



Canadian Evaluation Society – National Capital Chapter

2025 ANNUAL LEARNING EVENT

NURTURING **GROWTH** FOR **SUSTAINABLE** EVALUATION
TUESDAY, FEBRUARY 25, 2025

EXHIBIT AND SPONSORSHIP PROSPECTUS

TUESDAY, FEBRUARY 25, 2025
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 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 ALE is the place to be at the end of February each year. Great to connect with new and former colleagues and to hear about emerging trends in the field of evaluation.

96%

of respondents from the 2024 ALE were satisfied with the event

94%

of respondents from 2024 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



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About the 2025 Annual Learning Event

This year's ALE Theme is **Nurturing Growth for Sustainable Evaluation**. This event is designed to bring together evaluators of all experience levels – from students to seasoned professionals – in a shared space of learning, collaboration, and growth. Inspired by the interconnectedness of a forest, where diverse elements support one another in a thriving evaluation ecosystem, we aim to create a conference environment where our network can flourish together.

Over the course of the day, you will explore engaging conversations and exciting insights from the following streams:



Evaluation Management and Planning: Planting the Seeds of Change

This stream focuses on the strategies and frameworks that underpin effective evaluations. We will include sessions on project management, stakeholder engagement, scoping, and ethical considerations that shape the foundation of meaningful evaluation work. Presenters will share insights and case studies on building strong evaluation plans, managing complex projects, and aligning evaluations with broader organizational or community goals.



Evaluation Implementation: Nurturing Growth through Innovation

At the heart of evaluation lies the practice itself. This stream will explore the methodologies, tools, and practices of conducting evaluations. Whether it's the use of innovative data collection techniques, participatory approaches, or adapting methods to diverse contexts, these presentations will showcase the art and science of bringing evaluations to life.



Evaluation Reporting and Close-out: Harvesting Insights for Future Growth

The culmination of any evaluation is the sharing of findings and the transition to actionable insights. This stream is dedicated to the effective communication of results, from reporting formats and storytelling to knowledge mobilization and lessons learned. Speakers will explore creative ways to present data, facilitate evidence use, and close the loop with external partners.

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ALL SPONSORS AND EXHIBITORS WILL BE ACKNOWLEDGED AND RECEIVE:

- Corporate logo and 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

HIGH VISIBILITY

EVENT APP - \$2,000

- Corporate logo on the event app landing page
- Pop-up ad in event app
- Digital ad on event app homepage
- Two Networking Reception tickets

NAME BADGE - \$1,000

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

AUDIOVISUAL - \$1,000

- Corporate logo on ALL schedule- related PPTs
- Digital ad in event app

SPEAKING OPPORTUNITIES

KEYNOTE SPEAKER - \$2,000

- Opportunity to introduce the speaker
- Recognition of sponsorship in event app
- Digital ad on event app homepage
- Two Networking Reception tickets

NETWORKING RECEPTION - \$1,500

- Speaking opportunity at Reception
- Recognition of sponsorship in event app
- Digital ad on event app homepage
- Two Networking Reception tickets

MEALS

NETWORKING LUNCHEON - \$700

BREAKFAST OR BREAKS - \$500 EA

- Corporate logo included on signs on the food tables for the sponsored meal

EXHIBIT OPPORTUNITIES

TABLE TOP EXHIBIT BOOTH - \$500

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

2024 SPONSORS AND EXHIBITORS INCLUDED:



Public Policy and
Program Evaluation



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