



2011 CACEE National On-Campus Recruitment Conference Sponsorship Opportunities

Sunday, June 5, 2011 to Wednesday, June 8, 2011

All sponsors will be recognized by:

- *Presence of your logo in electronic and hard copy signage at the activity or event (s) you are sponsoring.
- *Public recognition at the event(s) you are sponsoring and throughout the conference at meal times.
- *Advance recognition on the Conference webpage.
- *Insertion of your promotional items in delegate bags.

Exhibitor booth at the National Conference.....\$1000

Exhibitors to date:

- Toronto Financial Services Alliance*
- Athabasca University*
- Brainstorm*
- gordongroup*
- Minavox*
- GradAd*
- TalentEgg*
- Enterprise Holdings*

Presentation of a "Spotlight Session" at the National Conference.....\$1000

Targeted email blast to the National Conference delegates

For 1 email blast pre or post conference.....\$1000

Delegate bag sponsorship *SOLD to Wilfrid Laurier University*\$100

Adding items to the delegate bags.....\$350/item

Includes:

- CRG Consulting Resource Group*
- Accenture Canada*

Workshop Sponsorship (*please see end of document for full list of workshops*)\$500

Featured speaker.....\$1500

Internet cafe (full day- 2 opportunities available).....\$1700

Networking break (5 available).....\$1000

Includes:

- Université Laval*

President's Dinner Sponsorship (Sunday) *SOLD to Kobo*\$5000

Tuesday Night off-site social extravaganza *SOLD to Enterprise Holdings*\$5000

Breakfast

Monday <i>SOLD to TD</i>	\$3000
Tuesday.....	\$3000
Wednesday.....	\$3000
Lunch	
Monday <i>SOLD to Rotman Commerce</i>	\$3000
Tuesday <i>SOLD to Target</i>	\$3000
Wednesday.....	\$3000
Networking suite	
Sunday <i>SOLD to Vector Marketing</i>	\$2000
Monday <i>SOLD to GradAd</i>	\$2000
Receptions (includes hot and cold appetizers and 1 alcoholic beverage per person)	
New members <i>SOLD to Target</i>	\$3000
Past-president's reception <i>SOLD to Beedie School of Business</i>	\$3000
Social Activity	
Niagara Falls & Great Gorge Adventure Pass.....	\$500
CACEE Golf Classic at Whirlpool.....	\$500
Niagara on the Lake & Fort George Tour.....	\$500
Whirlpool Jet Boat Tour.....	\$500
Graze the Bench Wine Tour <i>SOLD to Rio Tinto</i>	\$500

Workshop Sponsorship:

Workshop Series A

- A1. Engaging Students Through Social Media *SOLD to Memorial University***
Brandon Lewis, Talent Attraction Manager, Employer Brand, KPMG
- A2. Recruiter 101 Certificate Program (Part 1)**
Jennifer Ricci, Vice President of Human Resources, Kobo
- A3. Career 101 Certificate Program (Part 1)**
Jan Basso, Director, Co-operative Education & Career Development, Wilfrid Laurier University *SOLD to Insurance Institute*
Yvonne Rodney, Director, The Career Centre, University of Toronto
Kerri Zanatta-Buehler, Employment Development Specialist, Sheridan Institute of Technology & Advanced Learning
- A4. Career Development Program - Embedding Careers in the Curriculum**
Dr. Alan McAlpine, Manager, Careers & Employment, Queensland University of Technology
- A5. "Exciting Career Options In The Financial Services Sector: Discover The In-demand Jobs And Skills Required For This Sector"**
Dr. Catherine Chandler-Crichlow, Executive Director, Centre of Excellence in Financial Services Education, Toronto Financial Services Alliance

Workshop Series B

- B1. "Closing the Deal": How to Optimize Recruiting Through Sales and Relationship Management *SOLD to KPMG***
Sean Bartman, Manager, KPMG Advisory Services, People and Change
- B2. Recruiter 101 Certificate Program (Part 2)**
- B3. Career 101 Certificate Program (Part 2)**

- B4. From Nothing to High Impact: Strategic Campus Recruiting in Canada** *SOLD to Sun Life Financial*
Angela Fennelow, Director, Career Sales Force Recruiting & Selection, Sun Life Financial
Chris Jones, Manager, Student Recruitment Services, Sun Life Financial
- B5. Competency-Based Curriculum for Career Education**
Ian Robertson, Career Educator, University of Victoria, Co-operative Education Program and Career Services

Workshop Series C

- C1. Franchising: Friend or Foe?** *SOLD College Pro*
Erin Scheel, Special Projects, College Pro Painters
- C2. A Career in Mining is More Than You Think!**
Courtney Bush, Program Coordinator, Attraction, Retention, and Transition, Mining Industry Human Resources Council
- C3. Getting Your Accounting Students Hired – Growing Number of CA Training Offices.**
Richard Piticco, Director, CA Training Centers, ICAO
Raina Tweyman, Associate Director, CA Training Offices, ICAO
Cordie Jagt, Associate Director, Career Information, ICAO
Jon French, Associate Director, ICAO
- C4. Training in Soft Skills Development: Lessons Learned and Moving Forward**
Maryam Irshad, Coordinator, Employer Development, University of Toronto Scarborough
- C5. UNCONFERENCE** *SOLD to TalentEgg*

Workshop Series D

- D1. How to Define Your Grad Attraction Strategy and the Return on Investment or Just Confirm your Message is Reaching the Right Market.** *SOLD to GradAd*
Andrea Culligan, CEO/Founder, GradAd/Unimail
Scott Turner, Country Manager, GradAd
- D2. Winning in BRIC**
Karl-Johan Hasselström, US Regional Manager North-East
Kortney Kutsop, US Regional Manager Mid-Atlantic, South East and Great Lakes
- D3. The Top 10 List for Business School Career Centres** *SOLD to DeGroot School of Business*
Jennifer McCleary, Director, Centre for Business Career Development, DeGroot School of Business, McMaster University
Kirk Hill, Executive Director, Career Management Centre, SFU Business, Simon Fraser University
- D4. Career Centres & Volunteering**
Abstract to be determined.
- D5. College2Corporate – Bridging the Gap**
Lisa Taylor, Director, Grade Learning

Workshop Series E

- E1. The Future of Campus Recruiting: Challenges & Opportunities**
Graham Donald, Founder and President, Brainstorm Strategy Group Inc.
- E2. Engaging in a Needs Assessment Which Creates Instant Relationship Using the 3 E's of Business**
Sean Moffett, President/Principal Trainer, The Moffett Company
- E3. Assess for Success**
Ken Keis, CRG Consulting Resource Group International, Inc.

E4. Internship Programs: Transforming Student Learning and Community Connections

Karen Benzinger, Director, Centre for Career Education, University of Windsor

Karly Pinch, Arts Internship Program Coordinator, UBC Career Services

Workshop Series F

F1. The United Nations of Graduate Recruitment

Ben Reeves, Chief Executive, Australian Association of Graduate Employers

F2. Hiring with Style: Confidently Know HOW to Choose Successful Team Members – and It's Not Just Those who Have the Skills!

Ken Keis, CRG Consulting Resource Group International, Inc.

F3. Working with Franchise and Commission-Based Sales Organizations that Recruit on Canadian Campuses *SOLD to McGill University Career Planning Service*

Gregg Blachford, Director, McGill University Career Planning Service

F4. Implementing a Co-Curricular Recognition Program

Patricia Poirier & Christine Frigault *SOLD to Mount Saint Vincent University*

F5. UNCONFERENCE

Workshop Series G

G1. *Presentation to be determined*

G2. Gen Why? How to Retain Top Talent Coop and Internship Students once Onboard

Jen Kamuf, Student Programs Owner, Campus Programs, Human Resources, IBM Canada

G3. The Strategic Networker: Getting Comfortable with Networking

John-Paul Hatala, Assistant Professor, Rochester Institute of Technology

G4. Queen's and Kingston...Working Creatively Together to Support the Local Knowledge Economy

Jennifer Massey, Director, Career Services, Research & Assessment and Graduate Student Life

Workshop Series H

H1. Finding Fit: Leveraging the Potential of Diverse Recent Grads

Donna Smith, Vice President, Career Edge Organization

Janice Rudkowski, Marketing & Communications, Career Edge Organization

H2. Developing, Executing and Owning your Digital Employer Brand

Wayne Burns, Senior Vice President, TMP Worldwide Advertising & Communications

Trevor Thomas, Vice President, Digital Strategy, TMP Worldwide

H3. "What Can We Learn From the Lived Experience of a Student - the Value of Phenomenology in Career Education."

Susan Forseille, Student Employment Coordinator, Thompson Rivers University

H4. The Power of Your Image

Erin Miller, Principal, Erin Miller Image

H5. UNCONFERENCE