2020 CONFERENCE

A Convergence of Disruptors 2020
Professional Development Institute

APRIL 20, 21, 2020

Sponsorship Opportunities
A Novel Approach to Canada’s Security Challenges

As Canada progresses into the 21st Century its place in the world is increasingly dependent on security, economic strength and technological evolution.

These issues are inseparable as Canada strives to keep pace with unfolding disruptive issues related to geopolitics, socioeconomics, the environment and cyber-information. Disruption is a two-sided coin: it can lead to political destabilisation and international security crises but also creates opportunities for positive democratic, social and economic changes.

The conference innovatively addresses national security using four broad themes of disruption:

- Geopolitics
- Environment
- Socioeconomic
- Cyber-information

2020 Conference at a Glance

- Two-day conference
- 150+ public and private sector attendees across all levels
- 20+ panelists and experts
- Held at Ottawa Conference and Event Centre
- Complimentary refreshments and lunch
- Media coverage
- Keynotes by Jeh Johnson, former US Secretary of Homeland Security and, Evan Solomon, National Affairs Specialist
Conference Speakers

Colin Clarke

Colin P. Clarke (PhD University of Pittsburgh) is a senior research fellow at The Soufan Center in New York, an associate fellow at the International Centre for Counter-Terrorism (ICCT) in The Hague, a non-resident senior fellow at the Foreign Policy Research Institute (FPRI), and an assistant teaching professor at Carnegie Mellon University. For ten years he was with the RAND Corporation, where his research focused on terrorism, insurgency and criminal networks. He is the author of Terrorism, Inc.: The Financing of Terrorism, Insurgency, and Irregular Warfare; Terrorism: The Essential Reference Guide; and After the Caliphate: The Islamic State and the Future Terrorist Diaspora.

Phil Gurski

Moderator

Phil Gurski is President and CEO of Borealis Threat and Risk Consulting Ltd. Recently given the title of Program Director for the Security, Economics and Technology (SET) portfolio at the PDI. He worked as a senior strategic analyst for the Canadian Security Intelligence Service (CSIS) from 2001-2015, specializing in violent Islamist-inspired homegrown extremism and radicalization. From 1983 to 2001, he worked as a senior multilingual analyst for Communications Security Establishment (CSE), specializing in the Middle East. He has written extensively on terrorism and his most recent book is When Religion Kills.

Dr. Monica Gattinger

Monica Gattinger is Director of the Institute for Science, Society and Policy, Full Professor at the School of Political Studies and Chair of Positive Energy at the University of Ottawa. Professor Gattinger’s research and engagement focus on the energy and arts/cultural policy sectors, exploring how to strengthen governance, public policy and regulation in the context of fast-paced innovation, technological change and markets, fundamental social and value change, and lower public trust in government, industry, science and expertise. Gattinger is a Fellow at the Canadian Global Affairs Institute and serves on advisory boards for the Institute on Governance, the National Research Council Canada, the Nuclear Waste Management Organization, Pollution Probe and the University of Calgary. She sits on the Editorial Boards of the University of Ottawa Press and the journal Canadian Public Administration. Monica received the 2020 Clean50 Award for her thought leadership in the energy sector. She holds a Ph.D. in public policy from Carleton University.

Dennis Horak

Dennis Horak joined the Department of External Affairs in 1987. He has had overseas assignments as a Political Officer in Stockholm (1989-90) and Warsaw (1990-93), Riyadh (1996-99) and London (2002-06). He was appointed Head of Mission/Chargé d’affaires in Tehran (2009-12) and Ambassador to Saudi Arabia, Oman, Bahrain and Yemen (2015-18). Headquarters assignments included Director of the Gulf and Maghreb Division and as Director of the Middle East Division. Retiring in 2018 he lives in Toronto with his wife Sally.

Jay Ingram

Jay Ingram has hosted two national science programs in Canada, Quirks and Quarks on CBC radio and Daily Planet on Discovery Channel Canada. He has written 16 books, which have been translated into 15 languages, has six honorary degrees, is a member of the Order of Canada and a fellow of the Royal Canadian Geographical Society. From 2005-2015, he was Chair of the Science Communications Program at the Banff Centre. He is also co-founder and chair of the arts and engineering smashup called Beakerhead, which began in September 2013 in Calgary.
Jeh Johnson  
**Keynote Speaker**

Jeh Johnson was the Secretary of the Department of Homeland Security (DHS) from December 23, 2013 to January 20, 2017. As such, he led the third largest Department of the U.S. government, with a workforce of 229,000 employees and 22 components including TSA, Customs and Border Protection, Immigration and Customs Enforcement, U.S. Citizenship and Immigration Services, FEMA, the Coast Guard, and the Secret Service.

Under Secretary Johnson’s leadership, DHS was responsible for counterterrorism, cybersecurity, aviation security, border security, port security, maritime security, administration and enforcement of our immigration laws, protection of our national leaders, protection of critical infrastructure, detection of and protection against chemical, biological and nuclear threats to the homeland, and response to disasters.

James Malizia  

James Malizia is the Chief Security Officer at the Bank of Canada. His former responsibilities include Assistant Commissioner with the RCMP Federal Policing Operations which involved oversight of national security, terrorism, serious and organized crime, corruption, financial crime and cyber-crime investigations as well as Protective Policing, Major Events Security and Aviation Security. In recognition of his many contributions to the policing profession and service to the community, James is the recipient of several awards including Officer of the Order of Merit of the Police Forces as well as the Queen’s Golden and Diamond Jubilee Medals.

Jonathan Manthorpe  

Jonathan Manthorpe has worked for all Canada’s major newspapers and news groups. He has been a foreign correspondent, war correspondent, and international affairs commentator for 40 years, and has been posted in Europe, Africa and Asia. He is now a freelance columnist and commentator, but is focusing increasingly on writing books.

While print journalism has been the central core of Manthorpe’s career, he has undertaken special projects for a number of governmental and non-government agencies. From 1980 to 1982 Manthorpe was part of a small team based in London to advise then Prime Minister The Right Honorable Pierre Trudeau on patriation of the Canadian Constitution. From 2003 to 2006 Manthorpe was a member of the Canada-Japan Forum advising the two prime ministers on ways to broaden and deepen bilateral relations.

Alan Jones  
**Moderator**

Alan Jones worked for 32 years in the Canadian Security and Intelligence community including as an Executive responsible for developing cyber programs and as a member of a number of senior committees on the development of cyber security strategies at the national and international level. He is now a consultant who has worked on the development of a major cyber security center to protect critical infrastructure.

Vassy Kapelos  
**Moderator**

Vassy Kapelos is a Canadian political journalist, currently the host of Power and Politics on CBC. She formerly worked as the Ottawa bureau chief for Global News and the host of that network’s Sunday morning political affairs show, The West Block.

Dave Masson  

Dave Masson has spent over thirty years working primarily in fast moving national security environments; he currently works in cyber. His experience lies in the civilian, military and diplomatic worlds where he built a respected reputation in the identification and mitigation of risk. Dave is a dual Canadian and UK citizen and holds an MA from Edinburgh University.
BGen (Retired) Robert Mazzolin
BGen (Ret’d) Mazzolin currently serves as the Chief Cyber Security Strategist for the RHEA Group, a space system engineering and security organization delivering security solutions to large enterprises, governments and institutions in Canada and Europe. He recently retired from the Canadian Armed Forces after serving as the Vice Director of Strategic Plans and Policy at United States Cyber Command at the National Security Agency in Fort Meade, Maryland. Notable appointments include the Director General Information Management Operations responsible for all CAF and DND strategic network, signals intelligence, electronic warfare and cyber operations, Commander of the Canadian Forces Information Operations Group, Director Land Command Systems Program Management, Commanding Officer Canadian Forces Station Leitrim and Canadian Forces Signals Intelligence Operations Centre. He served in a variety of other Command and Staff roles and was one of the Canadian Forces leading experts in Communications and Information systems, Signals Intelligence, Network Operations and Electronic Warfare.

Margaret McCuaig-Johnston
Margaret McCuaig-Johnston is a Senior Fellow at the Institute for Science, Society and Policy at the University of Ottawa and the China Institute, University of Alberta, as well as Distinguished Fellow with the Asia Pacific Foundation of Canada and Research Associate with Duke University in Kunshan China. She served at the assistant deputy minister level at Canada’s Department of Finance, Natural Resources Canada, and the Natural Sciences and Engineering Research Council, and has had senior management positions at Industry Canada, the Prime Minister’s National Advisory Board on Science and Technology, and the Privy Council Office. For the last seven years of her government career, Margaret was a member of the Canada-China Joint Committee on Science and Technology.

Barbara Perry
Dr. Barbara Perry is a Professor in the Faculty of Social Science at Ontario Tech University, and Director of the Centre on Hate, Bias and Extremism. She is especially interested in the area of right-wing extremism and is currently conducting a Public Safety Canada-funded three-year national study of right-wing extremism in Canada. Her latest book is Right Wing Extremism in Canada, written with fellow Canadian scholar Dr. Ryan Scrivens.

Evan Solomon
Keynote Speaker
Based in Ottawa, Evan Solomon is Bell Media Radio’s National Affairs Specialist, host of CTV’s weekly political journal of record, Question Period, and now host of CTV News Channel’s daily marquee political program, Power Play. Mr. Solomon is also the host of daily national radio program, newly titled Overview with Evan Solomon on iHeartRadio Canada. Born and raised in Toronto, Solomon is a two-time Gemini Award-winner and best-selling author who has covered federal and provincial politics, news, and current events for more than 15 years. Throughout his career, Solomon has interviewed many key political players, from prime ministers, world leaders, and U.S. presidents, to the Dalai Lama and Jimmy Carter, among others.

More speakers to follow. Visit our website to know more:
PDInstitute.uOttawa.ca/Convergence
SPONSORSHIP OPPORTUNITIES

Silver Sponsor ($5,000)

- Mentions and recognition as silver sponsor from the podium
- Introduction of a panel of speakers
- Allocated space for one roll-up banner by main entrance
- Access to VIP hospitality lounge
- Social media mentions ahead of and during conference
- Placement of the company logo on:
  - conference website
  - conference signage (digital and printed)
  - invitations and printed materials, e.g. conference agenda
  - electronic invitations

Bronze Sponsor ($2,500)

Organizers will discuss various customized sponsorship recognition packages that may include, but not limited to:

- lunches and breaks
- networking sessions
- cocktail receptions
- post-event report sponsorships
- distribution of promotional items, etc.
Sponsorship Opportunities

The following are guidelines for event-specific opportunities for promoting your organisation's profile. The most productive partnerships originate from discussions between the event organizers and the client. We will be happy to develop a custom approach to meet your objectives.

Platinum Sponsor ($15,000)

- Mentions and recognition as platinum sponsor from the podium at regular intervals
- Opportunity to give welcoming remarks at start of conference
- Introduction of high profile VIP speakers and keynotes
- Two complimentary VIP tickets to the conference
- Allocated space for two roll-up banners by main entrance or stage
- Access to VIP hospitality lounge
- Social media mentions ahead of and during conference
- Prominent placement of the company logo on:
  - conference website
  - conference signage (digital and printed)
  - invitations and printed materials, e.g. conference agenda
  - electronic invitations
- Distribution of two approved corporate items to participants
- Inclusion in press release

Gold Sponsor ($10,000)

- Mentions and recognition as gold sponsor from podium
- Introduction of a panel of speakers
- One complimentary VIP ticket to the conference
- Allocated space for two roll-up banners by main entrance
- Access to VIP hospitality lounge
- Social media mentions ahead of and during conference
- Placement of the company logo on:
  - conference website
  - conference signage (digital and printed)
  - invitations and printed materials, e.g. conference agenda
  - electronic invitations
- Distribution of one approved corporate item to participants
SPONSORSHIP COMMITMENT FORM

On behalf of ____________________________________________________________

(Company Name)

This confirms our commitment to support the University of Ottawa Professional Development Institute’s Convergence of Disruptors conference 2020.

We wish to become a:

___ Platinum Sponsor $15,000
___ Gold Sponsor $10,000
___ Silver Sponsor $5,000
___ Bronze Sponsor $2,500

This commitment form, if submitted prior to March 15, 2020, will ensure that maximum visibility can be provided as per respective sponsorship benefits. Please make cheques payable to the University of Ottawa.

Company Name: ______________________________________________________
Name/Title: __________________________________________________________________________
(Please print)
Address: _________________________________________________________________
Phone: ______________________________________________________________________________
City: _________________________________________________________________________________ Province: _____
Email: _________________________________________________________________________________
Signature: _____________________________________________________________________________
Date: ________________________________________________________________________________

Please return form to:

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