



# UN CONFERENCE

## WEAVING INTERSECTIONALITY AND BELONGING INTO DEIA

# JOIN US AT UNCONFERENCE 2025

## The highly-anticipated interactive DEIA event

Experience the most immersive and collaborative conference on diversity, equity, inclusion, and accessibility (DEIA) where we provide space to dive deeper into the complex ways identities intersect and explore strategies for fostering inclusivity. CCDI UnConference 2025 is a must for those passionate about DEIA seeking interactive workshops, experiential learning, and valuable networking opportunities.

Our highly-anticipated, interactive bilingual event, which will take place over two half-days, will bring together more than 1,600 leaders, community members, and DEIA practitioners. Together, we will learn from the lessons of the past and challenge ourselves to create a more inclusive Canada.

# FOSTERING BELONGING

## Embedding intersectionality into your organizational culture

Fostering belonging through an intersectional framework can strengthen the very fabric of DEIA initiatives across Canadian workplaces. Weaving belonging throughout DEIA means prioritizing human-centered approaches to ensure meaningful and ethical outcomes for all people.

Be part of a transformative experience at CCDI UnConference 2025 for two half-days of learning and unlearning—as we focus on integrating intersectionality and belonging into our organizational fabric, and strengthening our collective knowledge, connections, and opportunities for innovation.

### Learning outcomes

1. Intersectional approach to strengthen DEIA
2. Building value-driven teams
3. Human-centered DEIA practices
4. Creating a culture of belonging
5. Psychological safer workplaces
6. Employee-led DEIA initiatives
7. Intersectionality in research

# CCDI UNCONFERENCE 2025

## Maximizing sponsorship value

Our dedication lies in optimizing the value of [CCDI UnConference 2025 sponsorships](#) for our [700+ Employer Partners](#) and esteemed non-member client organizations. The CCDI UnConference team will merge cutting-edge virtual conference technology with a theme centered on solutions, ensuring elevated engagement, empowering learning experiences, and fostering high-quality interactions in this year's program.

### Past CCDI UnConference sponsors

- Amazon Canada
- Canadian Council of Public Relations Firms
- Best Buy
- Business Development Bank of Canada
- Canadian Race Relations Foundation
- Enable
- Fairmont Hotels & Resorts
- Lemay
- LifeLabs
- N-Able
- Purolator
- Ranstad Canada
- Raymond James
- Roche
- Rogers
- Roots Canada
- Royal Roads University
- Samsung Canada
- Schneider Electric
- Staples Canada
- Torkin | Manes LLP

# WHO HAS PRESENTED AT CCDI UNCONFERENCE

## Past CCDI UnConference presenters

**The Right Honourable Mary Simon**, *Governor General and Commander-in-Chief of Canada*

**The Honourable Ahmed Hussen**, *former Minister of Housing and Diversity and Inclusion*

**Mark Tewksbury**, *Vice President of the Canadian Olympic Committee*

**Sally Milne**, *Woodland Cree elder and Birch Bark Biting artist*

**Craig Wellington**, *Executive Director, Black Opportunity Fund*

**Elissa Strome**, *Executive Director, Pan-Canadian Artificial Intelligence Strategy, CIFAR*

**Jade Psutka**, *Senior Manager, Indigenous Enablement & Recruitment KPMG*

**Jake Stika**, *Executive Director, Next Gen Men*

**Mohammed Hashim**, *Executive Director, Canadian Race Relations Foundation*

**Kory Wilson**, *Kwakwaka'wakw, Executive Director, Indigenous Initiatives and Partnerships, British Columbia Institute of Technology (BCIT)*

### Past CCDI UnConference presenting organizations

- Abilities Centre
- Appleby College
- ATB Financial
- CBC
- City of Calgary
- Fondation Émergence
- George Brown College
- Global Compact
- HSBC Bank
- IBM
- ICBC
- Pride at Work Canada
- Weber Shandwick

# WHO ATTENDS CCDI UNCONFERENCE

CCDI Employer Partners send an average of **4 delegates** to CCDI UnConference annually. Some send many, many more. With over **700 Employer Partners**, you can reach over **1,600 highly educated professionals**. Join us for CCDI UnConference 2025 and reach some of the most progressive organizations in Canada.

## WHAT IS CCDI'S REACH?

Marketing emails

**36,100+**

unique email addresses

Facebook

**10,200+**

followers

LinkedIn

**44,600+**

followers

Instagram

**1,900+**

followers

# PROMOTIONAL OPPORTUNITIES

LEVEL	PRESENTING (1 available)	CHAMPION (4 available)	ADVOCATE (4 available)	ALLY (unlimited)
<b>Sponsorship price</b>	\$14,000	\$8,000	\$5,000	\$2,000
<b>Conference passes</b>	10	7	5	3
<b>Media visibility</b>	Top	High	Medium	Low
<b>Logo on event splash/ landing page</b>	Yes	Yes	Yes	Yes
<b>Social media recognition (Facebook, Instagram, LinkedIn)</b>	2 co-branded with CCDI	2 co-branded with CCDI and other Champion sponsors	2 co-branded with CCDI and other Advocate sponsors	1 co-branded with CCDI and other Ally sponsors
<b>Event email recognition</b>	2 co-branded with CCDI	2 co-branded with CCDI and other Champion sponsors	2 co-branded with CCDI and other Advocate sponsors	1 co-branded with CCDI and other Ally sponsors
<b>Speaking opportunity</b>	Yes	Yes	Limited	No

# SPONSOR THIS IMPACTFUL INITIATIVE!

For over ten years, CCDI UnConference has consistently delivered opportunities for learning and growth.

This year, we'll be doing the same with a special focus on helping organizations turn knowledge into action so that they can create a more inclusive and equitable Canada throughout 2025 and beyond.

**Interested in becoming an official CCDI UnConference 2025 sponsor? Please contact:**

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[Schedule a call](#)