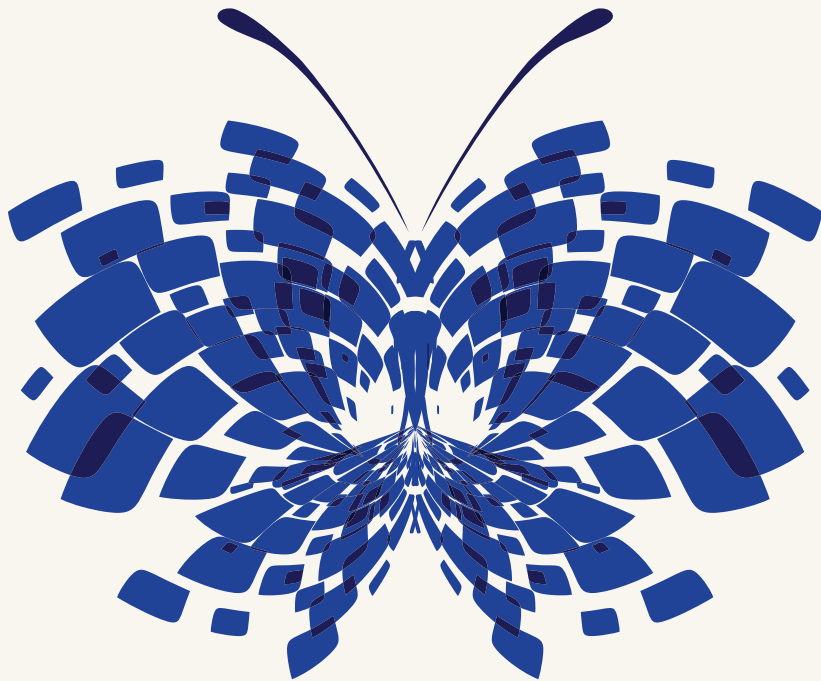


THE DIGITAL TRANSFORMATION CONFERENCE AND AWARDS GOES VIRTUAL

# PARTNERSHIP OPPORTUNITIES



# DIGITAL

TRANSFORMATION  CONFERENCE AND AWARDS

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DIGITAL TRANSFORMATION WEEK  
JULY 13-16, 2020

ANCHOR SPONSOR: **servicenow**<sup>™</sup>



Our annual summer conference becomes a week-long affair with four 60-minute sessions that bring together national DX thought leaders on our unique presentation platform. Each day will be devoted to a single critical aspect of digital transformation followed by the recognition of one of our Digital Transformation Award winners or a CIO of the Year Award winner.

### **Own the topic for the day!**

Each day the sessions will feature a mix of live and pre-recorded material. They will take place on DX-TV, a unique platform that offers the audience the opportunity to watch videos, download white papers and socialize through live chat and established sponsor breakout rooms.

All material from the week will be amplified through the ITWC network of publications and be posted on a Digital Transformation Week hub that will be promoted for three months.



# PARTNERSHIP OPPORTUNITIES

ITWC OFFERS SEVERAL PARTNERSHIP OPPORTUNITIES

# PLATINUM SPONSOR **SOLD**

For 2020 ITWC has introduced the opportunity for an anchor sponsor for 2020 that would receive benefits beyond the traditional premiere sponsorships

## Those benefits include:

- ✓ Delivering an opening address on the opening day of the conference
- ✓ Moderating a 30-minute panel developed in coordination with ITWC
- ✓ Have a senior leader present one of five DX Awards
- ✓ Have a senior leader present one of CIO of the Year Awards at the evening reception
- ✓ Host a 15-minute morning breakout room in advance of each day's sessions
- ✓ All premiere sponsor benefits

# PREMIERE SPONSOR

## (3 AVAILABLE)

### Premiere sponsor benefits include:

- ✓ Opportunity for an executive to moderate a key panel
- ✓ A three-minute onsite interview with a senior executive on a topic aligned with their panel or presentation
- ✓ Opportunity to host a 30-minute breakout room at the end of one daily session
- ✓ Opportunity to post two assets (video or whitepaper) on the DX-TV platform
- ✓ Logo recognition on all marketing material
- ✓ One-month sponsorship of an ITWC podcast (based on availability)
- ✓ Social media amplification
- ✓ CASL-compliant list of registrants and attendees

# PRESENTING SPONSOR DX AWARDS (4 OF 5 AVAILABLE)

## Presenting sponsor: DX Awards benefits include:

- ✓ Opportunity for a senior executive to introduce a DX award category and virtually present the winning award
- ✓ Logo placement on the award
- ✓ Opportunity to post one asset on the DX-TV platform
- ✓ Logo recognition on all marketing material
- ✓ Video of the award presentation for use on your web or social media
- ✓ One month sponsorship of ITWC podcast or video series (based on availability)
- ✓ Social media amplification
- ✓ CASL-compliant list of registrants and attendees



# PRESENTING SPONSOR CIO OF THE YEAR AWARDS - JULY 16 (3 AVAILABLE)

## Presenting sponsor: DX Awards benefits include:

- ✓ An opportunity for a senior executive to speak as they virtually present one **CIO of the Year Award**
- ✓ A video of the individual presentation for use on your web or social media
- ✓ Opportunity to post one asset on the event website
- ✓ Logo recognition on all **CIO of the Year** marketing material
- ✓ Social media amplification
- ✓ CASL-compliant list of registrants and attendees for the CIO Perspectives session

# VIDEO SPONSOR

## (4 AVAILABLE)

Each session will feature a fast-paced five-minute video that addresses a burning question associated that days theme. The video is created from video clips submitted by our audience. As sponsor, you get to shape the question, introduce the video and offer the first answer.

### **Presenting sponsor: DX Awards benefits include:**

- ✓ High profile positioning by introducing the video segment and providing the first answer
- ✓ A copy of the video for use on your website or social media
- ✓ Branding on all marketing material



# BREAKOUT ROOM SPONSOR

## (3 AVAILABLE)

### Breakout room sponsor benefits include:

- ✓ An opportunity to host a virtual 30-minute meet and greet or information session at the conclusion of each session in a zoom room format.
- ✓ An opportunity to post one asset on the DX-TV platform
- ✓ Logo recognition on all marketing material

## SNACK BAR SPONSOR

### Snack bar sponsor benefits include:

- ✓ Corporate logo on all marketing materials and the DX-Platform
- ✓ A branded section of the DX-TV platform where guests can choose between a \$5 coffee card or a \$5 donation to Food Banks Canada to support COVID-19 relief efforts. Limit of one gift card/donation per attendee, per day. Minimum attendance time to qualify: 35 minutes.

## SUPPORTING SPONSOR (4 AVAILABLE)

### Supporting Sponsor benefits include:

- ✓ Opportunity to post one asset on the DX-TV platform



# THE PROGRAM

## MONDAY: DIGITAL WORKSPACES

JULY 13, 2020

2:00 PM – 3:00 PM

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**OPENING ADDRESS:** What have we learned about digital transformation from COVID-19 so far? Senior Executive, ServiceNow

**PANEL DISCUSSION:** Best practices for working remotely

Hosted by Bonnie Butlin, *Executive Director, Security Partners' Forum*

Panelist from the 2020 Top Women in Cyber Security honourees list

**VIDEO:** What are the emerging technologies I need to be paying attention to drive business results?

### DIGITAL TRANSFORMATION AWARD

**PRESENTATION:** Not for Profit Category

### DIGITAL TRANSFORMATION AWARD

**PRESENTATION:** Small Private Sector

## TUESDAY: ARTIFICIAL INTELLIGENCE

JULY 14, 2020

2:00 PM – 3:00 PM

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**OPENING ADDRESS:** Five things you need to understand before implementing AI in your business

**PANEL DISCUSSION:** Five use cases in AI I could do today

**VIDEO:** What new areas of business will AI be disrupting five years from now?

### DIGITAL TRANSFORMATION AWARD

**PRESENTATION:** AI-fueled transformation

### DIGITAL TRANSFORMATION AWARD

**PRESENTATION:** Public Sector

## WEDNESDAY: DIGITAL WORKSPACES

JULY 15, 2020

2:00 PM – 3:00 PM

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**OPENING ADDRESS:** Technologies are changing so fast. What are the game-changers I need to know about?

**PANEL:** How I use analytic to drive value (testimonial stories)

**VIDEO:** What are the emerging technologies I need to be paying attention to drive business results?

### DIGITAL TRANSFORMATION AWARD

**PRESENTATION:** Private Sector

## THURSDAY: THE CIO PERSPECTIVE

JULY 16, 2020

2:00 PM – 3:00 PM

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### OPENING ADDRESS:

**PANEL:** Three CIO's: Three Transformation Stories

 Marco Trecroce, *CIO, Four Seasons*

**VIDEO:** The biggest obstacle facing CIOs is ...

### CIO OF THE YEAR AWARDS PRESENTATION (HOSTED BY HUMZA TEHERANY)

 Top Private Sector

 Top Public Sector

 Top Not-for Profit

 Next Gen Leader

*(The Platinum Sponsor breakout room is available for 30 minutes in advance of each daily session. A Premium Sponsor breakout room is available for 30 minutes at the conclusion of sessions Monday, Tuesday or Wednesday.)*

**FOR MORE INFORMATION,  
PLEASE CONTACT:**

**[sales@itwc.ca](mailto:sales@itwc.ca)**