

# 20/20 LEADERSHIP

Meridian Community Centre, Fonthill, ON OCT 21 AGeworks®

## SPONSORSHIP PACKAGE

### AGeworks 2020 Leadership Summit

2020 is the first year of a new decade. Today's workforce is very different than decades gone by. It requires 2020 vision and leadership to succeed. The workforce of the 2020 decade is comprised of five generations, each with very different values and motivations. The 2020 Leadership Summit will feature incredible, engaging speakers gathered for this one-day event. Facts will be shared. Stories will be told. Attendees will be inspired, encouraged and engaged. They will have networking opportunities to meet like-minded people who share a passion for professional development. This full-day educational and motivational event is for business professionals who want to develop or fine tune their leadership skills moving into a new decade of challenges and opportunities.

### Event Objectives

- To illuminate new leadership challenges facing the new decade
- To engage, educate, motivate and inspire attendees & sponsors on new leadership approaches
- To instill fresh vitality and ideas

### Who Should Attend?

- Business professionals seeking professional development to improve their leadership skills and competitive edge
- Business management who are interested in employee development
- Professionals and academics interested in current leadership trend

### AGENDA

# 20/20 LEADERSHIP

Leadership professionals share insights to improve business skills and competitive edge

MERIDIAN COMMUNITY CENTRE, FONTHILL, ON OCT 21

| Time          | Wednesday, October 21                                                         |
|---------------|-------------------------------------------------------------------------------|
| 8:00 - 8:45   | Registration                                                                  |
| 8:45 - 9:00   | Welcome & Introductions                                                       |
| 9:00 - 10:30  | Lisa Taylor: <i>THE TALENT REVOLUTION: LONGEVITY &amp; THE FUTURE OF WORK</i> |
| 10:30 - 10:45 | Break                                                                         |
| 10:45 - 11:30 | Angela Carter: <i>THE POWERFUL IMPACT OF RESILIENCE</i>                       |
| 11:30 - 11:45 | Break                                                                         |
| 11:45 - 12:30 | Leslie Calvin: <i>THE ENERGY OF YOUR LIFE, LEADERSHIP &amp; WORKPLACE</i>     |
| 12:30 - 1:30  | Lunch                                                                         |
| 1:30 - 2:15   | Workshop                                                                      |
| 2:15 - 3:00   | Laurie Flasko: <i>DARE TO BE KIND: THE LEADERSHIP ADVANTAGE</i>               |
| 3:00 - 3:15   | Break                                                                         |
| 3:15 - 4:15   | Sandra Summerhayes: <i>CHOOSING HAPPINESS AT WORK</i>                         |
| 4:15 - 4:30   | Wrap Up                                                                       |
| 4:30 - 6:00   | Networking Event                                                              |

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Speakers and topics subject to change

**Anticipated Number of Attendees: 200**

**Cost per Ticket: \$199 Early Bird/\$249 Regular**

### **Marketing Approach**

- Paid media to be confirmed – 610, Business Link, Local newspapers, etc.
- Sponsorship in-kind media – to be determined
- Paid Online advertising – facebook, LinkedIn, myNiagara online (myPelham, myWelland, myNOTL)
- Facebook and LinkedIn posts & ad campaigns
- Poster campaign on various community bulletin boards, libraries
- HRP website
- Ontario Seniors Health Knowledge Network database & website
- AGEWORKS™ website/database
- Sponsors and Speakers websites/database
- Strategic partners websites/database
- Public Relations local, regional and national media National Post, Globe & Mail, Toronto Star, Toronto Life, Canadian Living, Welland Tribune, St. Catharines Standard, Niagara Falls Record
- GNCC and Welland Pelham Chamber of Commerce
- Targeted e-blasts to professional groups
- Niagara College website and data base

### **Sponsorship Opportunities**

#### **Title Sponsor - \$5,000**

- Prominent branding as part of the 2020 Leadership logo
- Sponsorship of keynote speaker Lisa Taylor
- Logo, banner ads and link on AGEWORKS and speakers' websites
- Prominent logos on all handout materials
- Prominent branding on title pages of all presentations
- Prominent logo on all banners and presentation materials
- Priority vendor positioning in marketplace, and distribution of sponsor materials/opportunity to promote products/services
- Title sponsorship mention in all press releases and media interviews
- Ten complimentary tickets for event (\$2,500 value)
- 20% off regular price ticket offer for sponsor clients and employees

#### **Gold Sponsors - \$2,500**

- Positioned second tier logo placement
- Logo, banner ads and link on AGEWORKS website
- Logo on all handout materials
- Logo will be on the banners and presentation materials
- Vendor table for distribution of sponsor materials/opportunity to promote products/services
- Five complimentary tickets for event (\$1,000 value)
- 20% off regular price ticket offer for sponsor clients and employees

#### **Silver Sponsors - \$1,000**

- Logo, banner ads and link on microsite
- Positioned third tier logo placement
- Logo on all handout materials
- Two complimentary tickets for event (\$500 value)
- Vendor table in marketplace for distribution of sponsor materials/opportunity to promote products/services

#### **Bronze Sponsors - \$500**

- Logo, banner ads and link on microsite
- Vendor table for distribution of sponsor materials/opportunity to promote products/services

## AGEWORKS COMPANY OVERVIEW

### AGEWORKS VISION

The vision of AGEWORKS is to make ageism as intolerable as "racism" or "sexism". AGEWORKS is dedicated to raising awareness of ageism as an issue to be addressed in society, in business and in the marketplace to redefine the perspectives about older people and age-inclusiveness to reflect today's reality.

### AGEWORKS MISSION

To harness the imagination, talents, experience, passion and voice of people 50+ to positively impact business, communities and future generations and to foster a positive age-inclusive society.

### Event Management Experience

AGEWORKS produced The Art of Ageing Forum in June 2019, a two-day event featuring twelve dynamic speakers on the subject of healthy ageing. The event hosted by Niagara College attracted 300+ delegates and sponsors and received positive accolades from all who attended. AGEWORKS also hosts quarterly educational networking events for professionals at Niagara College and has been contracted to support Ryerson University's annual "Aging is Changing" event.

Sandra Summerhayes established and coordinated the two-day Leadership Expo for three years. It featured daily keynote speakers along with many concurrent session speakers and a vendor/trade area. Because of its annual success, registrations increased year over year. By year three, almost 300 people attended.

Sandra also co-coordinated the very successful Women in Trades & Technology Conference for the Hamilton Training Advisory Board for four consecutive years. Keynote speakers, activities and hands on activities with women working in Trades were highlights of this conference.

### Speakers' Biographies



Lisa Taylor  
President, Challenge Factory & Centre for Career Innovation

Lisa offers a dynamic perspective on the Future of Work and how demographics, the freelance economy and new market dynamics present opportunities to gain strategic advantage. Lisa is the author of "Retain and Gain: Career Management for Small Business" and "Retain and Gain: Career Management for Non-Profits and Charities, two sector-specific playbooks chock full of low-cost and no-cost activities for business leaders. Her third book, "The Talent Revolution: Longevity and the Future of Work" highlights how leaders can benefit from harnessing strengths of a multi-generational workforce.

With an MBA in Strategic Management and Public Administration from the Schulich School of Business at York University, Lisa held progressive roles at Deloitte and Hewlett-Packard. In 2014, Lisa was recognized by the Urban Land Institute as one of Canada's Top 100 Women for her work in the areas of leadership, employment and city building. Lisa is a Canadian Special Operations Forces Regiment Association Board Member and just completed her term on the Dean's Advisory Council, The G. Raymond Chang School of Continuing Education at Ryerson University.

Lisa sits on the Board of Directors for CERIC and co-chairs the Marketing Committee. She is a member of the Canadian Council of Career Development Associations (CCCD) Standards and Guidelines stakeholder committee and a member of Team Canada for the 2019 International Centre for Career Development and Public Policy symposium in Norway. Lisa is a sought-after expert, speaker and columnist. Her clients rely on her invaluable insights and real-world know-how. Lisa's expertise is widely recognized in the Globe & Mail, the Wall Street Journal, CBC, TVO and other major outlets.



Angela Carter  
President, Angela Carter Enterprise

Angela's professional practice focuses on leading businesses, organizations and individuals to achieve success based on what is most important to them. She has worked with International and Canadian corporations, small to medium size businesses, local entrepreneurs and non-profits to design and implement strategies for success in highly empowering ways. Her strength is bringing people together and facilitating processes that are engaging, interactive, team strengthening and highly effective. Her critical thinking helps organizations achieve greater efficiency, effectiveness and streamline process to improve profitability and exceed client/customer expectations.

Her contribution and impact to the business community includes World Kitchen Canada, Bosch Rexroth Canada, the Town of Pelham, Brock University, Niagara Region, White Oaks Resort and Spa, Sobey's/Freshco, FormFlex North America, The Welland and District Humane Society, CASON, Alternatives for Youth, Canadian Chiropractic Association, and many more.



Lesley Calvin  
Leadership Development Consultant

Lesley Calvin is a Leadership Development Consultant, Coach and Trainer and a highly-revered Emotional Intelligence Specialist. Lesley is known for building high-performance individuals, teams and programming to fuel productivity, increase buy-in and drive results.

Lesley Calvin is one of few Leadership Development Master Practitioners with the expertise and certification to administer and facilitate both the Energy Leadership Index (ELI) Assessment and the Emotional Intelligence Assessment (EQi-2.0) both recognized by Forbes as top 10 assessments for professional leaders.

Lesley has Masters degree in Organizational Leadership (MAOL), Designation as a Certified Professional, Leadership and Transition Coach (CPC), and ACC professional accreditation by the International Coaching Federation (ICF). Her immeasurable passion for personal, professional and leadership development, has led countless individuals to better understand themselves, build confidence, healthy assertiveness and frameworks for stress management and emotional self-regulation in the busyness and stress of life and work.



Laurie Flasko  
The Kindness Advantage

Laurie Flasko works with organizations who want to WOW their customers, build strong teams and create cultures where people love to work. Laurie Flasko, CSP, CEC, is a sought-after trainer, team builder, executive coach, keynote speaker and an expert in customer service. She promotes kindness as a strategic competitive advantage.

Laurie helps professionals to explore and put principles of kindness into action to become better leaders. She shows how simple acts of kindness can transform leadership skills and culture, foster positive morale and increase customer satisfaction. Laurie teaches practical ideas to inspire workplace environments, boost productivity and reduce team conflict. In a world of unprecedented change, heavy workloads and increasing stress, organizations that actively and intentionally practice kindness are more successful at retaining, engaging and motivating employees, while continuing to grow their business.



Sandra Summerhayes  
Leadership Consultant

Sandra's mission is to help leaders succeed and she has been doing that her entire career which began as an Employment Counsellor and Workshop Facilitator with Human Resources Development Canada. After her 12-year tenure, she was hired as part of Casino Niagara's pre-opening Management team where she managed the Training Department for 3 years. She has had her own Training and Development business for the past 20 years.

Sandra is a Master Trainer, Certified Training Professional, Certified Laughter Leader, Certified Coach Practitioner and one of only three Thiagi Certified Trainers in Canada. She also holds certifications in Teaching Adults, Human Resources, Personality Dimensions Levels 1 & 2, the Myers Briggs Type Indicator, Emotional Intelligence and DISC.

Sandra is in the process of completing her book entitled "Choosing Happiness at Work". She interviewed people she has met who truly love their jobs and has summarized their ideas and her own on how to find that happiness.

### **For more information contact:**

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AGEWORKS

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