

# 2022 Canadian Conference on Physician Leadership

Westin Harbour Castle, Toronto

May 6-7, 2022

Preconference courses: May 4-5



## Our Planet, Our People, Our Health: Calling on Physician Leadership

CCPL 2022 will be an in-person event with a hybrid component. In-person numbers will be limited

### Sponsorship Prospectus

**CSPL**  
Canadian Society of  
Physician Leaders



**SCLM**  
Société canadienne  
des leaders médicaux

[physicianleadershipconference.com](http://physicianleadershipconference.com)

## 2022 Canadian Conference on Physician Leadership Our Planet, Our People, Our Health: Calling on Physician Leadership Westin Harbour Castle, Toronto May 6-7, 2022

This annual event is where the Canadian Society of Physician Leaders offer physicians at all stages in their careers the opportunity to complement their clinical expertise with practical leadership and management skills, to network and to celebrate physician leadership.

The Canadian Conference on Physician Leadership (CCPL) was held virtual on April 26-29, 2021. 445 individuals registered to the conference site, which included speakers, students, organizers, exhibitors and physicians. Our virtual event had a 89% net promoter score.

### Why should your organization be part of this event?

- Become a recognized sponsor of Canada's premier physician leadership event
- Promote your organization and services to more than 400 delegates
- Become involved in our mission to develop and nurture effective physician leadership
- Learn about current trends in physician leadership and health services management

We invite you to become a sponsor of CCPL 2022 and join our participants as we address the challenges in physician leadership and celebrate our successes. Outlined here are a number of sponsorship opportunities, whereby you can support this important leadership initiative, which is intended to engage both current and future physician leaders in Canada.

### For more information

Please visit [www.physicianleadershipconference.com](http://www.physicianleadershipconference.com) or contact:

Carol Rochefort, CAE  
Executive Director  
Canadian Society of Physician Leaders  
Tel: 613 369-8322 Email: [carol@physicianleaders.ca](mailto:carol@physicianleaders.ca)

*"This conference is one of my happy places, and gives me hope (and mini wings!) to keep trying!"*

# 2022 Canadian Conference on Physician Leadership Benefit Check List

<b>Benefits</b>	<b>Platinum \$15,000</b>	<b>Gold \$10,000</b>	<b>Silver \$5,000</b>	<b>Fellowship \$2,500</b>
Recognition of logo on Preliminary and Final Program	✓	✓	✓	✓
Recognition of logo and hyperlink on Conference Website	✓	✓	✓	✓
Recognition of logo on conference signage at the event	✓	✓	✓	✓
Recognition of logo on rotating PowerPoint slide during the event and prior to any pre-recorded session.	✓	✓	✓	✓
Sponsor Ribbons	✓	✓	✓	
Opportunity to exhibit a booth during event (space and numbers are limited)	✓	✓	✓	
Complimentary Registration to the event (approximately \$1,100 value)	 3 Registrations	 2 Registrations	 1 Registrations	
Option to associate your sponsorship with morning or afternoon breaks	✓	✓		
Option to associate your sponsorship with a social event of your choosing (breakfast, lunch or reception)	✓			

# Sponsorship Opportunities



## Platinum (\$15,000.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – [www.physicianleadershipconference.com](http://www.physicianleadershipconference.com). At this level, you can choose to be associated with a breakfast, lunch or welcome reception. All sponsors will be acknowledged by senior representatives during the conference.
- Sponsor (three complimentary registrations) will have full access to all events related to the conference (e.g., plenary sessions, workshops, welcome reception, networking opportunities), which begins on Friday, May 6th and continues through Saturday, May 7th, 2022.
- Sponsor will have preferred real estate space for booth display at the conference.



## Gold (\$10,000.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – [www.physicianleadershipconference.com](http://www.physicianleadershipconference.com). At this level, you can choose to be associated with one of the networking breaks. All sponsors will be acknowledged by senior representatives during the conference.
- Sponsor (two complimentary registrations) will have full access to all events related to the conference (e.g., plenary sessions, workshops, welcome reception, networking opportunities), which begins on Friday, May 6th and continues through Saturday, May 7th, 2022.
- Sponsor will also have the opportunity to host an information booth at the conference.



## Silver (\$5,000.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – [www.physicianleadershipconference.com](http://www.physicianleadershipconference.com). All sponsors will be acknowledged by senior representatives during the conference proceedings.
- Sponsor (one complimentary registration) will have full access to all events related to the conference (e.g., plenary sessions, workshops, welcome reception, networking opportunities), which begins on Friday, May 6th and continues through Saturday, May 7th, 2022.
- Sponsor will also have the opportunity to host an information booth at the conference.



## Fellowship (\$2,500.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – [www.physicianleadershipconference.com](http://www.physicianleadershipconference.com). All sponsors will be acknowledged by senior representatives during the conference proceedings.

*N.B. The Conference secretariat reserves the right of final approval of all sponsorship and exhibits and the right to refuse or terminate any sponsorship or exhibits.*

# Canadian Conference on Physician Leadership Planning Committee

The CCPL Planning Committee is aware that the past 20+ months has been challenging for physician leaders and is hoping that the CCPL2022 will provide some much-needed support, open conversation, and yes, when appropriate, a shoulder to lean on. Our members have told us that they have missed the annual in-person event. Our hope is that our hybrid event can provide a little bit of both - a smaller face-to-face event and recorded sessions for those who prefer to learn in the comfort of their homes.

**Our Planet, Our People, Our Health: Calling on Physician Leadership** will feature keynote speakers, workshops, a panel session, networking coffee breaks and meals (breakfast and lunch), a celebration of the Excellence in Medical Leadership Chris Carruthers Award and our latest CCPE recipients, as well as a wine-and-cheese reception. All of this will be done in a safe and welcoming environment.

**Hybrid Component:** For those that are unable to attend in person, all sessions that take place on the main stage (keynotes, panel and award ceremony) will be streamed live and recorded for those attending on-line. One of our preconference courses will be presented virtually and 1 or 2 workshops may be recorded.

**Rollie Nichol, MD, MBA, FCFP, CEC, CCPE (Chair)**, Associate Chief Medical Officer, Alberta Health Services, Calgary, AB (CSPL President)

**Shannon Fraser, MD, FRCSC, FACS**, Chief General Surgery, Jewish General Hospital, CIUSSS CODI Montreal, QC (CSPL President Elect)

**Becky Temple, MD, CCFP, CCPE**, Medical Director, Northeast Health, Northern Health Authority, Fort St John, BC (CSPL Past President)

**Mamta Gautam, MD, MBA, FRCPC, CCPE, CPE**, Dept of Psychiatry, University of Ottawa Psychiatrist, Psychosocial Oncology Program, The Ottawa Hospital, President and CEO, PEAK MD Inc., Ottawa, ON (CSPL Board Member)

**Dietrich Furstenburg, MBChB, MM, CCFP, CHE**, PGY-1 Anesthesiology, McGill University, Faculty of Medicine, Montreal, Quebec (CSPL Treasurer)

**Victor Do, MD**, MD Class 2020, University of Alberta, PGY-2 Pediatrics, University of Toronto, AB (CSPL Board Member)

**Johny Van Aerde, MD, MA, PhD, FRCPC**, Health Care System Consultant, Ladysmith, BC (CSPL Executive Medical Director)

**Carol Rochefort, CAE**, Executive Director, Canadian Society of Physician Leaders, Ottawa, ON