Sponsorship Fulfillment Report

Global Entrepreneurship Week, November 2010
# Table of Contents

Table of Contents .................................................................................................................. 1

Event Summary ...................................................................................................................... 2

Pre-Event Promotion & Advertising ..................................................................................... 3

Online Presence ...................................................................................................................... 4

Attendee Testimonials .......................................................................................................... 5

Sponsor Feedback ................................................................................................................ 5

Event Photos .......................................................................................................................... 6
Since 2006, the Centre for Entrepreneurship Education & Development (CEED) has held an annual event to engage youth in entrepreneurial activities and inspire entrepreneurial thinking.

In years past, CEED held a signature event called Fresh Ideas, which hosted approximately 300 individuals during its 2009 implementation at the Nova Scotia Community College Waterfront Campus.

This year, CEED transformed its annual event by joining forces with Junior Achievement of Nova (JA) to partake in a world-wide initiative that stretches from remote villages to major cities, and inspires more than 10 million people in 102 countries. This initiative, Global Entrepreneurship Week (GEW), replaced Fresh Ideas to celebrate and drive our province’s entrepreneurial spirit.

Through this GEW partnership with JA, CEED more than doubled its event attendance. Approximately 700 high school and postsecondary students, business professionals and aspiring entrepreneurs flocked to the Grand Ballroom at the World Trade and Convention Centre to hear the stories successful business owners and become inspired.

The GEW event venue was broken up into two sections – one for an interactive panel discussion and one for a keynote luncheon. Each section of the venue housed a main stage for the presentations, and sponsor signage was made visible to guests through both banner displays and projected images on three large screens.

The panel discussion featured five young, successful and inspiring entrepreneurs: Anais Guimond, April Glavine, Tim Burke, Julian Taylor and Jenny Kierstead. The interactive discussion was moderated by the Chronicle Herald’s business columnist, Roger Taylor.

During the keynote luncheon, more than 700 individuals were inspired by the words of John Risley, President and CEO of Clearwater Fine Foods Incorporated, a diversified holding company operating internationally. Many who attended the keynote luncheon described Mr. Risley’s speech as being heartfelt, helpful and inspiring.

In exchange for event support, CEED committed to promoting sponsors through pre-event promotion and communication as well as on-site recognition. The marketing strategy for the GEW event consisted of print collateral which was distributed across HRM, media advisories and releases which targeted local print media, as well as a strong online presence through CEED’s website and social media channels. CEED also leveraged an internal Customer Records Management system by sending targeted campaigns to more than 2,000 like-minded partners and individuals.
Pre-Event Promotion & Advertising

Due to this year’s focus of inspiring youth and celebrating entrepreneurship, the marketing strategy consisted of targeted print collateral focused on generating awareness for the event and its supporters, and the use electronic media through the website and social networking channels. This section of the report provides a summary of specific promotional activities undertaken leading up to the event. Activities included distribution of collateral material, maintaining a strong web presence and media exposure.

**Online / e-Marketing**
Sponsors were featured on the GEW event page which saw 5,882 unique visitors in the time period of August 1 to the event day, November 17.

Traffic was generated to the GEW event page by using social media. Regular and interactive postings were made through Twitter, LinkedIn, Facebook and YouTube. As the event continued to be promoted, CEED saw a dramatic spike in “friends” and “followers”, increasing by more than 100 new contacts on Twitter and more than 20 new contacts on Facebook in October and November alone.

Social media messages about the GEW event were “Re-Tweeted” or “Shared” by several entrepreneurs and various key organizations such as FUSION Halifax, Innovacorp, Saint Mary’s University, the New Democratic Party of Nova Scotia and Greater Halifax Partnership.

Both pre-event and post event media releases and media advisories were created and sent to an extensive media list.

**Print Marketing**
GEW promotional pamphlets were distributed by hand to key individuals at networking events and meetings, as well as to CEED clients and those who visited the CEED office.

GEW posters were created and placed in Tower 1 of the Halifax Shopping Centre, CEED’s Training Centre, and at the World Trade and Convention Centre.

An official GEW event program was created and distributed on site.

**On-site Recognition**
As per sponsorship agreements, CEED provided on-site recognition during all activities of the GEW event. As participants arrived, sponsorship signage was visibly displayed at registration, during the panel discussion, and at the keynote address.

At qualifying levels, sponsors were provided with speaking opportunities to address the audience and introduce the keynote speaker, as well as open the panel discussion. In closing the event, these sponsors were publically thanked by the CEO’s of CEED and JA.
In addition to the above mentioned, sponsor logos were also included in all event programs and the scrolling presentation shown throughout the keynote luncheon.

Online Presence

Leading up to and during the GEW event, CEED had a strong web presence through its website and through its social media channels, especially Twitter.

Above you will find a screen capture of our GEW webpage, as well as small snapshot of the discussion generated on Twitter during the event.
Attendee Testimonials

A post-event survey conducted by Junior Achievement of Nova Scotia found the following:

“I was most impressed with the way John Risley quite happily belittled himself to make the audience laugh. It certainly raised my respect for him!”

“John Risley was an inspiring speaker for entrepreneurs - he was great, bring him back!”

“I really enjoyed John Risley’s speech. I liked his candor, self-deprecation and message - it motivated me.”

Sponsor Feedback

CEED sincerely thanks you for your support in making our 2010 Global Entrepreneurship Week event an outstanding success.

As a non-profit organization, we are constantly striving to improve the work that we do, and to ensure we meet the expectations of our partners. If you wish to provide us with event feedback, we would appreciate hearing from you.

To provide feedback, please contact Kathy Murphy, President & CEO.

e. kmurphy@ceed.ca
p. 902.421.2333 ext. 221
Event Photos

Photo Credits / brandyhoyt.com / Brandy Hoyt Photography
More Photos / ceed.ca/media

Small shot of those who attended the Panel Discussion

The five panel discussion members

Small shot of those who attended the luncheon

John Risley during his speech
The early bird gets the world.

Best of luck to all competitors getting a head start on their future business success.

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**Time** | **Agenda** | **Official**
---|---|---
10:00a - 10:30a | Registration & Networking | Nicole Smith
10:30a - 10:35a | Introduction of Panelists & Moderator | Roger Taylor
10:35a - 11:30a | Panel Discussion | Kelly Corkery
11:30a - 11:35a | Thanks to Moderator & Panelists | Nancy Foran
11:35a - 12:00p | Networking Reception | John Risley
12:00p - 12:05p | Official Welcome | Karen Hutt
12:05p - 12:50p | Lunch | John Risley
12:50p - 1:00p | Introduction of Keynote Speaker | Ed Steeves
1:00p - 1:20p | Keynote Speaker | Kathy Murphy
1:20p - 1:25p | Thank-You to Keynote Speaker | Lynn Coveyduck
1:25p - 1:30p | Event Closing |

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The Chronicle Herald

Nicole Smith
Atlantic CYBF

Roger Taylor
The Chronicle Herald

Kelly Corkery
CBDC Blue Water

Nancy Foran
CMA Nova Scotia

Karen Hutt
Emera Energy Services

John Risley
Clearwater Fine Foods

Ed Steeves
Royal Bank of Canada

Kathy Murphy
CEED Halifax

Lynn Coveyduck
Junior Achievement NS
Celebrate Entrepreneurship

Join us as we celebrate Global Entrepreneurship Week and pay tribute to the entrepreneurial spirit in Nova Scotia. Are you an entrepreneur? If you are thinking about starting or expanding a business, contact your local Community Business Development Corporations (CBDC). We offer business loans up to a maximum of $150,000. We also offer business counselling, training and advisory services.

CBDCs are locally owned and operated. Investment decisions are made by local volunteers who are sensitive to the needs of their community. Knowledge of the local markets, the business environment, and people, is the basis for our success.

Business Loans, Training & Counselling
1-888-503-CBDC (2232)
www.cbdc.ca

Global Entrepreneurship Week
Entrepreneurs Can Change the World: Tell Your Story
Panel Discussion & Luncheon

FUTURE BUSINESS LEADERS WANTED

Be More. Be a CMA.com

Certified Management Accountants

Emera

2010 Program Guide
Entrepreneurs Can Change The World

...Tell Your Story

Keynote Speaker

John Risley

President & CEO Clearwater Seafoods
Chair, Canada Youth Business Foundation & Laureate Junior Achievement Nova Scotia Business Hall of Fame

Panel Discussion & Luncheon

Wednesday November 17, 2010
World Trade & Convention Centre, Halifax, NS
Panel Discussion: 10:30 to 11:30am
Networking: 11:30am to 12:00pm
Luncheon: 12:00 to 1:30pm

Panelists

April Glavine
Lean Machine Healthy Vending Service

Julian Taylor
Sunsel Systems Manufacturing Corp.

Anais Guimond
Atlantic Cirque

Tim Burke
Quark Engineering & Development Inc.

Jenny Kierstead
Breathing Space Yoga Studio Inc.

Moderator

Roger Taylor
Business Columnist
The Chronicle Herald

Registration

Table of Ten: $650.00
Table of Five: $325.00
Individual: $75.00

Brought to you by Centre for Entrepreneurship Education & Development & Junior Achievement

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