



# **BIG DATA & ANALYTICS**

PORTFOLIO OF  
EVENTS 2023

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**YOUR  
SOLUTION  
TO BREAKING  
INTO THE  
CANADIAN  
BIG DATA  
MARKET**

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# JOIN FORCES WITH CANADA'S BIG DATA MARKET LEADER

## EVENTS 2023

- 1 **BIG DATA & ANALYTICS SUMMIT CANADA** JUNE 13-14, 2023 TORONTO
- 2 **DATA ANALYTICS PUBLIC SECTOR SUMMIT** SEPTEMBER 13-14, 2023 TORONTO
- 3 **BIG DATA & ANALYTICS MONTREAL SUMMIT** OCTOBER 3-4, 2023 MONTREAL
- 4 **BIG DATA & ANALYTICS WEST SUMMIT** NOVEMBER 14-15, 2023 CALGARY
- 5 **DATA ANALYTICS FOR HEALTHCARE** DECEMBER 6-7, 2023 TORONTO

- The **largest** and **longest-serving portfolio** of big data and analytics events in Canada for more than 10 years
- **5 annual conferences** that solidify our reputation as a market leader in the data analytics space
- **10,000+ decision-makers** in our big data community of **senior-level** buyers
- Events attended by **CDOs, CTOs** and **CIOs** looking to leverage prescriptive analytics, data and automated technologies
- Hybrid event platform gives you access to the **biggest names in data analytics globally**
- **Immersive conference format** to showcase your brand in an environment with in-depth engagement





- **World-class speakers** and **leading-edge content** attract new buyers to the summit and encourage past delegates to return
- Results-driven delegate sales team **dedicated to securing your top prospects**, target companies and verticals
- **Vetted attendees** to prioritize seniority and relevance, including targeting senior executives for our VIP program, while capping sponsors to ensure the event remains unsaturated
- Active in the big data and analytics field **year-round** with our finger on the pulse of **new trends** and the sector's biggest players
- Multichannel **targeted marketing campaign** to our big data community, including social media, paid digital, thought leadership content, personalized emails, an event website and brochure

# TOP REASONS OUR DELEGATES ATTEND



Source new technology partners



Gain best practices and industry benchmarking



Experience product demos



Engage with peers face to face and virtually



Connect with current solution providers



Test drive new technology



Meet thought leaders and visionaries



Network with industry stakeholders



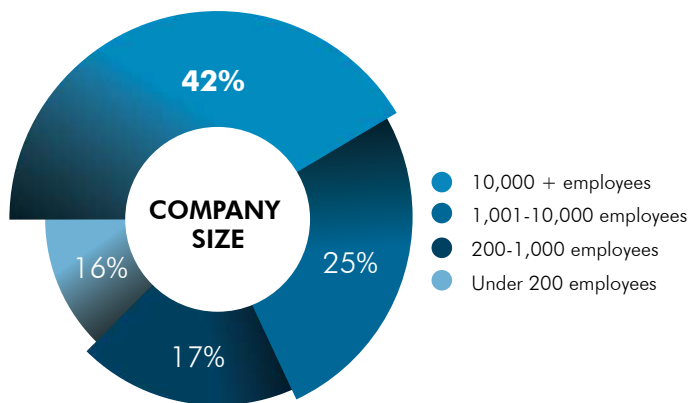
Stay on top of market trends and innovations

# 9TH ANNUAL BIG DATA & ANALYTICS SUMMIT CANADA

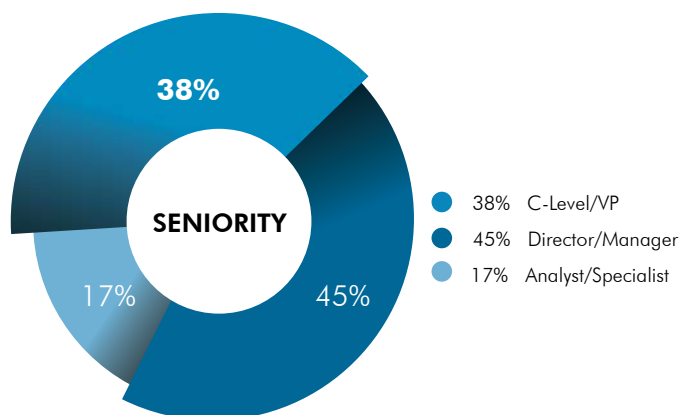
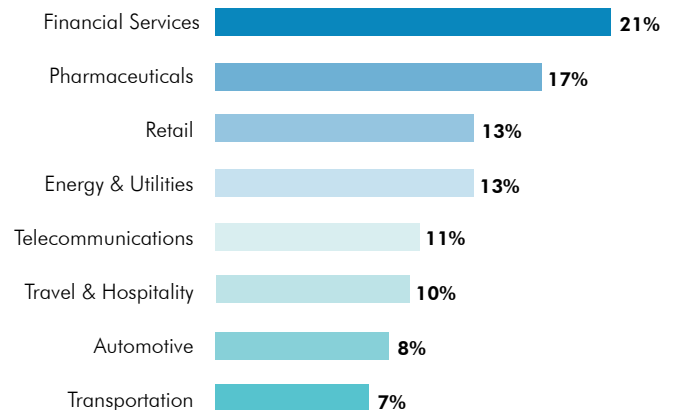
## Canada's largest cross-industry gathering of senior leaders in big data, analytics and AI

This exclusive conference attracts **senior executives** actively looking to invest in solutions to help leverage their data analytics.

JUNE  
13-14, 2023  
TORONTO



### MARKET SEGMENTS



### KEY METRICS



**Director+**  
qualified leads



**66%**  
of attending  
companies generate  
\$500M+ in revenue



**60%**  
of attendees are  
Director level or  
higher in seniority



## PAST SPEAKERS



**Nastaran Bisheban**  
CTO  
**KFC Canada**



**Dr. Satyam Priyadarshy**  
Chief Data Scientist  
**Halliburton**



**Chapin Flynn**  
SVP & Senior Data Advisor,  
Center for Inclusive Growth  
**Mastercard**



**Vijaya Kaza**  
Chief Security Officer  
**Airbnb**



**Fumbi Chima**  
Global CIO  
**adidas**



**Dr. Rex Davis**  
CDO  
**RBC**



**Todd Warnell**  
CIO  
**Bruce Power**



**Ryan Hum**  
CIO & VP of Data  
**Canada Energy Regulator**

## PAST ATTENDEES



## PAST SPONSORS



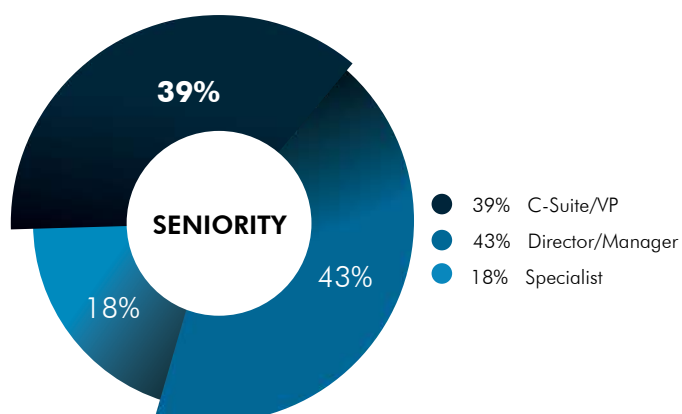


# 3rd Annual DATA ANALYTICS FOR THE PUBLIC SECTOR SUMMIT

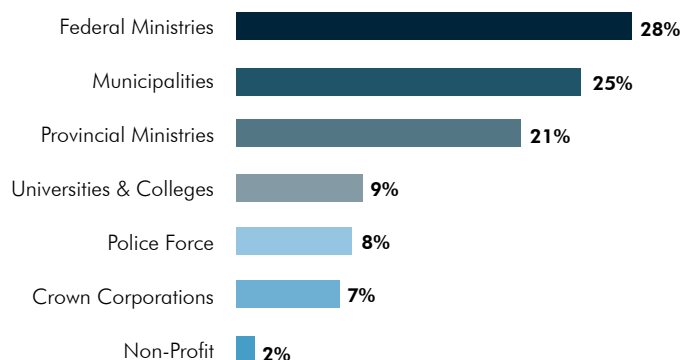
SEPTEMBER  
13-14, 2023  
TORONTO

**The only data analytics event in Canada exclusively focused on the public sector**

The 3<sup>rd</sup> Annual Data Analytics for the Public Sector Summit is the only forum for data executives in Canadian federal, provincial, municipal, educational and other non-profit organizations. This specialized conference attracts **senior public sector leaders** focused on improving their data governance and management.



## MARKET SEGMENTS



## KEY METRICS



**Director+**  
qualified leads



**61%**  
of attendees are  
Director level or  
higher in seniority



## PAST SPEAKERS



**André Loranger**  
Assistant Chief Statistician & CDO  
**Statistics Canada**



**Dorman Bazzell**  
CDO  
**State of North Dakota**



**Stuart Bourhill**  
VP, IMIT & CIO  
**First Nations Health Authority**



**Dale McFee**  
Chief of Police  
**City of Edmonton**



**Ümit Kiziltan**  
CDO  
**Immigration, Refugees and Citizenship Canada**



**Amanda Carr**  
CIO  
**Ontario Cannabis Store**



**Vik Pant**  
Chief Scientist & Chief Science Advisor  
**Natural Resources Canada**



**Tara Mulrooney**  
VP, Technology & Innovation  
**Edmonton International Airport**

## PAST ATTENDEES



Statistics Canada  
Statistique Canada



## PAST SPONSORS



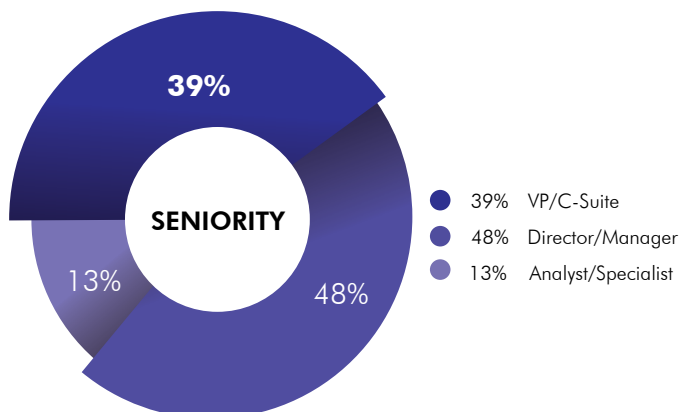
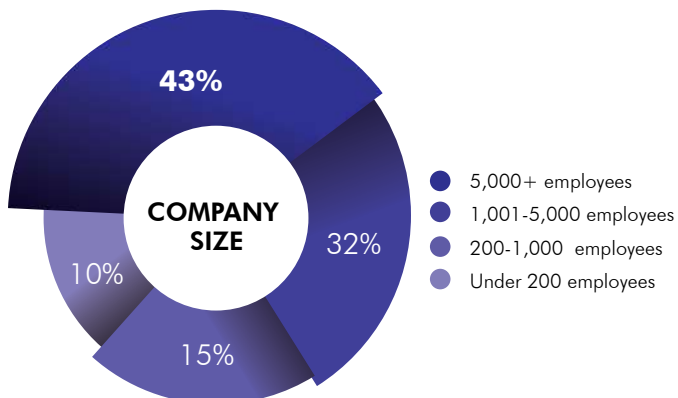


# BIG DATA & ANALYTICS MONTRÉAL SUMMIT

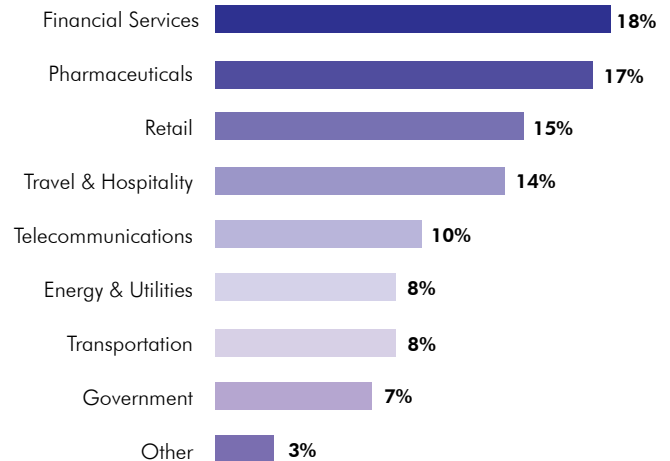
The Big Data & Analytics portfolio is coming live to Montréal! This highly anticipated conference will attract **senior business leaders** focused exclusively on enhancing their data analytics.

OCTOBER  
3-4, 2023  
MONTRÉAL

## Audience Projection Based off our Big Data Portfolio



### MARKET SEGMENTS



### KEY METRICS



**Director+**  
qualified leads



**75%**  
of attending companies  
have 1,000+ employees



**63%**  
of attendees are  
Director level or  
higher in seniority

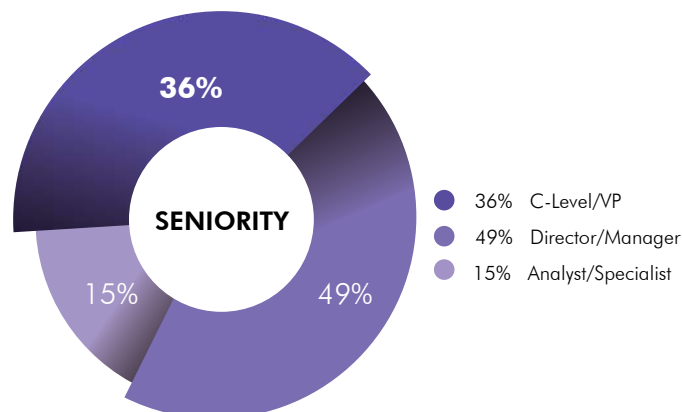
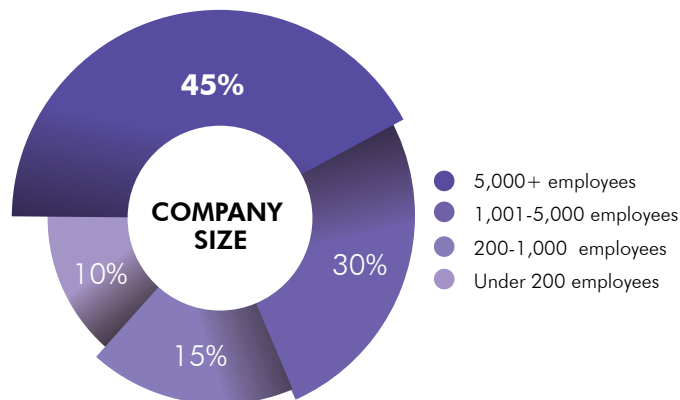
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# 4TH ANNUAL BIG DATA & ANALYTICS WEST SUMMIT

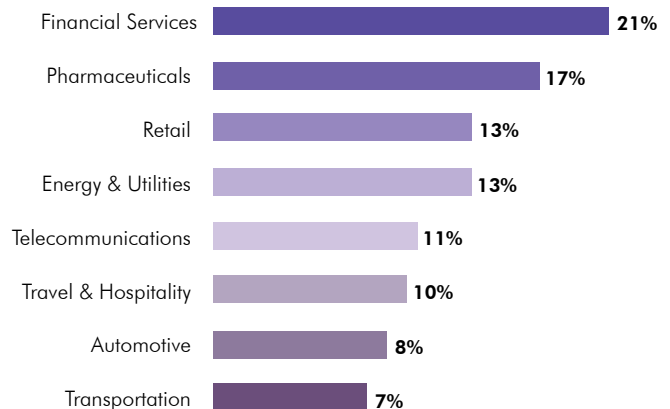
**The only big data event  
targeting executives in the  
North American West**

The 4<sup>th</sup> Annual Big Data & Analytics West Summit is the premier event for data leaders in the West. This prestigious conference attracts **senior executives** actively looking to invest in solutions to maximize the potential of their data.

**NOVEMBER  
14-15, 2023  
CALGARY**




## MARKET SEGMENTS



## KEY METRICS

  
**Director+**  
qualified leads

  
**75%**  
of attending  
companies have  
1,000+ employees

  
**69%**  
of attending  
companies generate  
\$500M+ in revenue



## PAST SPEAKERS



**Ian Hargreaves**  
Managing Director, AI  
**ATB Financial**



**Raymond Ng**  
Director of Data Science Institute,  
Canada Research Chair in  
Data Science & Analytics  
**University of British Columbia**



**Karen Beckmann**  
Senior Director, Information  
Technology & CIO  
**Rocky Mountaineer**



**Scott Taylor**  
**The Data  
Whisperer**



**Michael Iseyemi**  
VP, IT  
**Gateway Casinos &  
Entertainment Limited**



**Jeremy Coughlin**  
VP, Enterprise Analytics  
**Coast Capital  
Savings**



**Randall Gordon**  
SVP, Global Data  
Governance Risk Officer  
**Citi**



**Les Ottolenghi**  
CIO & EVP  
**Caesars Entertainment  
Corporation**

## PAST ATTENDEES

**HALLIBURTON**



**Westland Insurance**



**PIMCO**



## PAST SPONSORS





5

11th Annual Summit on

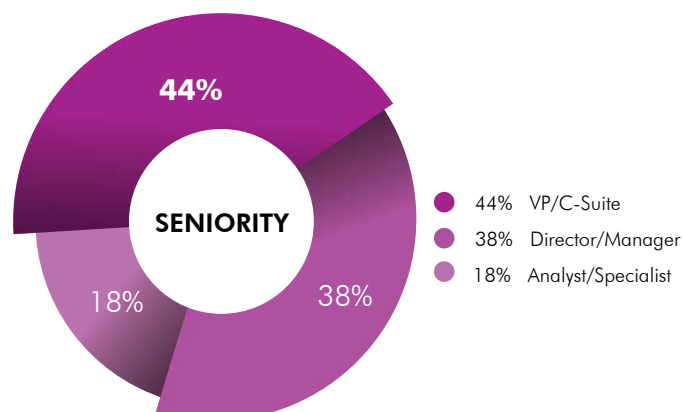
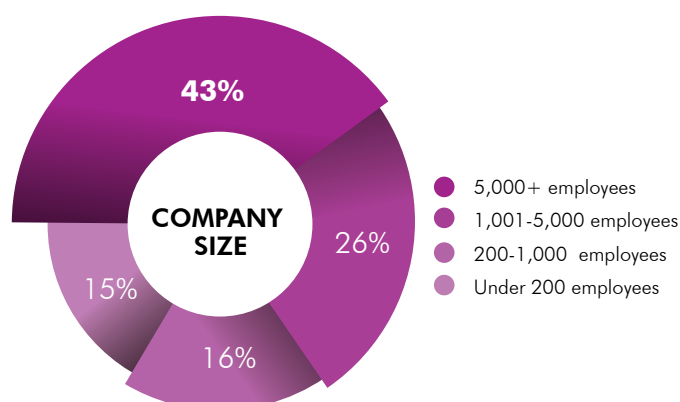
# DATA ANALYTICS

FOR HEALTHCARE

DECEMBER  
6-7, 2023  
TORONTO

**The only event specializing in data analytics technology and strategies for Canadian healthcare organizations**

The 11<sup>th</sup> Annual Data Analytics for Healthcare Summit is the largest and longest-running event exclusively dedicated to data innovation in Canadian healthcare. This forward-thinking conference attracts **senior healthcare executives** looking to maximize the power of their data.



## KEY METRICS



**Director+**  
qualified leads



**67%**  
of attending  
organizations generate  
\$250M+ in revenue



**61%**  
of attendees are  
Director level or  
higher in seniority



## PAST SPEAKERS



**Michael Caesar**  
Chief Data & Analytics Officer  
**University Health Network**



**John Mattison**  
CMIO  
**Kaiser Permanente**



**Shalu Bains**  
VP, Performance &  
Business Intelligence  
**Trillium Health Partners**



**Gina Johar**  
VP & Chief Digital Officer  
**Quinte Health Care**



**Tara Coxon**  
CIO  
**St. Joseph's Healthcare Hamilton**



**Young Lee**  
VP of Corporate Performance,  
Digital Health Innovation & CFO  
**North York General Hospital**



**Dr. Alex Alexander**  
Provincial Health Analytics Officer  
& Executive Director of Analytics  
& Performance Reporting for  
Ministry of Health  
**Government of Alberta**



**Hetal Rupani**  
Director, Strategic  
Initiatives & Analytics  
**Johns Hopkins Medicine**

## PAST ATTENDEES



## PAST SPONSORS



# SPONSOR TESTIMONIALS

“

Good experience overall with lots of foot traffic at our booth and great opportunities to network. The process of scanning leads with QR codes was fantastic and the attendee list was also very valuable! Loved the presentation setup and booth positioning. Interesting sessions with good speakers.

 sas

“

The event went wonderfully! Our speaking session helped us showcase our solutions to the right audience. We had potential prospects reach out immediately after and ask to meet for more information. Some of these turned into opportunities, and we connected them with our sales rep before the end of the day!

 zendesk

“

Very good experience ... We had great booth activity, interaction and communication with the SI team. The virtual live stream was also a good addition to this successful event.

 dataiku

“

Excellent attendees (very targeted) with engaging networking opportunities. We got the most value from our speaking opportunity and sponsor booth interaction.

 KPI DIGITAL

“

Booth traffic was very beneficial and led to some great conversations.

 Starburst



# BENEFIT FROM AN **IN-PERSON** AND **VIRTUAL** EVENT

## LEVERAGE THE BEST OF BOTH WORLDS

This hybrid experience is specially designed to help sponsors capture the most value possible!

- Maximize your lead generation with access to a **larger audience** and a broader reach of attendees.
- Enhance your ability to meet with prospects through virtual networking **before, after** and **during** the conference on the event platform.
- Connect with clients **in person** and **virtually** through multiple avenues of **engagement**.
- Extend the reach of your thought leadership and boost lead capture with **on-demand speaking sessions** and downloadable content.
- Target your ideal buyers with the help of matchmaking tools, **detailed attendee profiles** and filters.
- Double the impact of your brand awareness and recognition with both an **in-person** and **virtual exhibit booth**.



**In-Person**

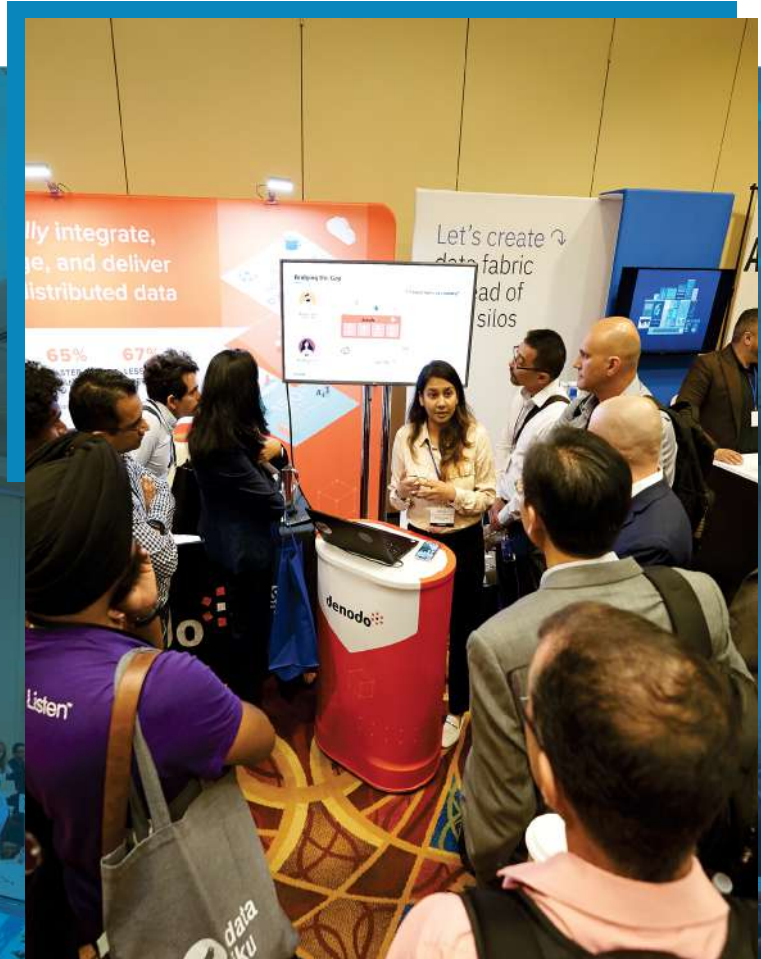


### Speakers



**Virtual**

# YOUR TAKEAWAY VALUE FROM OUR PORTFOLIO OF EVENTS



## 01 PROMOTE YOUR THOUGHT LEADERSHIP

- Buyers regard you as a **market leader** and a top solution provider.
- Stakeholders better understand the value and **credibility** of your brand and how to create a mutually beneficial partnership.
- Be known as the **go-to partner** for data innovation with solutions for organizations that fit your ideal customer profile.
- Market your on-demand speaking session and content to attract **passionate brand advocates**.

## 02 GENERATE LEADS & EXPAND YOUR REACH

- Identify **fresh prospects** that meet your ideal customer profile.
- Meet face to face with **senior executives** who are sourcing innovative data strategies and tools.
- Benefit from **increased buyer engagement** with our gamification strategy and in-person engagement opportunities, including workshops, sponsored breakfasts, product demos, icebreaker sessions and more.
- Utilize our **event platform** to schedule in-person and virtual meetings with senior buyers to convert prospects into customers.

# YOUR TAKEAWAY VALUE FROM OUR PORTFOLIO OF EVENTS



## 03 ELEVATE YOUR BRAND AWARENESS & TRUST

- Maximize **visibility** and **recognition** among a tailored audience that fits your buyer persona.
- Leverage a co-marketing campaign with **100,000+ brand impressions**.
- Increase your **market share**, achieving your demand generation objectives.
- Raise your **brand profile** to stand out against the competition.

## 04 BUILD RELATIONSHIPS & BRAND LOYALTY

- Meet **new customers** and deepen existing client relationships.
- Enable your sales representatives to engage with **intent-based buyers** and influential decision-makers in person and virtually.
- Form **advantageous partnerships** for ongoing revenue growth.
- Cultivate connections with your **target audience** using cutting-edge tools to matchmake and set up meetings onsite.





# PARTNER WITH AN INDUSTRY LEADER!

For over 25 years, Strategy Institute has facilitated long-term partnerships between senior buyers and leading solution providers to drive innovation and business growth.

- **10+ years** building relationships and credibility within the data and technology sector
- **Content leader:** Senior producers immersed in the fields they research in order to curate innovative industry content
- **Customer Success** program that provides white glove service to ensure you get the most value out of your sponsorship experience



# SECURE YOUR SPOT NOW

**Book a call to learn  
how this opportunity  
can help you generate  
new leads and increase  
your pipeline!**



**Mitch Davis**

Sponsorship Manager

Call: **1-866-298-9343 x275**  
[mitch@strategyinstitute.com](mailto:mitch@strategyinstitute.com)



9TH ANNUAL  
**BIG DATA &  
ANALYTICS**  
SUMMIT CANADA

**JUNE  
13-14, 2023**  
IN TORONTO

[www.bigdatasummitcanada.com](http://www.bigdatasummitcanada.com)

10TH ANNUAL  
**DATA ANALYTICS  
FOR THE  
PUBLIC SECTOR**  
SUMMIT

**SEPTEMBER  
13-14, 2023**  
IN TORONTO

[www.dataanalyticspublicsectorsummit.com](http://www.dataanalyticspublicsectorsummit.com)

**BIG DATA &  
ANALYTICS**  
MONTRÉAL SUMMIT

**OCTOBER  
3-4, 2023**  
IN MONTRÉAL

[www.bigdatamontreal.ca](http://www.bigdatamontreal.ca)

10TH ANNUAL  
**BIG DATA &  
ANALYTICS WEST**  
SUMMIT

**NOVEMBER  
14-15, 2023**  
IN CALGARY

[www.bigdatasummitwest.com](http://www.bigdatasummitwest.com)

11th Annual Summit on  
**DATA ANALYTICS**  
FOR HEALTHCARE

**DECEMBER  
6-7, 2023**  
IN TORONTO

[www.healthdatasummit.ca](http://www.healthdatasummit.ca)