



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: 30 minutes each

- 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: 45 minutes each

- 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.



Conference Session/Speaker Proposal Submissions Due: June 30, 2019

1. Eligibility to Submit a Proposal

- **Sponsors must be active members of RCC to submit a proposal**
- Suppliers, e.g. agencies, consulting firms, public relations firms, not-for-profit associations, research groups, vendors and service providers to Canadian and international retailers.
- Proposals with the intent to include a retail speaker or retail case study will be given priority over proposals delivered solely by industry partners

2. Conference Session/Speaker Proposal Framework and Requirements

All proposals must contain the following information and structure in order to be evaluated by conference planning team:

- **Main Contact Details** — this section should include all contact details for the key contact representing the proposal (i.e. Name, Title, Address, Phone, Fax and E-Mail).
- **Description of Session Topic** — this section should outline a clear and concise issue, challenge, opportunity, or trend of importance affecting professionals in the retail industry from macro and micro perspectives, specifically its impact on retail industry overall and on individual retailers. In this section, please outline how this presentation will help retailers solve challenges that they are/will be facing or how they can benefit and grow their businesses by embracing new trends and opportunities. Topics must focus on delivering knowledge, best practices, new ideas, and insights relevant to a retail audience. Topics focused on organizations' specific proprietary solutions without an examination of a broader relevance or applicability will not be accepted (the promotion of specific products or services is prohibited during sessions). **Please keep your session description as simple and as concise as possible.**
- **Significance of topic for attendees and the industry** – this section should include a reason outlining why this topic is important to the retail industry and what the conference attendees will gain by attending this session. Please list **three key takeaways** for our conference delegates.
- **Speakers** — this section must contain a list of all proposed speakers, their bios & photos and supporting **video clips** (if available). This section must also contain information on proposed speakers' experience with public speaking and content delivery. Special attention will be given to submissions that include subject matter experts with the proven ability to motivate and effectively deliver presentations.
- **References** — this section must include a minimum of two references per speaker that RCC may contact to verify presentation abilities, knowledge of given subject matter, etc.
- **Session Format** — this section should contain information regarding the proposed delivery of content at the conference. Special attention and priority will be given to proposals that include innovative ways to deliver content and engage audiences to participate in a two-way information sharing experience. Typical formats include: presentations containing Q & A time, panel discussions with a moderator, one-on-one interviews between a subject matter expert and an interviewer, workshop style delivery, etc.



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- **Delivery Tools** — this section should contain details about the tools needed to deliver the proposed session, for example, PowerPoint presentations, Internet access, audio/video use, audience participation devices, etc. (Note: a PowerPoint presentation must be integrated into every presentation).

3. **Conference Session and Speaker Proposal Considerations**

- Proposals will be selected for presentation at the RCC's Retail Secure conference dependant on the availability of all speakers to participate in a teleconference and/or meeting with RCC's speaker relations team and committee liaison. Potential speakers must be available to meet and plan in advance with RCC team members. RCC will not work solely with intermediaries and/or assistants to plan conference sessions.
- Sessions can be scheduled at any time during the conference, and speakers must be available on the day of the show. Speakers will be notified of their program date and time at least 1 month prior to the conference date.

If your submission is accepted, you will be sent a Sponsorship contract outlining the benefits of sponsorship to be executed and sent back.

How to Submit Your Proposal

Please send speaker proposals via e-mail to mmarkou@retailcouncil.org. Please include in the subject line which of the above opportunities you are interested in.

For further information, please contact Mary Markou, Sr. Director, Sponsorship & Partnerships at 416-467-3755