

# CONNECT IT

March 11, 2010 – Arcadian Court  
Objectives & Strategy Brief

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## Overview: History

Connect IT Conference is the only student-run conference in Canada that explores the various interrelated dimensions of IT for the ultimate purpose of encouraging tomorrow's business leaders.

By partnering with the Ted Rogers School of Information Technology Management (ITM) at Ryerson University, the conference facilitates student development of holistic strategies for the management of technology and innovation.

2006

- **Knowledge is Power**
- **Evan Solomon,**  
*CBC Television Broadcaster, Journalist & Author*  
[KEYNOTE]

2007

- **Global Innovation**
- **Mitch Joel,**  
*Marketing & Personal Branding Expert*  
[KEYNOTE]

2008

- **The Elusive Balance**
- **Thomas Homer-Dixon,**  
*Chair of Global Systems, CIGI*  
[KEYNOTE]

2009

- **Small Rooms | Big Ideas**
- **Mark Surman,**  
*Executive Director, Mozilla Foundation*  
[KEYNOTE]

2010

- **Design+ Align**
- **Don Tapscott**  
[KEYNOTE]
- **Robert Kozinets,**  
*Professor & Author, Schulich School of Business*  
[KEYNOTE]

# #CIT09

"Small Rooms | Big Ideas speaks to the power of collaboration and sharing ideas through the use of participation-centric technologies.

By attracting Toronto's biggest and brightest tech leaders, strategies for managing technology and innovation developments help position Ryerson students as future leaders in the sector...

...With 25% of delegates being industry professionals students are also given the opportunity to interact with potential employers and gain access to real-world insight and experience."

- *Jaime Sorgente*

small rooms  
big ideas



CONNECT  
CONFERENCE  
2009

Brought

2009  
CONFERENCE

Brought

<http://connectitconference.com/2009>



# Historical Summary: Connect IT 2009



<http://www.youtube.com/watch?v=k64KUBmjgx4>



# #CIT10: Concept

## Business Model Generation

The accessibility of information and customer empowerment have changed competitive landscapes

Traditional business models are proving to be ineffective

Emerging models are misunderstood and unproven.

Fundamental changes to our business models are desperately needed in order to create the next generation of enterprises.

## Personal Identity Management

Personal success as a common goal

Struggling to find a competitive advantage

How can we manage our virtual identities for personal gain?

Discover the inherent risks of this evolving space

Understand strategies that help maximize benefits from participating in social networks

## Social Business Design

How do organizations navigate through the social information wave and win?

Organizations need to be more highly distributed, collaborative, and expand ecosystems.

The next transformation of business will be centered on balancing work, society, and technology.

Success means intentional creation of dynamic and socially calibrated systems, processes and culture





## Design+Align

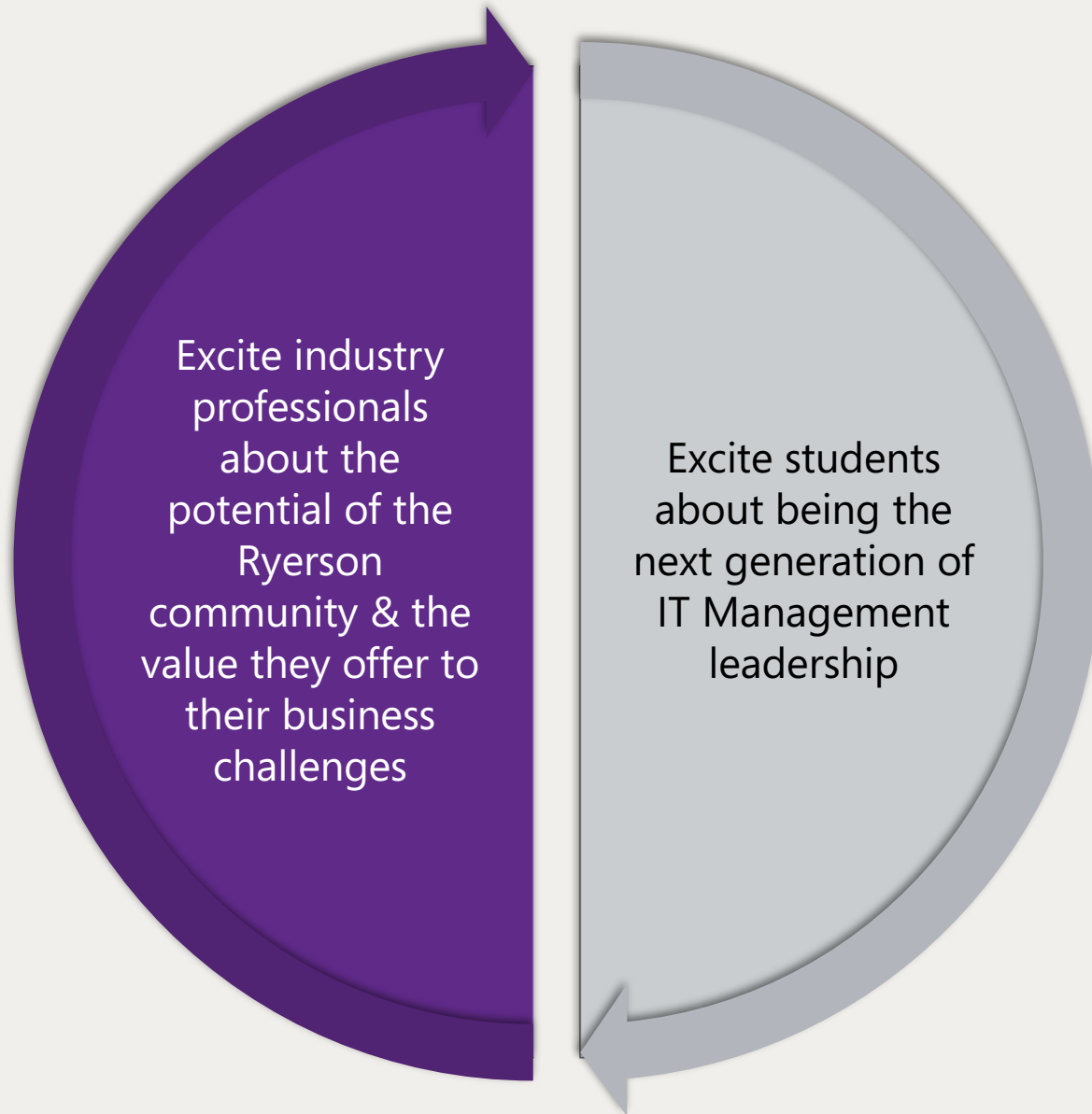
“Work, society, and technology are intersecting. The uses of social networks have inherent benefits and risks. New business models are emerging and largely misunderstood. New business designs are realigning organizations and individuals. This year, discover how we are both evolving.”



# Strategic Objectives

- Ensure B.Comm undergraduate candidates at TRSM are best enabled to hustle in:
  - Integrative approaches to management
  - Holistic understandings of technology
  - Forward looking assessments of the ICT landscape ensuring best responses & execution
- Facilitate interdisciplinary professional engagement where industry impacts student growth and direction
  - Strengthen relationships between technology professionals and the Ryerson University community
  - Provide an opportunity for industry to present new fresh ideas to faculty for validation & insight

# Strategic Objectives: Boiled Down



# Tactical Goals

## Engagement

### Confirmed Attendees

Butts in Seats (% of people who actually show up)

Participation (number of questions asked by attendees)

Highly engaged student relationships developed

Attendee Sat & Improvement

## Brand Capital

### Pre & Post Touches

# of Student Guide downloads

# followers

# of essay submissions

# of blog posts

Hash tag (#CIT10) prevalence

## Media Awareness

### Press

Credible On-campus Mentions

Credible External Mentions (PRIME Score)

# Engagement / Audience

## why attend?

### Disengaged

- Elbow rubbing
- Venue
- No class(legit)
- Ballerism & suits

### Engaged

- New knowledge
- Career insight & professional success
- Participation
- Recognition (personal & TRSM)

### Faculty

- Engage students
- Engage industry thought-leaders
- Recognition (TRSM)

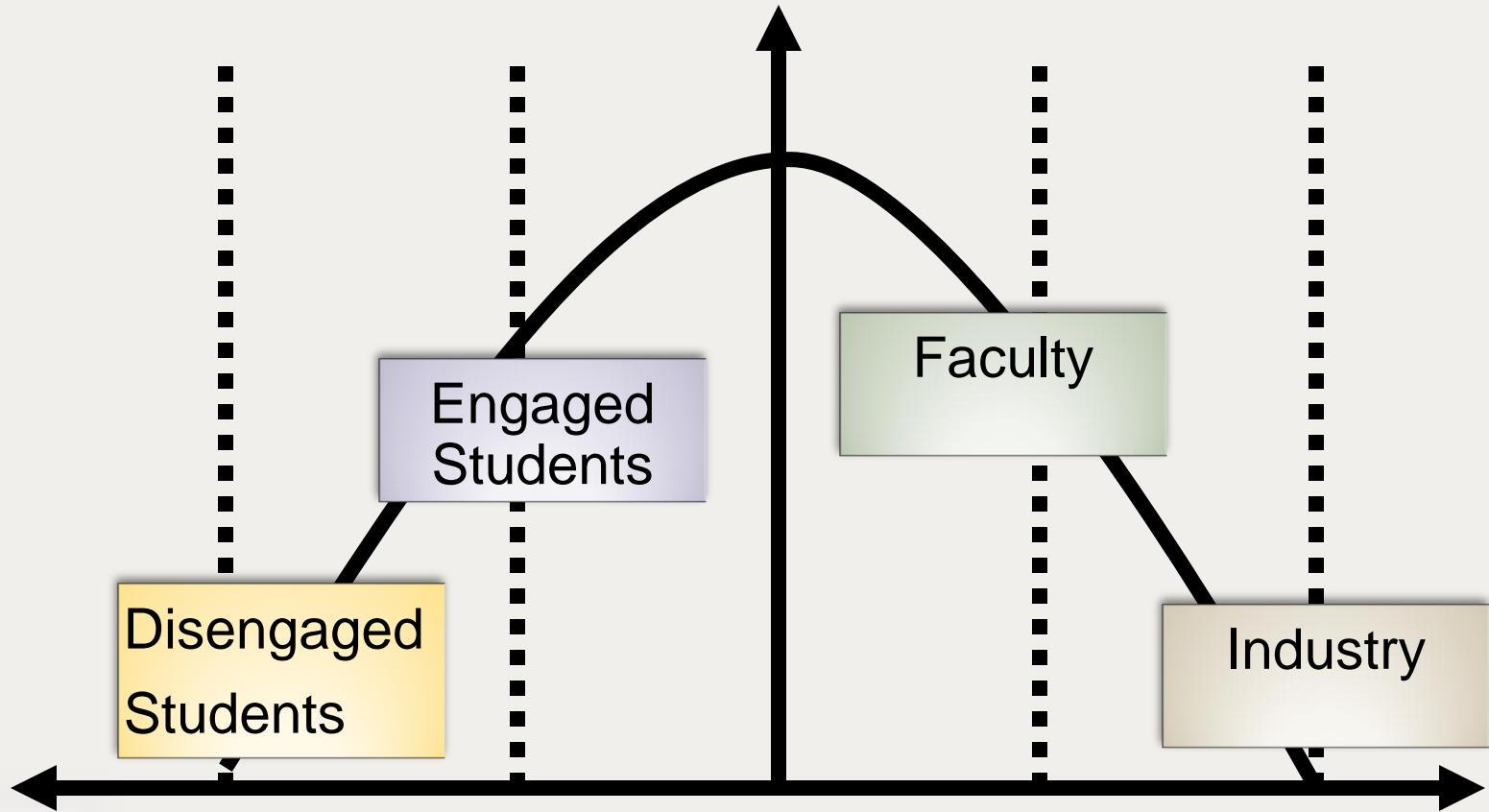
### Industry

- Poaching
- Mind capital
- New ideas
- Networking

**peers**

**professionals**

# Level of Engagement



# Sponsorship Opportunities



## Gold

\$1,000 Commitment\*

### Brand Exposure

- Brand Exposure on Gala Tables
- Website Sponsor Feature
- Slide Deck Logo-tile

### Participation:

- Opening Address Introduction
- Networking Session Access



## Platinum

\$5,000 Commitment\*

### Brand Exposure

- Second-tier Brand Exposure on all Media Types
- Website Sponsor Feature
- ¼ Page Sponsor Feature (Print Conference Guide)
- Slide Deck Logo-tile

### Participation:

- Guest Blog Post
- Session Introduction
- Networking Session Access



## Grand Patron

\$15,000 Commitment\*

### Brand Exposure

- Top-tier Brand Exposure on all Media Types
- Website Sponsor Feature
- Full-page Sponsor Feature (Print Conference Guide)
- Blog Plugs

### Participation:

- V-Log Post Feature
- Keynote Introduction
- Networking Session Access



\*All Sponsorship Commitments Receive Complimentary Gala & Keynote Tickets

For more info on your brand's  
integration, please contact:

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