

	<p>9:00 – 9:30 a.m.</p>	<p>Welcome and Tradeshow Open</p>
	<p>9:30 – 9:40 a.m.</p>	<p>Opening Remarks from the Chair</p>
<p>9:40 – 10:20 a.m.</p>	<p>Behind the Award: 7 Learnings from the <i>This Is The Place</i> Campaign</p> <p>Melissa Pang, Digital Strategist, Division of Advancement & Claire Morris, Director of Strategic Content, Brand Hub</p> 	<p>In this session, we'll showcase the University of Toronto's IABC Gold Quill-winning integrated campaign <i>This Is The Place</i>, in which we raised awareness of U of T as a Canadian powerhouse for entrepreneurship and innovation.</p> <p>We'll break down 7 crucial learnings that <i>all</i> higher education marketers and communicators can apply to their own reputational campaigns.</p>
<p>10:20 – 11:00 a.m.</p>	<p>Ready for our closeup: How video changed internal comms at Humber during COVID</p> <p>Andrew Leopold Director, Communications</p> 	<p>The COVID-19 pandemic has left people wanting connection more than ever. With in-person interactions limited on campus, Humber College pivoted to use video as a mode of internal communication and keep employees engaged.</p> <p>In this presentation you will learn about how an employee video streaming service, reimagined annual events, how-to videos and virtual/recorded Town Halls provided a direct line to connect staff with their colleagues and provide transparency during turbulent times.</p>

Emily Milic
Manager, PR & Communications



Humber College Institute of Technology &
Advanced Learning

11:00 – 11:20 a.m.

NETWORKING BREAK + TRADESHOW

**11:20 – 12:00
p.m.**

**The New Wave of
Students, SimpsonScarborough &
LinkedIn Survey Results**

Jasmine Paukkunen
Enterprise Account Executive



Sara Valentino



LinkedIn

Results from a recent survey in partnership with SimpsonScarborough understanding the new and current student mindset. This will include:

- Interest of Canadians in pursuing higher education
- How they wish to pursue education (online, in person, hybrid)
- Factors important to selection
- The impact of COVID-19 on their desired outcomes

Attendees will learn how to craft their marketing strategy to communicate to the new wave of students.

**12:00- 12:40
p.m.**

**Fill every room: The new housing
struggle and what your team can do
about it**

How can on-campus housing administrators and marketing professionals collaborate to not just attract students to live on campus, but retain them as well? COVID-19, shrinking enrolments,

Joe Danis
Senior Consultant – Student Housing &
Wellness



Academica Group

and competition from other housing vendors have had a significant impact on campus life, and it is up to housing administrators and marketing professionals to demonstrate to students the benefits and competitive advantage of living on campus.

Learn more about the decisions and barriers driving incoming student choices and how your marketing department can team up with student housing to ensure every room is filled.

12:40 – 12:50 p.m.

YOGA STRETCH BREAK

12:40 – 1:10 p.m.

NETWORKING/LUNCH BREAK/TRADESHOW

1:10 – 1:50 p.m.

**Transforming in-person events into
engaging digital experience: The
steep 2020 learning curve**

Catherine Martin, Events and
Communications Specialist



Rachel Nelson, Events and
Communications Specialist



Student Success Centre
McMaster University

In-person events have always been a part of creating a memorable post-secondary experience. They allow participants to interact and engage with your brand in unique ways and build community and connections. COVID-19 has forced everyone in the events industry to rethink how they can continue to create unforgettable experiences with the same level of impact in an online environment.

Pivoting quickly and re-imagining our annual events presented significant challenges and opportunities in 2020. We faced setbacks, found successes and took every experience as an opportunity to learn and improve the next event. In this session attendees will learn how to take in-person events and transform them into engaging digital experiences. Specifically, hear specific examples of how to adapt and evolve traditional in-person events, make them work (and what doesn't go so well) in a virtual environment and examples of some tools that helped achieve our event goals. We will encourage discussion and create takeaways that all marketing and events professionals can use and adapt for their upcoming events.

1:50– 2:10 p.m.

NETWORKING BREAK + TRADESHOW

2:10 -2:50 p.m.

Lessons from the Edge: Innovative High School Advertising

Matt Diteljan, CEO & Co-Founder, Glacier



Dan Seneker, Director of Student Recruitment and Retention, Bishop's University



Advertising to high school students and youth is more difficult and moving faster than ever before. Tik Tok has surpassed Youtube in daily usage, COVID-19 has rendered much of out-of-home advertising less effective, and Clubhouse is now on the scene. It is becoming increasingly more difficult to stay on top of the trends and continue to innovate, which is why Matt Diteljan, CEO of Glacier, and Dan Seneker, Director of Student Recruitment at Bishop's University show you the trends in youth advertising, where the innovators are going, and what they are doing.

2:50 - 3:20 p.m.

NETWORKING CONTINUES

3:20 p.m.

Conference Concludes for Day



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	<p>9:00 – 9:30 a.m.</p>	<p>Welcome & Tradeshow Open</p>
	<p>9:30 – 9:40 a.m.</p>	<p>Opening Remarks from the Chair</p>
<p>9:40 – 10:20 a.m.</p>	<p>Heading in the Same Direction – The Rebranding of the Telfer School of Management, uOttawa</p> <p>Jonathan Simon, MBA Director, Marketing & Communications</p>  <p>University of Ottawa</p>	<p>The Telfer School of Management at the University of Ottawa rebranded in 2020 (yes, in the middle of the pandemic). This work included: Messaging, Website, Social media, Email Signatures, PowerPoint Presentations, Letterhead, Event Materials, and more</p> <p>The work began years before, but Telfer is now fully aligned behind its new vision; to create a “greener, healthier, happier, wealthier Canada for all.” Through this process, we have learned a lot and are excited to move forward.</p> <p>Attendees will learn:</p> <ul style="list-style-type: none"> • How the new brand is born out of the key strengths of the Telfer School. • Insights on how we built consensus among all the key stakeholders • The key activities that helped push our initiative forward
<p>10:20 – 11:00 a.m.</p>	<p>Hummer or hybrid? Pivoting away from Facebook</p> <p>Mirko Petricevic Director of Communications and Public Affairs</p>  <p>Martin Luther University College</p>	<p>Quitting Facebook simply isn’t an option. Or is it? Join Mirko Petricevic as he shares how the public outcry over the killing of George Floyd led his school to start shifting its online community to other social media platforms. He will recount some of the initial challenges of getting colleagues on board; explain some of the considerations he faces in choosing alternative platforms; and share how the shift is going so far. Why the title “Hummer or hybrid?” Please join us to find out.</p>
	<p>11:00 – 11:20 a.m.</p>	<p>NETWORKING BREAK + TRADESHOW</p>

**11:20 –
12:00 p.m.**

**Get Internal Communication
recognized as a strategic priority**

Kristen Vernon
Internal Communication Manager



Department of Marketing and
Communications, NAIT

At NAIT, our people matter. To help staff stay connected to our polytechnic and feel valued and respected, we need a strong internal communication approach. In this session, learn how we demonstrated the value of strategic internal communication and built a program endorsed by our Executive that is focused on empowering leaders and staff to communicate and helping staff understand what institutional priorities mean for them.

**12:00 –
12:40 p.m.**

**Employees as reputation drivers:
Risk or reward?**

Kim Garraway, MCM
Communications Specialist



Georgian College

Employee advocacy is a growing public relations strategy to enhance reputation in a time when trust in organizations is declining and consumers are more likely to want to hear from employees than CEOs and brands.

In this session Kim will explore if post-secondary institutions in Ontario are using employee advocacy to differentiate themselves in a high-touch, highly competitive sector. The findings are derived from her master's degree capstone research, including interviews with nine chief communication officers and chief human resources officers, and a content analysis of one institution's social media employee advocacy program. Together, the study findings represent data from six Ontario post-secondary institutions. Delegates will learn:

- The recommended foundation to have in place before pursuing an employee advocacy program
- The rewards and risks of these programs
- The effectiveness of employee advocacy on social media in terms of engagement performance
- Sector-specific considerations for these programs
- A checklist of steps to take before launching an employee advocacy program in higher education

12:40 – 12:50 p.m.

YOGA STRETCH BREAK

12:40 – 1:10 p.m.

NETWORKING/LUNCH BREAK/TRADESHOW

**1:10 – 1:50
p.m.**

**A future-proof approach to
engaging prospective students
and building brand awareness**

Mike Sproule
Director, Business Development



ChatterHigh

This year has been unique for the entire education sector, as we face pressures of adapting to COVID, and find different methods of learning. In response to current pressures, school districts have recognized the necessity of technology and digital learning environments moving forward. In this presentation, we discuss the challenges of remote learning, as well as solutions and future-proof technology that supports post-secondary institutions in connecting with this new norm. In this session you will:

- Learn how to effectively reach high school students when they are unable to use traditional methods like in-class presentations or education fairs.
- Be introduced to a new tool that they can use as a standalone or one they can introduce into their new marketing reality.

**1:50 – 2:30
p.m.**

**Creating an inclusive digital
recruitment strategy**

Rakhi Mandhania, Product Owner



Suzanne Dergacheva
Co-founder and Drupal Practice Lead



Evolving Web

Diversity and inclusion are more and more top of mind, and incoming students are looking at potential schools not just in terms of the programs they offer, but also their values and the makeup of their student body.

Your brand is partly defined by the people who make up your community, and student recruitment is one place where inclusive design is increasingly important. Admissions is the gateway to your institution, so it's important to think about who you're speaking to through your digital channels.

In this presentation, we'll present ideas about:

- Creating a digital recruitment strategy that truly promotes inclusion
- How to use personas without denying the diversity of your users
- Reflecting diversity through digital storytelling
- The importance of content accessibility and plain language in inclusive design
- Usability testing to represent diverse voices

2:30 p.m.	CHAIR'S CLOSING REMARKS
2:35 - 3:00 p.m.	NETWORKING CONTINUES
3:00 p.m.	CONFERENCE CONCLUDES