



international forum forum international

A WUSC AND CECI EVENT / UN ÉVÈNEMENT DE L'EUMC ET DU CECI

Global Solutions in a Fragmented World

January 19 - 20, 2018

Westin Hotel

11 Colonel By Drive
Ottawa, ON K1N 9H4

internationalforum.ca

For more information, please contact WUSC (World University Service of Canada):

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WUSC and CECI International Forum 2018

An Engaging Canadian Conference on Global Development

The seventh annual WUSC and CECI International Forum will be held in Ottawa, Ontario, Canada from **January 19 - 20, 2018**.

This annual event attracts over 650 participants from diverse sectors, creating a unique atmosphere of learning and exchange between students from across the country and professionals interested in global development.

Spanning two days, participants are invited to explore some of today's most pressing problems and promising solutions for global development through a series of debates, panels, workshops, and networking opportunities.

The Forum provides sponsors with the opportunity to engage with our large network of student leaders, recent graduates, researchers, and representatives from government, business, and civil society.

Introducing the 2018 Theme: *Global Solutions in a Fragmented World*

Deepening inequalities, forced displacement, climate change, and extremism are global challenges. They demand global solutions. Yet intensifying nationalism, xenophobia, and distrust of international cooperation are threatening our ability to collaborate across borders.

- How can we ensure we meet the scale of these complex challenges?
- How can we better balance local aspirations with universal goals?
- What role must Canada and Canadians play?

At the International Forum, students, academics, and professionals will join representatives of governments, civil society, and social movements to learn about and discuss these current shifts in international cooperation. Together, we will explore their implications for inclusive global development. Our goal is to spur debate and search for innovations that transcend borders and boundaries.

Event Audience

Approximately one-third of our participants are students from universities, colleges, and CEGEPs across Canada. Spanning diverse educational programs, the majority of these students represent WUSC Local Committees - student-led campus groups that support WUSC's global development efforts and the Student Refugee Program. Others participated in an international volunteer assignment with WUSC and/or CECI. Approximately 100 of these students are former refugees themselves who arrived in Canada over the past four years through WUSC's Student Refugee Program.

Other participants represent diverse professional fields, including non-profit, education, government, and the private sector. Seventy-five percent of attendees live in the Ottawa/Montreal region.

Through the #wusceceforum hashtag, your brand has the potential to reach thousands more individuals interested in global development. In 2017, #wusceceforum garnered a total of 680 engagements, reaching 227,500 accounts and creating 1.8 million impressions.

Reflections from our 2017 Forum participants

"I really enjoyed the opportunity to speak on two sessions and to interact with motivated and intelligent youth on the important topics covered by the Forum."
- Speaker

"I enjoyed watching youth meet their friends from across Canada, and build confidence and skills to take on more responsibility in their [WUSC] Local Committee."
- Faculty advisor

"The thing I liked most [about attending Forum] was connecting with others that share the same passion for humanitarian efforts."
- Student leader

95%

would recommend Forum to friends and colleagues

77%

report a better understanding of global development

Event Venue

For the first time, the International Forum will be hosted at the Westin Hotel in Ottawa. Offering a picture-perfect location on the famous Rideau Canal and featuring stunning views of Parliament Hill, The Westin Ottawa provides a versatile venue space right downtown in the nation’s capital.

Sponsors of the International Forum will benefit from this accessible, downtown location. An improved layout provides a more dynamic space for networking and socializing while their modern and equipped meeting rooms provide spaces for smaller connections. With the Westin Hotel, your brand will be attached to a venue that is clean, beautiful, and eco-friendly!



Please Note

We hope to provide an exciting and enriching conference for all our event attendees. If you believe there is a sponsorship opportunity that is missing from the following list, but that would be of interest to our participants, please let us know! We are open to suggestions and are eager to work with you in providing the best experience possible. Co-sponsorship opportunities may also be available for select items.

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Engagement Opportunity

Title Sponsorship

Suggested Price: \$10,000

Through title sponsorship of the WUSC and CECI International Forum 2018, you can strengthen your brand as a committed development actor by being at the forefront of this exciting annual gathering where innovative and emerging ideas and practices for global development are shared. Enjoy naming rights and branded lanyards for all participants exclusive to this sponsorship opportunity.

Suggested Benefits	
Naming rights	Social media engagement
Branded lanyards for all participants	Website and e-newsletter profiles
Logo on event signage	Exhibitor table with banner display
Exclusive signage opportunities (2)	Emcee mention
Website link on Forum website	Speaking opportunity during welcoming remarks
Logo on screens between sessions	10 free passes
Logo in app	Logo in e-newsletter

Engagement Opportunity

Networking and Social Events

Suggested Price: \$7,000

Networking is one of the most important benefits to Forum participants. An overwhelming 80% of participants indicate that they built up their professional network during our 2017 event. Approximately two-fifths of participants say it is the thing they like best about attending. Your company can play a role in facilitating these networking opportunities by sponsoring our awards gala on Friday, January 19. Or amplify your visibility all weekend long by sponsoring our Connections Zone, a dedicated convening, networking, and socializing area with exhibitor tables and relaxation zones. Benefit from exclusive speaking opportunities and signage provided with this sponsorship opportunity.

Suggested Benefits

Logo on event signage	E-newsletter profile
Exclusive signage opportunities (2)	Exhibitor table
Website link on Forum website	Banner display (2)
Logo on screens between sessions	Emcee mention
Logo in app	Speaking opportunity during networking event
Logo in e-newsletter	8 free passes
Social media engagements	

Engagement Opportunity

Food and Beverage

Suggested Price: \$5,000

With two days of sessions, debates, workshops, and networking opportunities, participants need to be well-fuelled to make the most of their attendance. We have multiple opportunities for your company to provide refreshments for our participants to keep up with Forum activities. These include breakfasts, coffee breaks, and lunches.

Suggested Benefits	
Logo on event signage	Social media engagements
Exclusive signage opportunities (2)	Exhibitor table
Website link on Forum website	Banner display (2)
Logo on screens between sessions	Emcee mention
Logo in app	5 free passes
Logo in e-newsletter	

Engagement Opportunity

Event App

Suggested Price: \$4,000

Our International Forum app provides users with the opportunity to engage with presenters and fellow audience members through surveys and polls. It also encourages further networking and socializing through social media integrations. As the app sponsor, your company's logo will be front and centre in the palm of our participants' hands.

Suggested Benefits

Logo on event signage	Social media engagements
Website link on Forum website	Shared exhibitor table
Logo on screens between sessions	Emcee mention
Logo in app start-up screen	2 free passes
Logo in e-newsletter	

Engagement Opportunity

Knowledge Sharing SOLD OUT

Suggested Price: \$3,000

New this year, we are engaging journalism students to help us share content between attendees and those who could not attend in person. They will staff a conference news hub at the event to expand our reach through various communications channels, including social media, live streaming videos, e-newsletters, and blogs. As a sponsor of this hub, your company would have special recognition on their various communication products while contributing to practical skills development of Canada’s next generation of journalists.

Suggested Benefits

Logo on event signage	Social media engagements
Website link on Forum website	Shared exhibitor table
Logo on screens between sessions	Banner display
Logo in app	Emcee mention
Logo in e-newsletter	2 free passes

Engagement Opportunity

General Sponsorship

Suggested Price: \$1,000

We are eager to work with you to find the opportunity that fits your needs and budget. We welcome support at all levels.

Suggested Benefits	
Logo on event signage	Logo in app
Website link on Forum website	Social media engagements
Logo on screens between sessions	Shared exhibitor table

Provide additional opportunities our participants have been asking for!

Leave a lasting impression on our participants by providing additional opportunities beyond those listed above. Please contact us to develop a custom sponsorship package.

- Have your logo on water bottles to provide hydration throughout the event.
- Provide branded cell phone charging stations in the Connections Zone.
- Organize a unique activity for participants to re-energize between sessions.
- Help coordinate a fun photo booth during the awards gala.
- Provide additional networking opportunities to key constituents before, during, and after the event.
- Help us provide translation to more sessions throughout the event - one of our most frequent requests from participants!

Past Forum Sponsors

Air Canada	Staples
Bow Valley College	Transat
Brandon University	UNESCO
Bridgehead	UNIGLOBE Travel
Camosun College	Université Laval
Carleton University	University of Alberta
Cowan	University of Guelph
Humber Institute of Technology and Advanced Learning	University of Ottawa
iPolitics	University of Regina
Manulife	University of Saskatchewan
Simon Fraser University	University of Windsor
Shanti Tea	Vancouver Island University

Further Notes

Exhibitor Booths

Exhibit space will be provided on a first come, first serve basis. Call now to arrange your sponsorship early and book your booth. Exhibitor booths include one table and two chairs. They are centrally located in and around the Connections Zone, a dynamic space for networking and engagement.

We encourage our exhibitors to integrate opportunities for greater interactivity. If you would like to engage participants in an interactive experience at your booth, please let us know. We can help provide additional space or technology on a case-by-case basis. Please note shipping information for exhibitor tables will be shared at a later date.

Non-Solicitation

Solicitation is allowed only in the Connections Zone. No organization or individual without assigned exhibit space, sponsorship, endorsement or WUSC and CECI approval will be permitted to solicit business or distribute promotional materials during the WUSC and CECI International Forum 2018 being held at the Westin Hotel in Ottawa, Ontario, Canada.

Non-Endorsement

The exhibiting of products or services at the WUSC and CECI International Forum 2018 does not constitute an endorsement by the WUSC nor CECI. Exhibitors are not permitted to represent that their products or services have been endorsed by WUSC or CECI unless WUSC and CECI have specifically provided express written endorsement.

The International Forum is a joint initiative of WUSC and CECI.



WUSC (World University Service of Canada) is a Canadian non-profit organization improving education, employment and empowerment opportunities for youth around the world. WUSC is working to create a world where all young people can grow up in safe, secure and supportive environments, where they can learn, work and play a vital role in their country's development.



CECI (the Centre for International Studies and Cooperation) is a Canadian non-governmental organization involved in development, international cooperation and humanitarian assistance that, for more than 50 years, has been fighting poverty and exclusion among the most marginalized communities in Africa, Asia and the Americas.

Contact Us

Please contact **WUSC** for more information and to secure your sponsorship opportunities.

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