

BROCHURE



Gala

2024
ANNUAL
RECOGNITION

THE CARLU, TORONTO
MAY 28

PRESENTED BY



womeningovernance.world

CO-
CHAIR
ED BY



PARITY
CERTIFICATION
PARTNERS



ANNUAL
PARTNERS



HONORARY CO-PRESIDENTS



SARAH ROBSON

**Chief Executive Officer, Marsh
McLennan Canada & President,
Marsh Canada**

Sarah Robson is the CEO of Marsh McLennan Canada. In this role, she is responsible for the performance and operations of the Marsh and Mercer businesses in Canada, while working closely with local leaders of the other Marsh McLennan businesses to strengthen the organization's position in the marketplace and make a greater client impact. Additionally, as President of Marsh Canada, Sarah sets the strategic priorities for the business and oversees Marsh's operations nationally in 13 cities across Canada.

Sarah joined Marsh more than 25 years ago and has held a number of progressively responsible positions in North America. Throughout her career, Sarah has been a strategic advisor to risk managers, C-suite executives, and boards of directors primarily with respect to D&O risk management. Sarah is also a founding member of Marsh's Global FINPRO Advisory Board. Among her many assignments was the management of the metro New York FINPRO practice and managing Marsh's global relationship with AIG.

A passionate student of governance & Directors & Officers Liability issues, Sarah is a graduate of the Directors' Education Program at the Rotman School of Management, sponsored by the Institute of Corporate Directors at the University of Toronto. She designed and facilitated the module on D&O Insurance & Indemnification at Rotman for nine years.

Sarah has a B.A. (Honours, Economics) from Queen's University, Kingston, Ontario, and is an active member of the Professional Liability Underwriter's Society (PLUS). She served as a member of the Board of Governors for Junior Achievement Central Ontario from 2018 to 2023. In 2019, Sarah was named one of Business Insurance's Women to Watch.



PATRICK POULIN

**President-Managing Director,
Randstad Canada**

Patrick Poulin is the President-Managing Director for the Canadian market of Randstad, the world's largest talent company and a partner of choice to clients.

Patrick leads the talent solutions operational and professional segments of the Canadian business, which cater to organizations of all sizes and employers from a broad spectrum of industries. Under his agile leadership, Patrick's teams, located across the country, ensure consistent, superior delivery models for both temporary and permanent staffing augmentation strategies. An innovator with a solid entrepreneurial mindset, Patrick leverages the power of technology to broaden Randstad's capabilities and portfolio of solutions: he spearheaded the introduction of the on-demand staffing app — Randstad Direct — to accelerate short-term hiring.

Putting people first is Patrick's number one philosophy. Through his work, he advocates for the importance of reskilling and upskilling employees from all backgrounds to access lifelong learning opportunities and remain competitive in the current and future world of work. Patrick encourages business leaders to expand their talent pools so organizations can continue to innovate and create a dynamic workforce in an ever-changing global economy.

With corporate responsibility at heart, he strives to impact the community positively. For seven years, he has been involved in the "Randstad Ride" initiative, which raises funds to support cancer research.



ABOUT WOMEN IN GOVERNANCE AND THE PARITY CERTIFICATION™

The alarming statistics on the few women in senior management positions or on Boards are what motivated the founding of Women in Governance (WiG) in 2010. The mission of our organization is to support women in their career advancement and leadership development; with our Parity Certification™, we also support organizations working to close the gender gap in the workplace.

Research clearly demonstrates the positive impact of gender parity in upper management and decision-making on their innovation, employee retention, branding and financial performance. Allowing women to progress without glass ceilings or sticky floors is not only in their best interest; it is in the best interest of businesses, the economy, and our society as a whole, particularly in a context of talent shortage.

Things have changed a lot, but not fast enough! According to the World Economic Forum, it will still take about 131 years to reach gender parity. WiG helps change the timeline with its advocacy, dynamic social media, major events featuring prominent speakers, a robust governance training program, and the Parity Certification™.

Created in 2017, and the first of its kind in North America, the Parity Certification™ helps organizations increase the representation of women where they have historically been underrepresented, as well as in senior management positions.

A vibrant community working together to achieve gender parity, diversity, and inclusion.

Accenture, Mercer, and WTW support the WiG team in the assessment of applications. The robust tool not only evaluates parity at the decision-making level of an organization, but also evaluate the implementation of mechanisms that enable women at all levels to achieve career advancement, creating a pipeline of female talent. Particular attention is also given to intersectionality to ensure that BIPOC, Indigenous, and LGBTQ2S+, as well as women with disabilities are sponsored, supported, and promoted. So far, the Parity Certification™ has directly impacted nearly 1,000,000 employees across Canada and the United States.

Join us and contribute to the advancement of parity, diversity, and inclusion!





MAJOR EVENTS AND INFLUENTIAL COMMUNITY

A vibrant community working together towards parity, diversity, and inclusion.

CEOs, SVPs, VPs, senior executives, and board chairs, mostly working in large and very large organizations are members of our community and participate in our events.

310,000+

organic reach on our social media in 2023 so far

1,000,000

work for Parity certified organizations



BNN
Bloomberg

CBC  **Radio-Canada**

Global
NEWS

THE GLOBE AND MAIL

LA PRESSE

LCN **les affaires**

NATIONAL POST **Premières**
en affaires


Télé-Québec

TORONTO STAR

TV5
MONDE

TV **NOUVELLES**



PARITY CERTIFICATION™

PLATINUM ORGANIZATIONS



BRONZE, SILVER AND GOLD ORGANIZATIONS



WHY YOU SHOULD PARTICIPATE?

- Brand Visibility and Recognition
- Networking Opportunities
- Demonstrating Commitment to Gender Equality, Diversity and Inclusion
- Elevating Corporate Social Responsibility (CSR) Efforts
- Opportunity for Thought Leadership
- Building Strategic Partnerships



SPONSORSHIP PACKAGES

	SOLD 1 organization only PRESENTING SPONSOR \$25,000	SOLD 2 organizations only HONORARY CO-PRESIDENCY SPONSOR \$25,000	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$8,000
RECOGNITION BEFORE AND AFTER THE GALA						
Your name and/or logo featured under the appropriate sponsorship level on communication tools*	✦	✦	✦	✦	✦	✦
Your logo is featured on the sponsorship booklet	✦	✦				
The photo and biography of your CEO, Chair or a C-Suite level executive on WiG's website and in the sponsorship booklet		✦				
Your logo is featured on the cover photo of WiG's Facebook pages	✦	✦	✦	✦	✦	✦
Your logo is featured on the cover photo of WiG's LinkedIn page	✦	✦	✦			
Your logo is featured on the e-mail signature of WiG team members	✦	✦	✦			
GALA BENEFITS						
Your CEO, Chair or a C-Suite level executive gives an on-stage presentation (up to 3 min.)	✦					
Your CEO or Chair joins the evening's discussion panel		✦				
Your CEO, Chair or a C-Suite level executive is seated at the head table (not transferable)	✦	✦	✦	✦		
Your organization is the exclusive sponsor of either: • Silent auction: your logo on the auction's virtual platform; • Photobooth: your logo on the pictures frames. <i>First come, first served! When this option is sold, your organization will be offered a double-page ad in the Gala program.</i>			✦			
Your organization is the exclusive sponsor of either: • Cocktail: your logo on the glasses or napkins; • Dessert: your logo on the dessert table and napkins; SOLD • Coat check: your logo on a poster in the coat check area. <i>First come, first served! When the three options above are sold, your organization will be offered a full-page ad in the Gala program.</i>				✦		
An ad in the printed and online—with a link to your website—Gala program	✦ (Double-page)	✦ (Double-page)	✦**	✦**	✦ (1/2 page)	
A word from your CEO in the Gala program	✦	✦				
Your logo is featured on the official Gala poster, program, and video projection	✦	✦	✦	✦	✦	✦
Your roll-up banner—or a fixed screen with you logo—on stage	✦	✦				
Your roll-up banner at the event	✦	✦	✦	✦	✦	
Acknowledgement of your organization at the end of the Gala by the emcee	✦	✦	✦	✦	✦	✦
PROMOTION ON THE PURCHASE OF ONE TABLE	2 FOR 1	2 FOR 1	FREE	50% OFF	25% OFF	15% OFF

* Communication tools include Women in Governance's website, an extensive social media campaign, 5+ mailings, several short videos, etc.
Gala promotion starts in January and the post-event campaign lasts until the summer (the detailed communication report can be provided to you upon request.)

** Advertising in the Gala program will be offered to Platinum (double-page) or Gold (full-page) sponsors if other recognition opportunities are no longer available.

SPONSORSHIP VISIBILITY

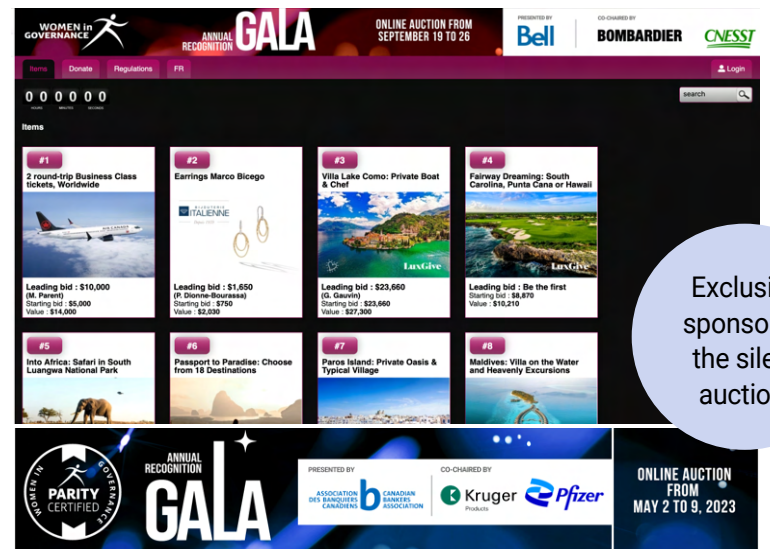
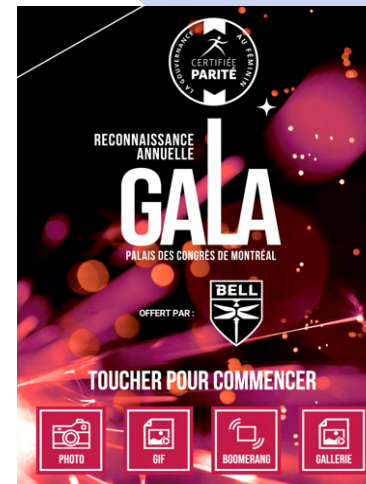
Discover the benefits for your organization in terms of impact and visibility by accessing the [Visibility Report](#) from our previous Gala.



Your roll-up banner—or a fixed screen with your logo—on stage



Exclusive sponsor of the photobooth



Exclusive sponsor of the silent auction.

TICKET INFORMATION



SINGLE SEAT

\$750



HALF TABLE (4 seats)

\$4,000

Your half table reservation includes your logo on the centerpiece and your organization's name on the corporate tables' floor plan.



FULL TABLE (8 seats)

\$6,000

Your full table reservation includes your logo on the centerpiece and your organization's name on the corporate tables' floor plan.



ADVERTISING SPACE INFORMATION

We encourage Parity certified organizations as well as organizations sponsoring and/or attending the Gala to show their support for the cause of gender parity by also purchasing ad space in our program.

Media: Digital and printed program 400/450 Gala participants



1/2 HORIZONTAL PAGE

Format: 6 x 3,625 in.

\$850



FULL PAGE

Format: 6 x 7,5 in.

\$1,450



DOUBLE PAGE

\$1,980



**15%
OFF**

COMBO

Ads in the Toronto AND Montreal programs.

Technical notes: high resolution PDF format; minimum 300 dpi (CMYK); + 0,125 in. bleed; + 0,25 in. security margin.
Once your space is reserved, please email your material to communications@womeningovernance.org
by the **DEADLINE: May 1st, 2024 at 5:00 p.m.**

Purchase tables
for both Montreal
& Toronto Gala
and get
15% OFF

MONTREAL GALA 2024

We look forward to honoring all our Parity certified organizations at the Montreal Gala, in September 2024.

To thank you for your support, we are pleased to extend a 15% rebate on your ticket reservations when registering for both 2024 Gala events.

WOMEN IN GOVERNANCE
PARITY CERTIFIED

Gala

2024
ANNUAL RECOGNITION

PALAIS DES CONGRÈS
DE MONTRÉAL
SEPTEMBER 19

PRESENTED BY
AtkinsRéalis

DEBORAH K. ORIDA
President and Chief
Executive Officer,
PSP Investments

DENIS RICARD
President and Chief
Executive Officer,
IA Financial Group

CO-
CHAIR
BY



PARITY
CERTIFICATION
PARTNERS



ANNUAL
PARTNERS



2023 Mtl
Manuelle Oudar
President & CEO
CNESST



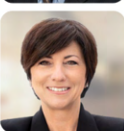
2023 Mtl
Éric Martel
President & CEO
Bombardier

2022 Mtl
Denis Gangi
President
Rolls-Royce
Canada



2022 Mtl
Anik Trudel
CEO
Lavery

2021
Maria Della Posta
President
Pratt & Whitney
Canada



2021
Marc Parent
President & CEO
CAE

2019 Mtl
Guy Cormier
President & CEO
Desjardins
Group



2019 Mtl
Suzanne
Bergeron
President
Sodexo Canada

2018 Mtl
Paula Keays
President
McKesson
Canada



2018 Mtl
Robert Dumas
President & CEO
Sun Life Financial
Quebec

Thank you to all
**HONORARY
CO-PRESIDENTS**



**Annual
Parity
Certification
Recognition
Galas**

2023 TO
Dino Bianco
CEO
Kruger Products



2023 TO
Najah Sampson
President
Pfizer Canada

2022 TO
Jaqui
Parchment
CEO
Mercer Canada



2022 TO
John McKenzie
CEO
TMX Group

2020 TO
Charles
Brindamour
CEO
Intact Financial
Corporation



2020 TO
Heather
Munroe-Blum
Chair of the Board
CPPI

**2019 TO
2016 Mtl**
Kathleen Taylor
Chair of the Board
Royal Bank of Canada



2019 TO
Jacques Goulet
President
Sun Life Financial
Canada

2017 Mtl
Eric R. La Flèche
President & CEO
Metro inc.



2017 Mtl
Isabelle Marcoux
Chair of the Board
Transcontinental



**WOMEN in
GOVERNANCE**



STAY IN TOUCH

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OR

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