



**Do you want to speak at Retail Council of Canada's
2019 Retail Secure Conference?**

Session Sponsorship Opportunities Now Available

Conference Date: September 24th, 2019

Location: The International Centre, Conference Centre, Mississauga, ON

Audience: Loss Prevention professionals, C-Suite executives, Internal Audit practitioners, Operations & Human Resources executives, Information Technology experts, and privacy lawyers, will all benefit from content covered during this conference. There were over 300 retail industry leaders from across Canada that attended this event in 2018.

Content: RCC's Retail Secure Conference targets best practices and improvement strategies for retail operating standards allowing businesses to maximize their profitability.

All titles and descriptions will be finalized in a collaborative manner. The educational tracks we will focus on this year will be as follows:

Main Stage Session Potential Topics: \$10,000 ea.

- Shrink Management Strategy
- Active Violence Situations – Crisis Management
- Threat Landscape Evaluation Coast-to-Coast
- Ask an Expert Town Hall
- The Evolution of Retail and The Changing Role For LP
- Retail Loss Prevention Leadership

Concurrent Session Potential Topics: \$7,500 ea.

- LP Technology and Automation
- Corporate investigations with Social Media
- LP Community Networks
- Artificial Intelligence and Facial Recognition
- Changing role for LP professionals
- Implicit bias
- Protecting your brand: Turning crisis into opportunity

This event also brings a full complement of exhibitors who provide ideas and expertise on products and services.



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Conference Session/Speaker Proposal Submissions Due: July 31th, 2019

1. Selection Criteria

As a retail member mandated organization, our intention is to provide superior learning experiences for conference participants. Proposals submitted for the Conference are reviewed by a volunteer Advisory Committee according to specific evaluative criteria. The review criteria include:

- **Sponsors must be active members of RCC to submit a proposal**
- **Proposals with the intent to include a retail speaker or retail case study will be given priority over proposals delivered solely by industry partners**
- Suppliers, e.g. agencies, consulting firms, public relations firms, not-for-profit associations, research groups, vendors and service providers to Canadian and international retailers.
- Original material – have you proposed or presented this session to another organization?
- Speaking experience of presenter(s) – presenter must have superior presentation skills
- Overall perceived quality of session content – session must stimulate audience interest
- Timeliness of topic – outcomes should be explicit and “results-based”
- A well-defined focus – description and content is clear and concise
- Completeness of proposal packet
- Participant evaluations of speakers at previous RCC events, if applicable

2. Session Schedule / Size

The Advisory Committee will decide which time periods are appropriate for each of the sessions. We would request that, until final decisions are made, you keep the month of the Conference open. In the case of breakout sessions, we will entertain the possibility of the session being presented more than once.

Speakers should be prepared to deliver their presentation to a group of approximately 300 attendees.

Audio Visual

All presentations will be provided with the following audio-visual equipment:

- ★ LCD panel / wireless mouse
- ★ Podium / podium mic / lavalier mic
- ★ Wired Internet
- ★ Screen

Session Information

1. How long have you been conducting presentations? - _____

2. Have you conducted this or a similar presentation for other professional groups?

Yes No If yes, for whom and when? _____



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3. As the presenter, what do **you** hope to achieve with this presentation:

The Conference Program description will be based on the information you provide here. Please attach additional pages where needed.

5. Session title (10-word maximum) for marketing purposes.

6. Session Description: 70 word maximum description that accurately reflects the content and learning objectives of your session. This description will appear in the conference promotion.

7. Content and methodology: This should be comprehensive, not preliminary, and must include an example of materials to be used in the session (e.g. video, copies of handouts). Use additional pages as necessary or attach.

8. In what way does this presentation contribute to the knowledge and/or skills of retail professionals? List 2 - 5 points.

9. **Level of Presentation / Learning Objectives:** *(It is very important to correctly identify the level of your presentation.) Select only ONE.*

Advanced Intermediate Introductory Update

Advanced:

- Focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. This level is for participants with significant exposure to the subjects. The focus should be on *“Can I use this in my organization?” “How do I implement it?” “How do I evaluate it?”* Key words in the learning objectives could include integrate, conceptualize, analyze, evaluate and implement.

Intermediate:

- Builds on a basic level program in order to relate fundamental principles or skills to practical situations and extend them to a broader range of applications. This level is for participants with



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some exposure to the subjects. The focus should be on “How does it work?” “Benefits of using it” and should include detailed examples. Some evaluation of alternative methods would be appropriate at this level. Key words in the learning objectives could include execute, perform, apply & accomplish.

Introductory:

- Covers fundamental principles and skills. This level is for participants with limited or no exposure to the subjects. The focus should be on “What is it?” “How does it work?” and “Why do we use it?” Key words in the learning objectives could include define, list, repeat and record.

Update:

- Provides a general review of new developments. This level is for participants with a background in the subjects who wish to be kept current. The focus and key words can be a combination of the intermediate and advanced levels.

10. Check ONE box that best describes the knowledge or experience of the attendee who will benefit most from your session:

- Requires little or no previous knowledge of the subject matter.
- Requires at least a basic knowledge and some experience.
- Requires a working knowledge and considerable experience.

Rules & Conditions

The Symposium provides a unique opportunity for open dialogue and creative exchange of ideas among members of the advertising and retail community. With this in mind, speakers and moderators must refrain from the use of brand names or specific product endorsement in their presentation. Under no circumstances is this platform to be used as a place for direct promotion of a product, service or monetary self-interest. In keeping with the Symposium goals, speakers are asked to focus on sharing ideas, lessons-learned, case studies, and best practices that have industry-wide application.

If selected, you agree to the above and the following conditions:

- 1) To work closely with conference organizers (Stephanie Lear, Mary Markou) in advance of the conference and adhere to deadline dates;
- 2) To work cooperatively to refine the presentation and integrate it with other presentations;
- 3) To make no substantial changes in content, format, audio/visual needs, room set-up, identity or number of presenters without prior approval of conference organizers;
- 4) To make no substitutions for another speaker to give your presentation – only you have been selected;
- 5) To design and provide high-quality handouts by the date requested;
- 6) To recognize that a conference presentation is an opportunity to share information and is not a showcase for promotion of business, practice or product;
- 7) To arrive at least 1 hour prior to your presentation;

How to Submit Your Proposal

Please send speaker proposals via e-mail to mmarkou@retailcouncil.org and slear@retailcouncil.org



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