



Portfolio of  
Events 2025

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YOUR  
SOLUTION  
TO BREAKING  
INTO THE  
**CX CANADIAN  
MARKET**

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# JOIN FORCES WITH CANADA'S CX EVENT MARKET LEADER

## 2025 EVENTS

- 1 **CXS '25** | Customer Experience for the Public Sector  
MARCH 18-19, 2025  
TORONTO
- 2 **CXS '25** | 14th Annual Customer Experience Strategies Summit  
MAY 28-29, 2025  
TORONTO
- 3 **CXS '25** | 6th Annual Customer Experience for Financial Services  
SEPTEMBER 18-19, 2025  
TORONTO
- 4 **CXS '25** | 12th Annual DIGITAL CUSTOMER EXPERIENCE  
NOVEMBER 12-13, 2025  
TORONTO

- The **largest** and **longest-serving portfolio** of CX events in Canada for more than **14 years**
- **4 annual conferences** that solidify our reputation as a market leader in the customer experience space
- **15,000+ decision-makers** in our CX community of **senior-level buyers**
- Events attended by **CXOs, VPs** and **Directors** looking to transform their customer engagement and experiences
- Hybrid event platform gives you access to the **biggest names in CX globally**
- **Immersive conference format** showcases your brand in an environment with in-depth engagement





# HOW WE DELIVER ATTENDEES

- Canada's premier CX event series with **a strong grasp on the market** and a deep understanding of its needs
- **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 while capping sponsors to ensure the event remains unsaturated
- Active in the CX field **year-round** with our finger on the pulse of **new trends** and the sector's biggest players
- Multichannel **targeted marketing campaign** to our CX 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



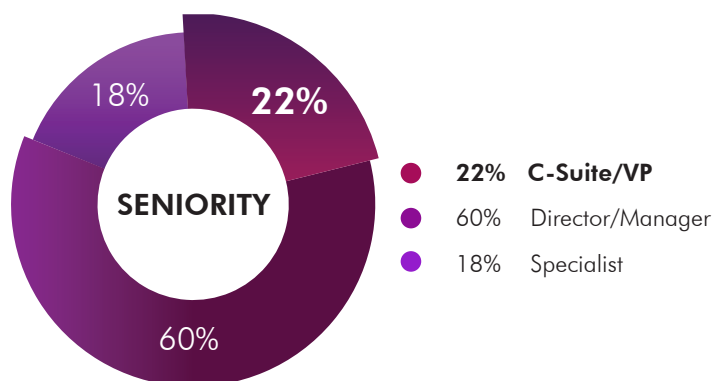
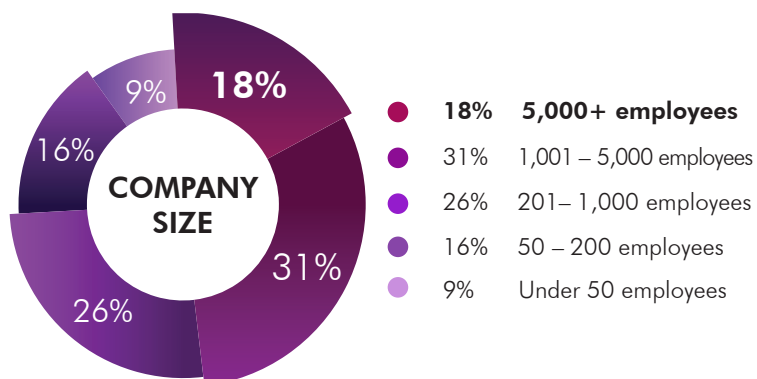
# **Customer Experience** **'25 for the Public Sector**

**Canada's only large-scale CX event curated exclusively for public sector leaders**

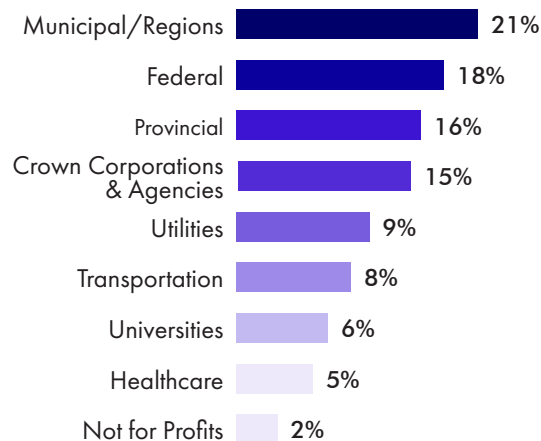
As the newest addition in our CX portfolio, this highly anticipated conference will target **senior public sector executives** looking to take their customer experience to the next level.

**MARCH**  
**18–19, 2025**  
**TORONTO**

## Audience Projection Based off our CX Portfolio



## MARKET SEGMENTS



## KEY METRICS



**Director+**  
qualified leads



**96%**  
of attendees are  
based in Canada





### PAST PUBLIC SECTOR SPEAKERS FROM OUR CX PORTFOLIO



**Ryan Hum**  
Chief Client Experience Officer &  
Associate ADM, Citizen Services  
**Employment and Social  
Development Canada**



**Sumon Acharjee**  
Chief Information Officer  
**City of Markham**



**Kerstin Lack**  
Chief Lottery & Customer Officer  
**OLG**



**Christiana Cavazzoni**  
Chief Digital, Data & Technology Officer  
**Supply Ontario**



**Sara Schmidt**  
VP, Enterprise Strategy  
**Agriculture Financial  
Services Corporation**



**Elliot Ng**  
Director, Customer Experience  
**CBC/Radio-Canada**



**Martin Lampman**  
Director, CX Operations  
**British Columbia Lottery  
Corporation**



**Patricia Lucy**  
Director, Brand Marketing &  
Ridership Development  
**TransLink**

### PAST PUBLIC SECTOR ATTENDEES FROM OUR CX PORTFOLIO





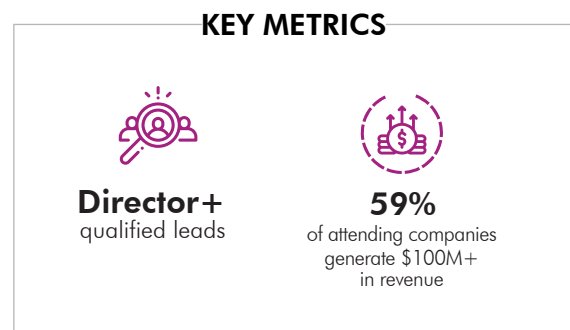
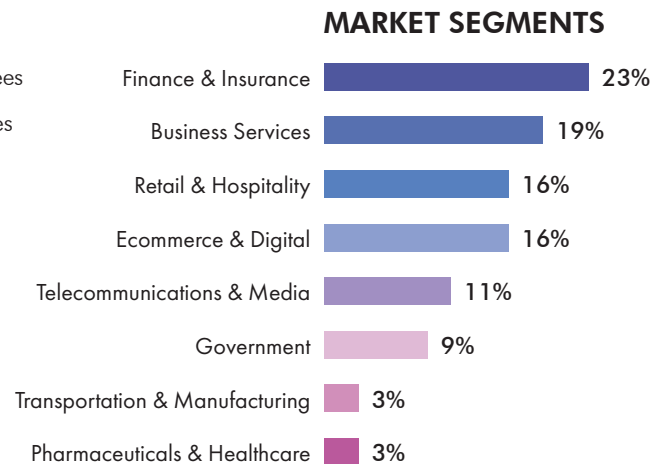
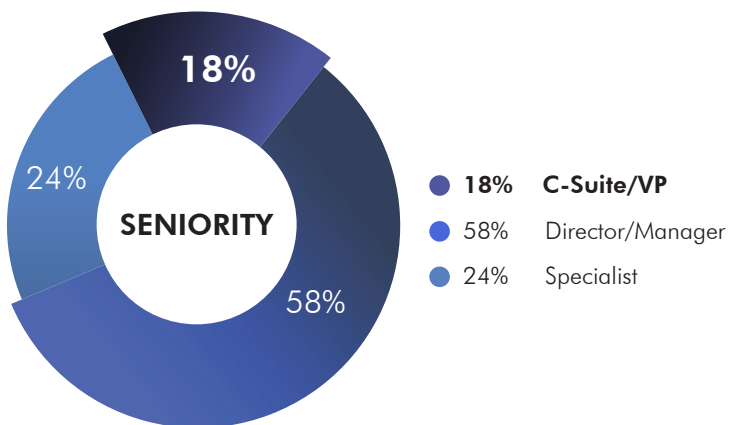
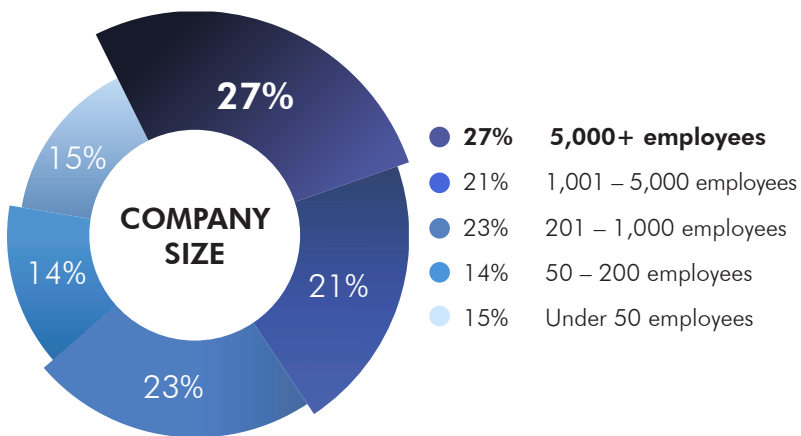


## Customer Experience Strategies Summit

MAY  
28–29, 2025  
TORONTO

### The largest and longest-running CX conference in Canada

This prestigious event attracts **senior executives** actively looking to invest in solutions to transform their customer experience and customer success offerings.







## PAST SPEAKERS



**Matthew Cowling**  
VP, Marketing & Growth  
**Paramount+**



**David Thomson**  
VP, Managing Director  
**NFL Canada**



**Geraldine Huse**  
President  
**Procter & Gamble**



**Jessica Gale**  
EVP, Chief Customer Officer  
**Harry Rosen**



**Andrew Myers**  
VP, Data & Insights  
**Rogers Communications**



**Rodrigo Fontes**  
VP, Global Marketing  
**Tinder**



**Andrew Go**  
SVP, Chief Digital & Data Officer  
**Staples Canada**



**Michael Mak**  
AVP, Digital Product  
**Canadian Tire Corporation**

## PAST ATTENDEES



## PAST SPONSORS







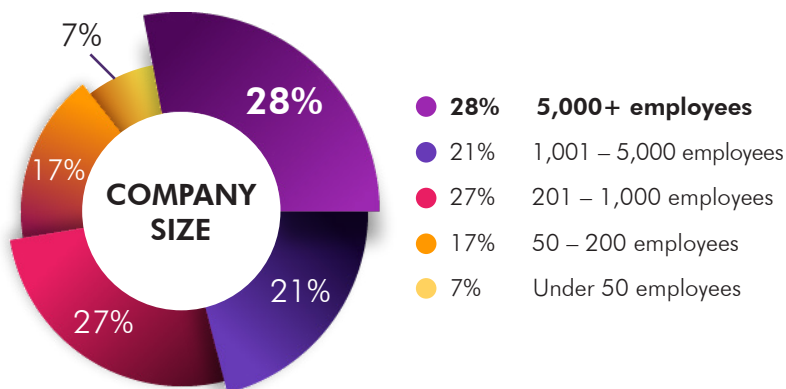
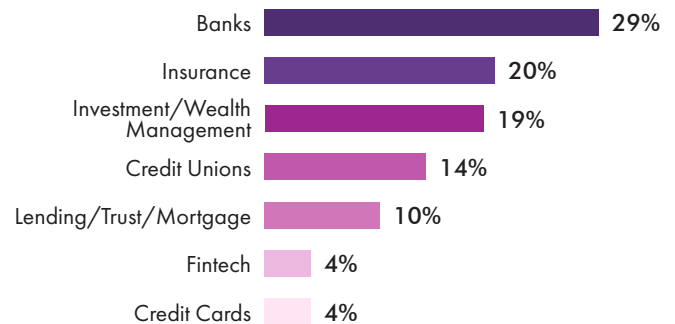
Customer  
Experience for  
Financial  
Services

SEPTEMBER  
18–19, 2025  
TORONTO

## The only CX event series dedicated exclusively to financial services in Canada

This exclusive conference attracts **financial services decision-makers** actively looking to invest in solutions to improve their customer experience.

### MARKET SEGMENTS



### KEY METRICS



**Director+**  
qualified leads



**64%**  
of attending  
companies generate  
\$100M+ in revenue







## PAST SPEAKERS



**Warren Collier**  
Chief Operating Officer  
**BlackRock**



**Véronique Dorval**  
SVP, Chief Client Experience Officer  
**Sun Life**



**Mariano Gutierrez**  
Head of Global Marketing  
Transformation & Operations  
**MetLife**



**Allison Landers**  
EVP, Head of Enterprise Customer Experience  
**Wells Fargo**



**Vincenzo Ciampi**  
SVP, Global Client Experience  
**iA Financial Group**



**Harveer Singh**  
Chief Data Officer  
**Truist**



**Cindy Jeffrey**  
VP, Customer Experience Canada  
**Manulife**



**Mona Afzal**  
Head of Enterprise Growth Marketing  
**Scotiabank**

## PAST ATTENDEES



## PAST SPONSORS



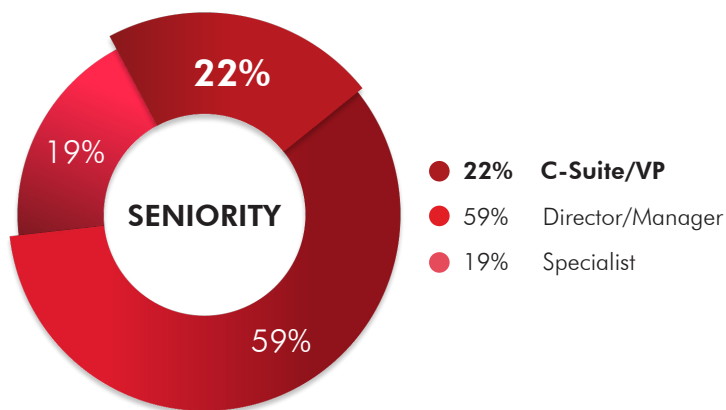
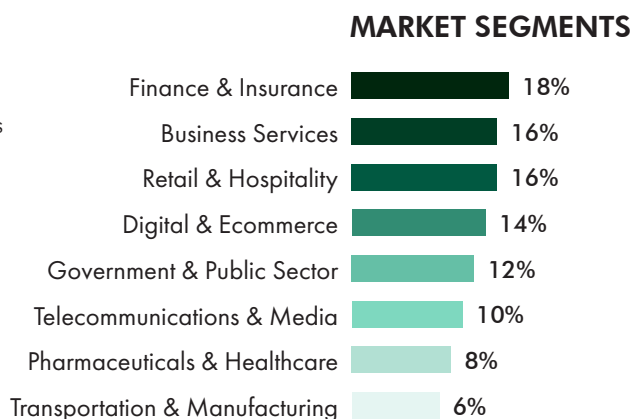
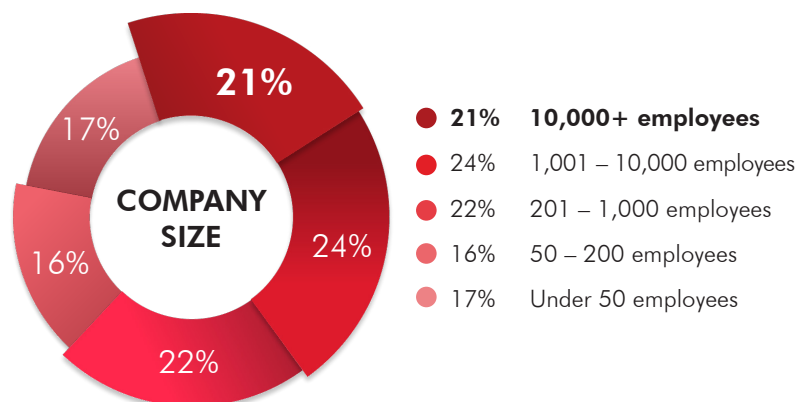


12th Annual

**DIGITAL**  
CUSTOMER EXPERIENCE  
SUMMITNOVEMBER  
12–13, 2025  
TORONTO

The only event series in Canada dedicated solely to digital customer experience

This innovative conference attracts **CX leaders** actively looking to invest in digital solutions to enhance their customer experience.

**KEY METRICS****Director+**  
qualified leads**58%**  
of attending companies  
generate \$100M+  
in revenue





## PAST SPEAKERS



**Ricardo Costa**  
SVP & Chief Technology Officer  
**Puroator**



**Derek Gominger**  
COO, Global eCommerce  
**Lenovo**



**Markus Sturm**  
SVP & Head of Digital, Loyalty &  
Consumer Goods  
**Tim Hortons**



**Hadeer Hassaan**  
SVP, Customer Operations  
**Bell**



**Meghan Nameth**  
SVP, Marketing  
**Loblaw Companies  
Limited**



**Troy Barnes**  
Chief Customer & Digital Experience  
Officer  
**Pizza Hut**



**Sebastian Cosgrove**  
Director, Global Customer Service  
**Air Canada**



**Mike Jacobs**  
VP, Growth  
**Etsy**

## PAST ATTENDEES



## PAST SPONSORS





# SPONSOR TESTIMONIALS

“

Strategy Institute continues to bring together leaders in the CX community for true thought leadership and networking ... 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!



“

Very well organized and insightful sessions. The communication leading up to the event was very helpful and insightful. Loved the option of the app for setting up meetings and lead scanning.



“

Overall, the experience was great. Very engaged and approachable attendees. We met many great companies and consider the event a success! There were great people to converse with and a wealth of topics discussed which were very informative. Communication with the event organizers was also awesome.



“

It went very well. Our keynote seemed to resonate with attendees and created great traffic to our booth. The key speaking session made our sponsorship very worth it.



“

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.



“

The Strategy Institute staff went above and beyond to ensure our success. We knew someone would always be happy to help with set-up or answer any questions we might have.



“

Great event, great conversations, great leads.





# YOUR SPONSORSHIP PACKAGES



## GOLD

- One of our most prestigious sponsorship opportunities with a **premium slot on the agenda** and **maximum exposure**.
- It features a **30-minute speaking session** as well as a fully branded exhibit booth.
- The package also includes:
  - ▶ A comprehensive brand awareness and co-marketing campaign to 15,000+ CX buyers
  - ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
  - ▶ Access to the complete delegate and speaker list
  - ▶ 3 all-access VIP passes for your team
  - ▶ 10 additional complimentary passes to invite your clients and prospects



## SILVER

- The silver package provides the perfect opportunity to **demonstrate your brand's expertise on key themes important to the community**.
- It includes a speaking or moderating spot on a **30-minute panel** as well as a fully branded exhibit booth.
- The package also includes:
  - ▶ A comprehensive brand awareness and co-marketing campaign to 15,000+ CX buyers
  - ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
  - ▶ Access to the complete delegate and speaker list
  - ▶ 3 all-access VIP passes for your team
  - ▶ 10 additional complimentary passes to invite your clients and prospects





# YOUR SPONSORSHIP PACKAGES



## BRONZE

- Are your main sponsorship goals brand awareness and networking? The bronze package allows you to **display your products onsite and network with prospects face to face.**
- You are provided with a **prime booth location** to demo your products and access to all networking sessions onsite.
- The package also includes:
  - ▶ A fully customizable exhibit booth
  - ▶ A comprehensive brand awareness and co-marketing campaign to 15,000+ CX buyers
  - ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
  - ▶ Access to the complete delegate and speaker list
  - ▶ 2 all-access VIP passes for your team
  - ▶ 10 additional complimentary passes to invite your clients and prospects



## NETWORKING

- As an entry-level sponsorship opportunity, **get a feel for the seniority and relevance of our CX audience** with the chance to attend the event and leverage onsite branding.
- The package also includes:
  - ▶ 2 all-access VIP passes for your team
  - ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials as well as promotion through a co-marketing campaign



# ADDITIONAL OPPORTUNITIES

## TAILORED TO YOUR BUSINESS NEEDS

What better way to connect with potential prospects than through a host of engaging onsite activities or premier branding opportunities.



Roundtables



Exclusive Evening Reception



Conference Host



Breakfast Briefing



VIP Hosted Dinner



Exclusive Lanyards



Lunch & Learn



Wifi





# SECURE YOUR SPOT NOW

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



**Shah Mumin**  
Sponsorship Manager

Call: 1-866-298-9343 x 221  
[shah@strategyinstitute.com](mailto:shah@strategyinstitute.com)



MARCH  
18-19, 2025  
TORONTO  
[www.cxpublicsectorsummit.com](http://www.cxpublicsectorsummit.com)



MAY  
28-29, 2025  
TORONTO  
[www.customerexperiencecanada.com](http://www.customerexperiencecanada.com)



SEPTEMBER  
18-19, 2025  
TORONTO  
[www.cxfinancialservices.com](http://www.cxfinancialservices.com)



NOVEMBER  
12-13, 2025  
TORONTO  
[www.digitalcustomerexp.com](http://www.digitalcustomerexp.com)