenging circumstances in both our workplaces and communities, new approaches are needed to continue to build a more inclusive Canada.

CCDI UnConference 2024 will aim to shift gears, bringing people together to share perspectives and envision a new inclusive workplace. As a community, we will:

Challenge resistance: We examine strategies to address resistance to DEI initiatives in the workplace, while equipping ourselves with tools to enhance systemic empathy and emotional intelligence.

Build belonging: We explore what a shift to a culture of belonging looks like in our workplaces and how we might build such cultures.

Embrace intersectionality: We reflect on intersectionality and how to create a path forward to more inclusive workplaces, where it is not about one identity over another, or us vs. them, but an intersection of identities that come together for a better world.

CCDI UNCONFERENCE 2024

Maximizing sponsorship value

Our dedication lies in optimizing the value of CCDI UnConference 2024 sponsorships for our 700+ Employer Partners and esteemed non-member client organizations. The CCDI UnConference team will merge cutting-edge virtual conference technology with a theme centered on solutions, ensuring elevated engagement, empowering learning experiences, and fostering high-quality interactions in this year's program.

Past CCDI UnConference sponsors

- Amazon Canada
- Canadian Council of Public Relations Firms
- ConAgra Brands
- Fairmont Hotels & Resorts
- L'Oréal Canada
- LifeLabs
- National Captioning Canada
- PheedLoop
- Ranstad Canada
- Roche
- Roots Canada
- Royal Roads University
- Samsung Canada
- Schneider Electric
- Staples Canada
- Torkin | Manes LLP
- Turner Moore LLP

Who has presented at CCDI UnConference

Past CCDI UnConference presenters

The Right Honourable Mary Simon, Governor General
and Commander-in-Chief of Canada

The Honourable Ahmed Hussen, former Minister of
Housing and Diversity and Inclusion

Paul Chiang, former Parliamentary secretary to the
Minister of Housing and Diversity and Inclusion

Theresa (Corky) Larsen-Jonasson,
Cree/Danish Métis Elder

Craig Wellington, Executive Director,
Black Opportunity Fund

Elissa Strome, Executive Director, Pan-Canadian
Artificial Intelligence Strategy, CIFAR

Jade Psutka, Senior Manager, Indigenous
Enablement & Recruitment, KPMG

Jake Stika, Executive Director, Next Gen Men

Luna Bengio, Office of Public Service Accessibility,
Treasury Board of Canada Secretariat

Kory Wilson, Kwakwaka'wakw, Executive Director,
Indigenous Initiatives and Partnerships,
British Columbia Institute of Technology (BCIT)

Past CCDI UnConference presenting organizations

- Abilities Centre
- Appleby College
- ATB Financial
- CBC
- City of Calgary
- Fondation Émergence
- George Brown College
- Global Compact
- HSBC Bank
- IBM
- ICBC
- Pride at Work Canada
- Weber Shandwick

Who attends CCDI UnConference

CCDI Employer Partners send an average of **4 delegates** to CCDI UnConference annually. Some send many, many more. With over **700 Employer Partners**, you can reach over **2,000 highly educated professionals**.

Join us for CCDI UnConference 2024 and reach some of the most progressive organizations in Canada.

Learn more about CCDI and how to become one of our over 700 CCDI **Employer Partners**.

WHAT IS CCDI'S REACH?

Marketing emails (approximately)

31,500+

unique email addresses

LinkedIn company page

42,300+

followers

Twitter

12,700+

followers

Facebook

10,000+

followers

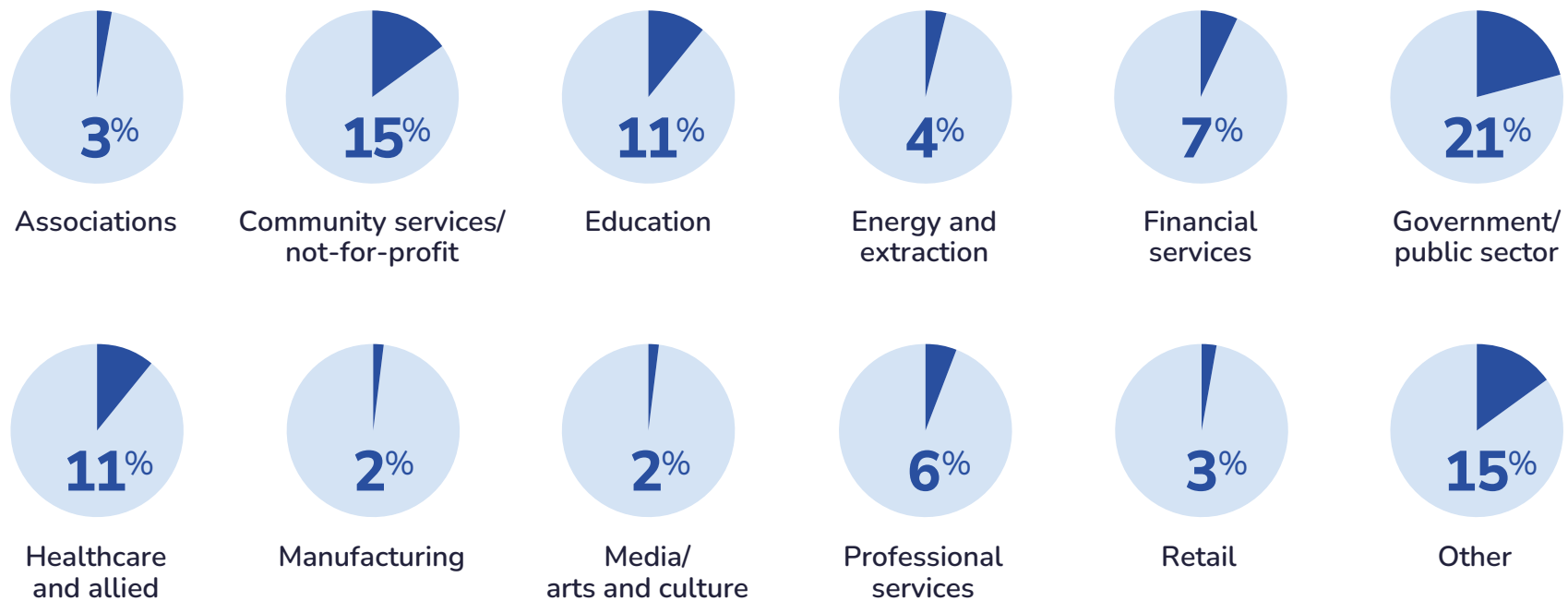
Instagram

1,900+

followers

Who attends CCDI UnConference

INDUSTRY REPRESENTATION*



* Employer Partner self-reported

PROMOTIONAL OPPORTUNITIES



LEVEL	PRESENTING (1 available)	CHAMPION (4 available)	ADVOCATE (4 available)	ALLY (unlimited)	ACCESSIBILITY (1 available)
Sponsorship price	\$20,000	\$12,000	\$8,000	\$3,000	\$10,000
Conference passes	10	7	5	3	7
Media visibility	Top	High	Medium	Low	Medium
Logo on event splash/ landing page	Yes	Yes	Yes	Yes	Yes
Social media recognition (Twitter, Instagram, LinkedIn)	2 Co-branded with CCDI	2 Co-branded with CCDI and other Champion sponsor	2 Co-branded with CCDI and other Advocate sponsors	1 Co-branded with CCDI and other Ally sponsors	1 Co-branded with CCDI
Event email recognition	2 Co-branded with CCDI	2 Co-branded with CCDI and other Champion sponsor	2 Co-branded with CCDI and other Advocate sponsors	1 Co-branded with CCDI and other Ally sponsors	1 Co-branded with CCDI
Sponsor profile page	Yes	Yes			
Speaking opportunity	Yes	Yes	Limited		
Additional attendee engagement	Yes	Yes			Yes

Join us for the ride!

For nine consecutive years, CCDI UnConference has consistently delivered opportunities for learning and growth. This year, we'll be doing the same with a special focus on helping organizations turn knowledge into action so that they can create a more inclusive and equitable Canada throughout 2024 and beyond.

Interested in becoming an official CCDI UnConference 2024 sponsor?
Please contact:

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[Schedule a call](#)