



Skills for Change
Diversity at Work™



Diversity@Work 2017

The Changing Faces of Diversity:

Are organizations ready for a diverse workforce?

**February 23, 2017 9am – 4pm
St. James Cathedral Centre
65 Church Street
Toronto, ON**



Identifying the Value of Diversity

Statistics Canada predicts that immigrants will account for 80% of net population growth by 2031



About Diversity@Work

Diversity@Work is an annual professional conference dedicated to building inclusive and productive workplaces. The conference series evolved from a dynamic presentation given in 2010 by a team of people who were passionate about creating innovative approaches to attracting the best new immigrants to Canadian workplaces. This presentation became an annual conference organized by Skills for Change, a Toronto-based organization known for pioneering programs that respond to shifting immigration and workplace trends and lead to employment.

The January 2011 conference examined the future of managing and building diversity. Panellist Jennifer Lynn challenged participants to ask tough questions in 2011, and many participants asked, “What do we really mean by ‘diversity’ in today’s workplace?”

In 2012, we explored the unique contributions of immigrant women, and the shift in gender balance and the resulting change in boardroom and workplace dynamics. The 2014 conference, **Valuing Diversity: Challenges, Opportunities, and Next Steps**, was an overwhelming success. Our goal was to facilitate meaningful conversation around workplace diversity and examine it through different lenses.



About Diversity@Work

The 2015 conference was the largest since its inception and brought 275 attendees and speakers together to focus on ***Exploring the Complexities of Diversity: Age, Gender, Culture, and Competencies***. Our speakers included leaders in diversity, equity, law, inclusion & HR who tackled big issues and provided actionable solutions. The conference drove the diversity agenda forward through a meaningful dialogue on existing gaps in diversity practices and provided recommendations on improving diversity practices that leverage the potential of all of their employees.

In 2016, the conference, titled ***The Future of Workplace Diversity***, examined what the future holds as the workplace is evolving into an environment that is increasingly diverse, global and virtual. Our speakers focused on exploring innovation and change in addressing current and future workplace diversity, equity and inclusion trends and issues: inter-generational differences, legal perspectives, unconscious biases, sexuality and sexual identity, visible and non-visible disabilities, impact of technology on workplace diversity, diversity and the marketplace.

The enthusiasm of the past few year's attendees and presenters alike has reinforced the importance of these types of events and also demonstrates the commitment to workplace diversity shared by so many in our community. We are excited to bring you another robust program in 2017 that will allow us to further explore the complexities of this important topic, this time focusing on the ***Changing Faces of Diversity***.



Diversity@Work 2017:

The Changing Faces of Diversity

Our 2017 conference will bring together 300+ attendees and speakers to explore the Changing Faces of Diversity – are we ready for a diverse workforce?

The workforce is evolving and becoming more diverse, but organizational readiness for these diverse groups is a concern for many companies. As more young people enter the workforce, companies are having to look at their transient nature and other needs such as work-life balance, to integrate them better. Are we prepared to meet the needs of these youth? What about the increasing aging population and bridging the gap between the two groups? How does the way in which new immigrants work, differ from non-immigrants? And how do we integrate mental health services into the workplace, for those battling mental health issues such as bipolarism or schizophrenia?

Our speakers will discuss cover strategies on how to effectively manage the changing workforce from what it once was, as it relates to age, gender, race, accessibility, mental health, immigration and sexual orientation.



Diversity@Work 2017

Practical Strategies & Solutions

Learn from experts in the field! Conference attendees will:

- Gain corporate buy-in by creating an effective business case
- Get tools to develop and prepare your organization for diversity
- Find solutions for the improvement of diversity practices
- Access measurement & accountability tools for diversity programs
- Learn about the legal perspective on diversity
- Develop the necessary skills to be successful in this area

Audience

This conference is of interest to:

- HR professionals who want to develop or strengthen diversity initiatives
- Managers who have responsibility for employee professional development
- Internationally-educated professionals who are interested in learning about new and innovative approaches to diversity in the workplace
- Anyone who is interested in hearing first-hand about experiences with diversity in the workplace



Reach

We are expecting 300+ attendees.

The learnings from this conference will be compiled and disseminated to a wider audience in order to broaden the impact of the conference.



We Need Your Support

We hope that you will join us this year as we uncover the true value of workplace diversity and encourage others to begin or carry on with their own journey to diversity.

Lead/Title Sponsor: \$10,000

Welcome Reception Sponsor: \$5,000

Corporate: \$5,000

Networking Lunch or Afternoon Reception: \$2,500

Supporters: \$1,500

Without the generous support of sponsors like you, Diversity@Work would simply not be possible. By sponsoring or making a donation, you demonstrate your commitment to a diverse and inclusive Canada.

Become an important part of making this dream a reality through your support.



Diversity@Work 2017 Sponsorship Benefits

	Lead \$10,000	Corporate \$5,000	Networking Lunch or Reception \$2500	Supporter \$1500+
Benefits:				
Speaking Engagement Opportunity	√ (Presentation / Workshop & remarks at reception)	√ (Opportunity to provide panelist)	√ (Opportunity to provide remarks at lunch or reception)	-
Recognition on all event related print (<i>programme ad, signage, flyers, E-blasts</i>)	√ (Programme Full pg Ad)	√ (Programme 1/2 pg Ad)	√ (Programme Banner Ad)	√ (Logo on Programme)
Big screen recognition (<i>sponsors scroll</i>)	√	√	√	
Marketing E-blasts dedicated to your company (<i>promoting programs/services</i>)	√ (4 e-blasts leading up to event)	√ (2 e-blasts leading up to event)		
Social Media mentions (<i>Facebook, Twitter, LinkedIn</i>)	√ (8 posts)	√ (6 posts)	√ (4 posts)	√ (1 post)
Tickets to the event	√ (10 tickets)	√ (6 tickets)	√ (4 tickets)	√ (2 tickets)
Website presence (<i>Logo and URL</i>)	√	√	√	√
Name recognized in Press Release (<i>sent to local and national media outlets prior to conference</i>)	√ (With company description)	√		
Blog Pod Cast (<i>Market and promote your cause as a supporter 3 to 4 weeks prior to the event</i>)	√ Interview 2 Executives	-	-	-
Feature in our Monthly Online Newsletter	√ (1 Spread)	√ (1 Feature Article)	√ (1 Mention with logo)	√ (1 Mention no logo)

Additional Comments:

As no two organizations are alike with their requirements, we endeavor to work towards one solution that best suits your requirements and deliver results for you. We are pleased to