

Canadian Evaluation Society – National Capital Chapter

2024 ANNUAL LEARNING EVENT

INTEGRATE. FACILITATE. ELEVATE.
SKILLS FOR NOW AND THE FUTURE

EXHIBIT AND SPONSORSHIP PROSPECTUS

WEDNESDAY, FEBRUARY 28, 2024
OTTAWA CONFERENCE AND EVENT CENTRE



National Capital Chapter
Canadian Evaluation Society

Canadian Evaluation Society National Capital Chapter

KEY FACTS

500+

Members

Largest membership
of the 12 regional
chapters.



100

CEs



Largest number of
Credentialed
Evaluators of the 12
regional chapters

2



Languages

The Chapter delivers
training and
communication in
both English and
French

∞

Cross-Sectoral

62% public sector
23% private sector
15% NFP/education
sector

CES National Capital Chapter

1505 Laperriere Avenue, Suite 401, Ottawa ON
nccsecretariat@evaluationcanada.ca 613.722.2270
<https://ncc.evaluationcanada.ca/>

Canadian Evaluation Society National Capital Chapter

KEY FACTS

About the CES-NCC's Annual Learning Event

The Annual Learning Event is the National Capital Chapter (NCC)'s flagship event that brings together close to 200 evaluation practitioners for a day of learning and networking.

The event is organized by volunteers, many of whom are on the NCC Board of Directors.

The 2023 ALE was a great chance to connect with evaluation colleagues, learn from experts and hear about emerging issues, trends and techniques in evaluation

97% of respondents from the 2023 ALE were satisfied with the event

90% of respondents from 2023 ALE said the event met their development needs

The overall goals of the CES:

- Provide leadership in support of evaluation theory and practice in Canada and across the world
- Enhance capacity through professional development and networking opportunities
- Elevate the professionalization of evaluation

Guiding Principles:

- Diversity, Equity and Inclusion
- Environmental Sustainability
- Commitment to Reconciliation



CES National Capital Chapter

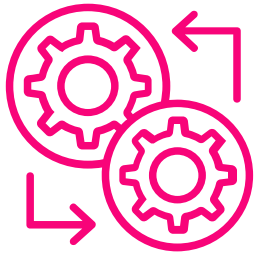
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About the 2024 Annual Learning Event

This year's ALE Theme is **Integrate. Facilitate. Elevate: Skills for Now and the Future**. From integrating lenses into your evaluation practice to providing effective leadership all while ensuring your skills stay sharp in this rapidly changing environment. Over the course of the day, you'll explore engaging conversations and exciting insights from the following streams:



INTEGRATE

Over the course of the last few years we have learned about the importance of gender based analysis, diversity, equity, inclusion, active reconciliation, accessibility, and climate change. How can we do better at incorporating these lenses into our work?



FACILITATE

Communication and leadership are critical skills for evaluators. An effective evaluator engages diverse voices, obtains buy-in, scopes a project that balances everyone's needs and provides a value-add product that is digestible and makes an impact.



ELEVATE

Explore and incorporate the latest trends and promising practices into your methodologies along with the cutting-edge skills needed to succeed in the evaluation field. Learn how to enhance your evaluation products in today's rapidly changing environment.

ALL SPONSORS AND EXHIBITORS WILL BE ACKNOWLEDGED AND RECEIVE:

- Corporate profile on CES-NCC website with links
- Company page in event app
- On-site recognition throughout the ALE through announcements and sponsor slides
- Recognition on CES-NCC social media accounts with tag/mention

SPONSORSHIP OPPORTUNITIES

NEW FOR 2024

KEYNOTE SPEAKER - \$2,000

- Opportunity to introduce the speaker
- Acknowledgement of keynote sponsorship in event app
- Digital ad in event app
- Two Networking Reception tickets

EVENT APP - \$2,000

- Corporate logo on the event app landing page
- Digital ad in event app

AUDIOVISUAL - \$1,000

- Corporate logo included on ALL schedule-related slide presentations
- Digital ad in event app

BREAKFAST - \$500

- Corporate logo included on signs on the food tables

NETWORKING RECEPTION - \$1,500

- Title recognition as host of the Networking Reception
- Speaking opportunity at Networking Reception
- Digital ad in event app
- Two Networking Reception tickets

NAME BADGE - \$1,000

- Corporate logo displayed on each name badge
- Digital ad in event app

NETWORKING LUNCHEON - \$700

- Corporate logo included on signs on the food tables
- Digital ad in event app

BREAK - \$500 EACH

- Corporate logo included on signs on the food tables

EXHIBIT OPPORTUNITIES

TABLE TOP EXHIBIT BOOTH - \$500

- One 6' table, 2 chairs and one electrical outlet

2023 SPONSORS AND EXHIBITORS INCLUDED:



Public Policy and
Program Evaluation



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