

contact info

ontario@cpbi-icra.ca

877 599 1414

Growing stronger together!

In 2021 CPBI Ontario kicked off its first annual sponsorship program and it was a success.

With the support of our partners, we have been able to deliver a total of 80 online educational hours live. Thanks to our virtual platform we have maintained a solid base of professionals, both on the plan sponsor and provider side, that regularly attend our virtual sessions and courses from across Canada.

More than 3000 users have received our regional newsletter weekly and CPBI webpages hit more than 200,000 views in the past 12 months. We have built a strong network and can count on a weekly presence with regular posts in our preferred social media channel, LinkedIn.

Our plans for 2022 are exciting: a new website that members will find easier to navigate, and with unique touchpoints that Canadian professionals in the industry will find themselves compelled to go back visit to regularly.



CANADIAN PENSION & BENEFITS INSTITUTE

ONTARIO
REGION

ANNUAL PROGRAM SPONSORSHIP

2022

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Fast Facts

PERIOD February 1,2021 – February 1,2022

NEWSLETTER SUBSCRIBERS:OVER 3,500

NUMBER OF E-BLAST PER YEAR: OVER 40

OPEN RATE: 15%

HOMEPAGE VIEWS: OVER 30 THOUSAND

EVENT PAGE VIEWS: OVER 15 THOUSAND

LINKEDIN PAGE FOLLOWERS: 2680

POST IMPRESSIONS: OVER 22 THOUSAND



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Advantages of the sponsorship

The CPBI Regional Partnership Program offers a year-round opportunity for you to be visible with an audience that matters to you.

Educational Sessions / Thought Leadership Visibility:

- your logo included in the banner ad featuring our Events partners.
- Gold sponsors will have the opportunity to address the audience by introducing the main speaker (once a year)

Brand Awareness

- Your logo will be featured on the CPBI Ontario webpage and in the Regional Partners section.
- Banner placement in CPBI Ontario newsletters.
- Recognition in the newsletters and social media channels.

Resource materials: Shared with Users and Included in online library

- Opportunity (for gold and silver partners) to share a white paper, survey results or other (for gold and silver partners) to share a white paper, survey results or other resources with CPBI users by including them in the CPBI Online library.
- CPBI audience are notified through our newsletters and social media posts with details about your resource material



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2022 Program

- **March 22** – How Pharmacies Can Help Plan Members Manage Chronic Health Conditions (speaker Carlyne Eagan, PocketPills)
- **April 20** – The creation of Organizational health cultures (speaker from SSQ)
- **May 17** – Key workplace risk management issues as the reopened economy evolves (speaker Randy Bauslaugh, McCarthy Tetrault)
- **July 12** – Pension Plan as a Service (speaker James Pierlot, BluePier)
- **September 20** – Technical advances enabling the evolution of Digital Assets and Marketplaces – (speaker from Northern Trust)
- **October 18** – Travel Insurance and other special risks (speaker Chris Carr, Sutton Special Risks)
- **November 22** – ESG in the DC space from a provider perspective, defining the framework (panel of providers)



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About our community

JOB TITLE

2024

Benefits Professionals	315
Pension Professionals	362
Human Resources Professionals	293
Executives	92
Investments-portfolio manager	114
Consultants	134
Advisors	62
Actuary	31
Associate	161
Account exec - business devel.	460

PLAN SPONSORS

342

Plan Sponsor - corporate	90
Plan Sponsor - government	63
Plan Sponsor - Labour	9
Plan Sponsor - Board of Trustee	35
Plan Sponsor - other	145

PROVIDERS

1391

Insurance Providers	243
Consulting Providers	185
Investments Providers	127
Third Party Administrator	14
Bank - Trust	18
Pharma Providers	23
Other providers	781



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About our community

Other	291
CITY	2024
Toronto	882
Ottawa	190
London (ON)	138
Others	814



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