



April 30<sup>th</sup> 2020

Toronto, ON

Get in front of retail marketing decision makers

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

## CALL FOR SPEAKERS: SPONSORSHIP OPPORTUNITY

The ever-changing dynamics of retail creates almost endless new ways to potentially delight consumers - but how do retail marketers keep ahead of the barrage of opportunities? How do they evaluate where they need to focus to maximize their ROI and build stronger brand engagement?

Retail Council of Canada's Retail Marketing Conference is a full day dedicated to helping retail marketers understand key changing consumer insights that are driving adoption of new technologies that will once again reinvent effective marketing strategies and tactics. Our delegates consist of over 350 senior Canadian retail marketing professionals from all types and sizes retail.

We are looking for industry experts to speak at Retail Marketing 2019 with the following specialties:

- ❖ Customer Engagement: storytelling, value beyond the sale; path to purchase solutions
- ❖ Bricks & Clicks: the unification of clicks and brick, new role for brick and mortar ; digital influence and attribution tactics
- ❖ Brand Development: strategic brand building, unique partnerships
- ❖ Marketing Technology: new tech tools, agnostic ecommerce; campaign management best practices
- ❖ AI, VR & AR opportunities, and
- ❖ Career development, the evolving marketing department
- ❖ The future of loyalty; personalized marketing

The speaker should be able to share their solutions within the context of practical application to our delegates' businesses together with a sensitivity to the retailers needs for elevated consumer engagement, mobile and in-store experience and brand storytelling.

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

Contact Mary Markou, Sr. Director, Sponsorships & Partnerships  
[mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org) 416-467-3755

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# Speaking Session Types

Submissions Deadline: **January 24, 2020**

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

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Mainstage/Keynote \$10,000	Opportunity to develop, coordinate and deliver 45-minute speaking session in conjunction with a retailer on the main stage. 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 \$7,500	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 \$6,500	Develop, coordinate and deliver a 20-minute session during the lunch period. This session offers more flexibility in topic choice be aligned to very focused subject matter with tangible action points for the audience.
Fast Five Thought Leadership Feature \$5,000	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 exhibitor 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, not-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**

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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 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 marketing 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 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, 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, Internet access, audio/video use, audience participation devices, etc. (Note: a 16:9 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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