

Changing the Narrative

Information and Communications Technology Council

Sponsorship Package

About Us

Active for over 30 years with offices and about 100 staff across British Columbia, Alberta, Saskatchewan, Ontario, Québec, and Nova Scotia.

Our Mission:

Strengthening Canada's digital advantage in the global economy.

Our Goal:

Ensuring that technology is utilized to drive economic growth and innovation, and that Canada's workforce remains competitive on a global scale.

Leadership

Supported by 100+ highly skilled professionals from across Canada



Namir Anani
President and CEO



Huguette Camirand
Chief Financial Officer



Alexandra Cutean
Chief Research Officer



Anne M. Patterson
Director of Government
Relations



Elizabeth Mills
Associate Vice President,
Skills Excellence



Camelia Mestecanean
Director, Operations



Rob Davidson
Director, Data Science



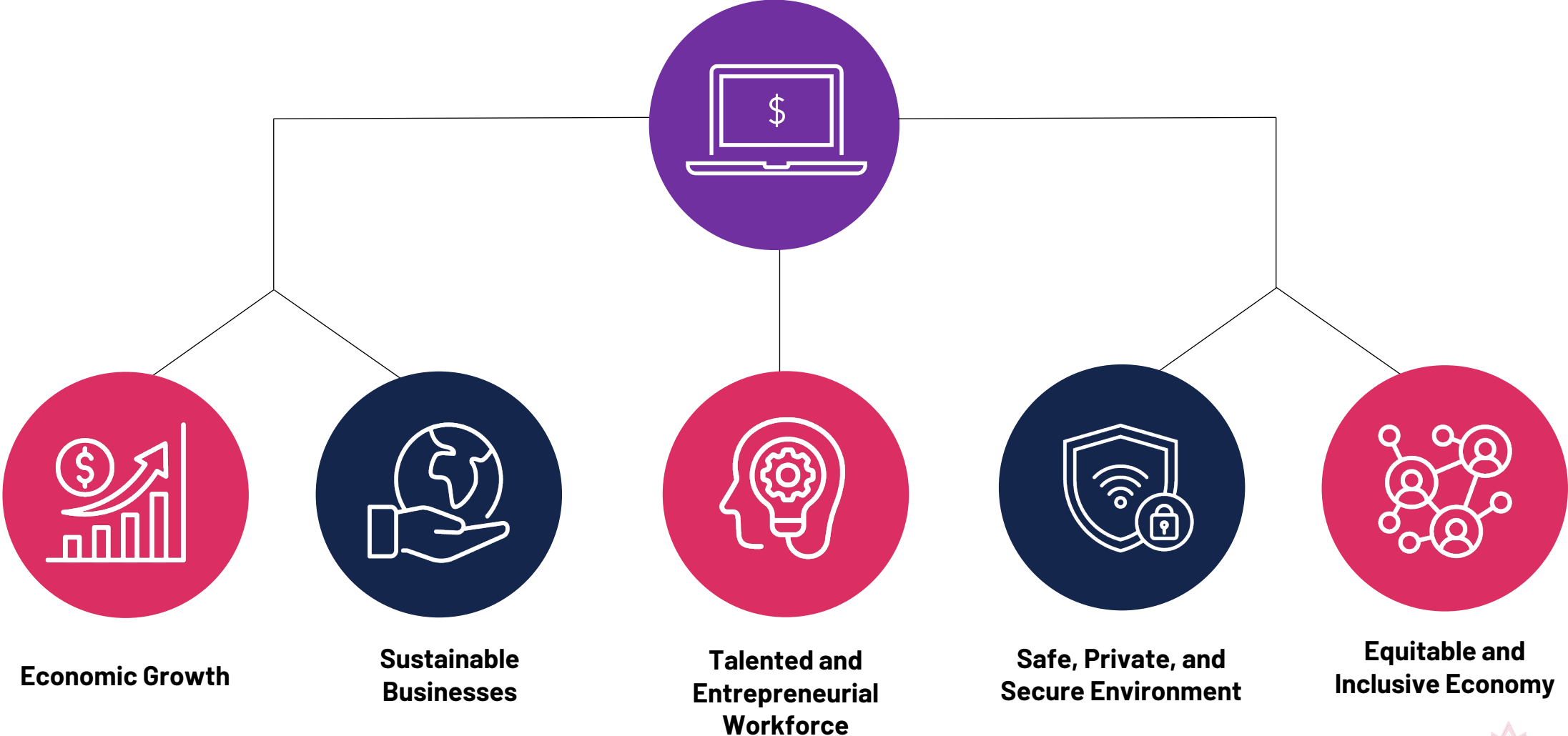
Sashie Steenstra
Director, Workforce
Solutions



Giovana Perrucho
Executive Assistant &
Stakeholder Relations

Our Focus Areas

The Digital Economy



ICTC in 2022-2023 at a Glance

1,290 media mention of our research and programs.

2,029

employers were supported in filling open digital roles with skilled talent.

4,048

post-secondary students secured placements with Canadian employers through our WIL Digital program, 69.3% participation from underrepresented groups.

255

participants displaced from Alberta's oil and gas sector were upskilled for the digital economy.

3

tools in a new branded website that provides labour market insights, skills assessments, and a Skills Mapping tool for job seekers to chart career pathways to in-demand jobs.

14

in-depth and forward-looking research reports inspiring critical agendas for the digital economy on topics that include labour market forecasts, smart cities, sustainable digital economy, foreign investment, inclusive smart economies, gender equity, educational technology, and others.

17,789

K-12 students across Canada were trained in cybersecurity.

7,998

job seekers from underrepresented groups were provided access to upskilling opportunities through our programs.



The combined efforts of ICTC's research, policy, and capacity building programs have informed and inspired a broader narrative across Canada's policy-making circles and budget cycles while empowering a skilled and diverse talent workforce and a robust business environment to propel Canada's economy in a socially responsible and sustainable environment.

Capacity Building & Innovation

ICTC proposes solutions to effectively help Canadians and Canadian companies succeed in the digital economy. We provide end-to-end programs that solve systemic challenges at a provincial and national scale.

Since 2017

23,467

Job placements catered and prioritize underrepresented groups

67,731

K-12 students supported with curriculum-based learning pathways for digital careers

9,619

People, mostly newcomers, were provided access to upskilling opportunities



Changing the Narrative

ICTC's Objective:

Changing the Narrative aims to engage 500 women-owned businesses in Ontario, Quebec, New-Brunswick, Manitoba and Alberta.

This program is designed to dismantle the system barriers that hinder women-owned businesses in the Canadian digital economy.

This initiative adopts a multifaceted approach to empowering women entrepreneurs. This includes:

- Mentorship Opportunities
- Knowledge Mobilization Sessions
- Pitch Events
- Networking Opportunities
- Community Learning and Connectivity Hub

Changing the Narrative Project's Partners



UNIVERSITY OF
TORONTO

BFN Black
Founders
Network

CANADIAN WOMEN'S
CHAMBER OF COMMERCE



CHAMBRE DE COMMERCE
DES FEMMES CANADIENNES



Sponsorship Opportunities

Sponsorship Benefits	Diamond \$5,000	Gold \$2,500	Silver \$1,000
Provide the introductory remarks and/or present keynote remarks at Changing the Narrative Pitch Event Day	✓	✗	✗
Secure a prominent slot to present information on their organization and/or participate on a panel of speakers during one of the online Knowledge Mobilization Sessions	✓	✗	✗
Branded champion on Changing the Narrative banner	✓	✓	✗
Sponsorship recognition in a Changing the Narrative program on social media paid ad (digital)	✓	✓	✗
Logo displayed on Changing the Narrative Landing Page	✓	✓	✓
Social Media Acknowledgment	✓	✓	✓
Sponsorship recognition on Changing the Narrative-related blogs	✓	✓	✓

By becoming a sponsor, your organization will not only support the growth and development of women-owned enterprises in Canada's digital economy but also gain significant brand exposure to a diverse audience of industry professionals and stakeholders across Canada.

Our Funders & Sponsors





Information and
Communications
Technology Council

Conseil des technologies
de l'information
et des communications



www.ictc-ctic.ca