

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

**TVI 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	SOLD				
	1 organization only	2 organizations only				
	<b>PRESENTING SPONSOR</b>	<b>HONORARY CO-PRESIDENCY SPONSOR</b>	<b>PLATINUM SPONSOR</b>	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>BRONZE SPONSOR</b>
	\$25,000	\$25,000	\$20,000	\$15,000	\$10,000	\$8,000
<b>RECOGNITION BEFORE AND AFTER THE GALA</b>						
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	◇	◇	◇			
<b>GALA BENEFITS</b>						
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)	◇	◇	◇	◇		
<b>Your organization is the exclusive sponsor of either:</b> • 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>			◇			
<b>Your organization is the exclusive sponsor of either:</b> • Cocktail: your logo on the glasses or napkins; • Dessert: your logo on the dessert table and napkins; <span style="background-color: #e67e22; color: white; padding: 2px;">SOLD</span> • 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	◇	◇	◇	◇	◇	◇
<b>PROMOTION ON THE PURCHASE OF ONE TABLE</b>	<b>2 FOR 1</b>	<b>2 FOR 1</b>	<b>FREE</b>	<b>50% OFF</b>	<b>25% OFF</b>	<b>15% OFF</b>

\* 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

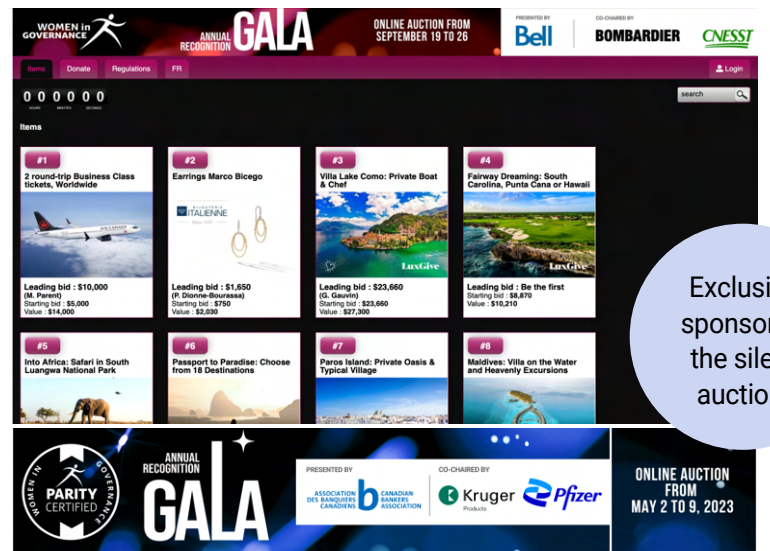
Discover the benefits for your organization in terms of impact and visibility by accessing the [Visibility Report](#) from our previous Gala.



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](mailto: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-CHAIRED BY **IAA Financial Group** **PSP** | PARITY CERTIFICATION PARTNERS **accenture** **Mercer** **wtw** | ANNUAL PARTNERS **AIR CANADA** **Ivanhoé Cambridge** **LA PRESSE** **THE GLOBE AND MAIL**

<b>2023 Mtl</b> Manuelle Oudar President & CEO CNESST			<b>2023 Mtl</b> Éric Martel President & CEO Bombardier
<b>2022 Mtl</b> Denis Giangi President Rolls-Royce Canada			<b>2022 Mtl</b> Anik Trudel CEO Lavery
<b>VIRTUAL</b> <b>2021</b> Maria Della Posta President Pratt & Whitney Canada			<b>VIRTUAL</b> <b>2021</b> Marc Parent President & CEO CAE
<b>2019 Mtl</b> Guy Cormier President & CEO Desjardins Group			<b>2019 Mtl</b> Suzanne Bergeron President Sodexo Canada
<b>2018 Mtl</b> Paula Keays President McKesson Canada			<b>2018 Mtl</b> Robert Dumas President & CEO Sun Life Financial Quebec

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



**Annual Parity Certification Recognition Galas**

<b>2023 TO</b> Dino Bianco CEO Kruger Products			<b>2023 TO</b> Najah Sampson President Pfizer Canada
<b>2022 TO</b> Jaqui Parchment CEO Mercer Canada			<b>2022 TO</b> John McKenzie CEO TMX Group
<b>2020 TO</b> Charles Brindamour CEO Intact Financial Corporation			<b>2020 TO</b> Heather Munroe-Blum Chair of the Board CPPI
<b>2019 TO 2016 Mtl</b> Kathleen Taylor Chair of the Board Royal Bank of Canada			<b>2019 TO</b> Jacques Goulet President Sun Life Financial Canada
<b>2017 Mtl</b> Eric R. La Flèche President & CEO Metro inc.			<b>2017 Mtl</b> Isabelle Marcoux Chair of the Board Transcontinental



**WOMEN in  
GOVERNANCE**



## **STAY IN TOUCH**

Joëlle Kiriakos  
Assistant Director, Business Development  
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**OR**

+1-844-4-PARITY

**JOIN THE MOVEMENT!**

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