



Retail Council of Canada  
**RETAIL  
MARKETING 2017**

**April 4, 2017**

The International Centre,  
Mississauga, ON

# **CALL FOR SPEAKERS**

## **SPONSORSHIP OPPORTUNITY**

### **Get in front of retail marketing decision makers**

Retail marketers have unique business challenges and pressures to keep the brands they support relevant and exciting in a continually evolving consumer-driven marketplace.

If you have solutions to help retail marketing teams gain their competitive edge, Retail Council of Canada's **Retail Marketing Conference** is the ideal forum for you to engage with the key decision makers in Canada.

During this one event, you'll get the attention of **over 350 retailers, including senior decision makers, marketers, planners, strategists, agencies, consultants as well as media and promotions professionals.**

With an entire day **dedicated solely** to learning, connecting, listening and sharing the latest insights and most innovative marketing approaches in retail from Canada and around the globe, you will have an unparalleled opportunity to introduce yourself to open-minded decision makers who are actively looking for new ways to delight their customers and elevate their brands' presentations and experiences.



Retail Council of Canada



Conseil canadien du  
commerce de détail

[RCCRetailMarketing.ca](http://RCCRetailMarketing.ca)

# CALL FOR SPEAKERS

“I’ve been collaborating with Retail Council of Canada for more than 10 years as a sponsor. This is an organization that seeks out partners that share their vision and desire to invest in the future of the retail industry in Canada.”

- Dave Rodgeron Retail Industry Lead, Microsoft Canada

## 1. Speaking Session Types

**Submissions Deadline: January 9<sup>th</sup>, 2017**

*\*All content and speakers to be RCC approved. Limited speaking space available.*

For pricing details, contact Mary Markou, Senior Manager, Sponsorship & Special Projects. [sponsorship@retailcouncil.org](mailto:sponsorship@retailcouncil.org) or 416-467-3755

Tag Team: Supplier/Retail Case Study	Opportunity to develop, coordinate and deliver 45-minute speaking session in conjunction with a retailer on the main stage with an audience of approximately 350 delegates. The objective of this session is to motivate the audience with innovative and inspirational thought leadership relevant to all conference attendees (broader in scope than concurrent and workshop sessions).
Concurrent/ Workshop Session	Develop, coordinate and deliver a 45-minute speaking session during the concurrent session time slot. This session offers more flexibility in topic choice and should be aligned to very focused subject matter with tangible action points for the audience.
Lunch & Learn Session	Develop, coordinate and deliver a 20-minute session during the lunch time period. This session offers more flexibility in topic choice and should be aligned to very focused subject matter with tangible action points for the audience.
Fast Five Thought Leadership Feature	This opportunity allows the sponsor to present to the entire audience, on the conference main stage, a 5-minute overview of what your company has to offer. This is not a sales pitch, but an opportunity to showcase your thought leadership. This speaking session is perfect for NEW solutions and facilities to further discussions either in person or at your trade show booth.

## 2. Eligibility to Submit a Proposal

In order to submit a proposal, you must be a retail industry partner (e.g.) agency, consulting firm, public relation firm, non-for-profit association, research group, vendor and / or service provider.

To participate as a speaker, you are also a member in good standing with Retail Council of Canada.

**For questions, or to submit your proposal:**

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## 3. Conference Session/Speaker Proposal Framework and Requirements

All proposals must contain the following information and structure in order to be evaluated by conference planning team:

**Main Contact Details:** Provide full contact details on the key contact within your organization to be overseeing the proposal (i.e. Name, Title, Address, Phone, Fax and E-Mail).

**Description of Session Topic:** Outline the speaking opportunities of interest (as per the list above), and provide a clear and concise challenge affecting professionals in the retail industry. Highlight how this presentation will help retailers address and solve this challenge. Topic must focus on delivering knowledge, best practices, new ideas, and insights relevant to a retail audience. Topics focused on organizations' specific proprietary solutions without an examination of a broader relevance or applicability will not be accepted (the promotion of specific products or services is prohibited during sessions). **Please keep your session description as specific and as concise as possible.**

**Significance of topic for attendees and the industry** - outline why this topic is important to the retail HR industry and what the conference attendees will gain by attending this session. Please list **three key takeaways** for our conference delegates.

**Speakers:** Present a list of all proposed speakers, along with a bio, photos and **video clips** (if available). Provide information on proposed speakers' experience with public speaking and content delivery. Special attention will be given to submissions that include subject matter experts with the proven ability to motivate and effectively deliver presentations.

**NOTE:** Submissions from suppliers for main stage **must include speaker participants from retail organizations** as part of the session mix.

**References:** Include a minimum of two references per speaker that RCC may contact to verify presentation abilities, knowledge of given subject matter, etc.

**Session Format:** Provide your proposed delivery of content at the conference. Special attention and priority will be given to proposals that include innovative ways to deliver content and engage audiences to participate in a two-way information sharing experience. Typical formats include: keynote presentations containing Q & A time, panel discussions with a moderator, one-on-one interviews between a subject matter expert and an interviewer, workshop style delivery, two-way feedback and delivery, etc.

**Delivery Tools:** Provide any details about the tools needed to deliver the proposed session, for example, 16:9 PowerPoint presentations, internet access, audio/video use, audience participation devices, etc. **(Note: a PowerPoint presentation must be integrated into every presentation).**

## 4. Conference Session and Speaker Proposal Considerations

Proposals will be selected based on topics and availability of speakers. Potential speakers must be available to meet and plan in advance with RCC. RCC must review and approve all presentations and promotional material prior to the event. RCC will not work solely with intermediaries and/or assistants to plan conference sessions.

Sessions can be scheduled at any time during the conference, and speakers must be available on any days of the show. Speakers will be notified of their program date and time at least one month prior to the conference date.

If your submission is accepted, you will be sent a sponsorship contract outlining the benefits of sponsorship to be signed off on and returned.

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