2022 Flagship Events

WHO WE ARE

ITWC is a Canadian AI-enabled digital media and marketing platform reaching Canada's most influential, engaged, targeted technology decision-makers. We bring together enthusiastic, targeted audiences ready to engage using first-party data, the science of demand generation and industry knowledge.

Our virtual flagship events feature global presenters and create unprecedented opportunities for interaction in a remote setting. We also produce webinars, briefings, executive roundtables, master class sessions and virtual networking events.

Our audience includes over 280,000 CASL-compliant technology contacts across both IT and Line of Business verticals.

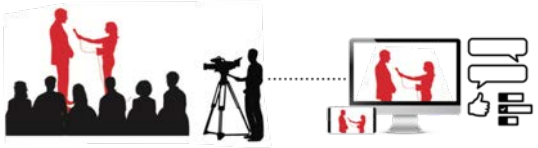
280,000+

CASL-compliant contacts in IT and LOB

SPECIAL EVENT FORMATS

Learn more about these unique experiences offered in 2022.

HYBRID EVENTS



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ITWC MASTER CLASS PAGE 5

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NEW!
IN 2022

HYBRID EVENTS

What is a hybrid event?

ITWC's 2022 hybrid event format will combine a two-fold experience with a limited controlled in-person contingent and a national virtual audience as restrictions ease in Q2/Q3.

+ Limited in-person attendance

+ Engaging interactive virtual platform

NEW! Low Code, No Code Master Class	Channel Innovation Awards	Digital Transformation Conference	Analytics Unleashed	MapleSEC Conference
Apr 14	Apr 26	May 25-26	Sep 16	Oct 18-20

NEW!
IN 2022

ITWC MASTER CLASS

What is a Master Class?

Master Class sessions feature the most in-demand and innovative technologies and processes to help the technology audience stay in touch with the latest advances in an online workshop environment.

Master Class sessions help participants understand the technology topic at hand to stretch their thinking by putting their ideas and issues into play. Master Class allows everyone to learn from the world's best practitioners.

Instructors create each class and include **pre-recorded video content, a class workbook,** and an **actionable follow-up.**

+ Class workbook

+ Expertly curated video content

+ Actionable follow-up

NEW! Low Code, No Code Master Class

April 14, 2022

NEW! Master Class - DevSecOPS

July 13, 2022

NEW!
IN 2022

ITWC BRIEFINGS

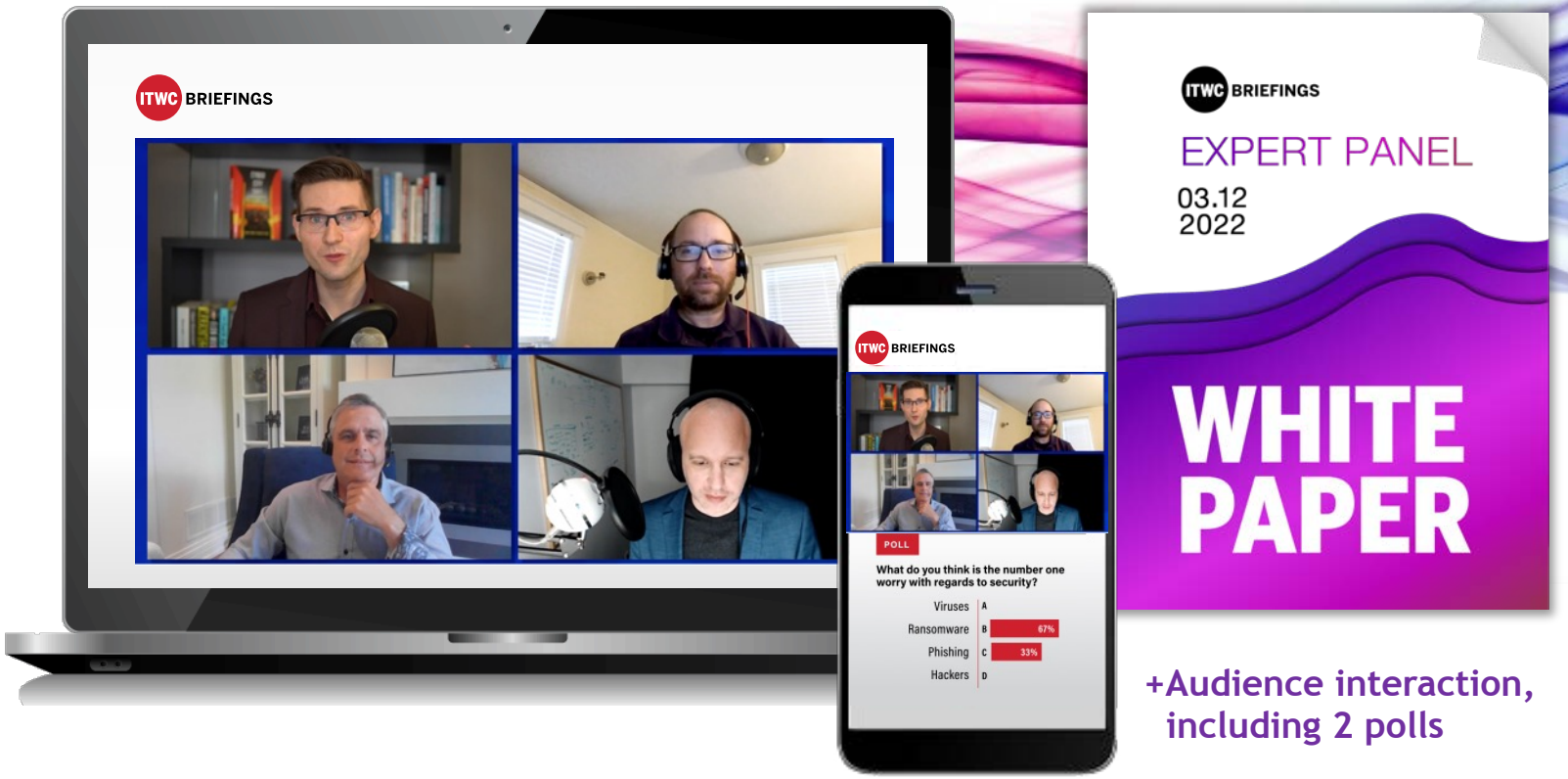
ITWC Briefings are a cure for webinar fatigue. Briefings are not webinars!

What is a Briefing?

An ITWC Briefing is a recorded multi-touch nurturing interactive program that offers a short, sharp discussion with experts, a two-minute advertising opportunity, two polls questions, and an interactive dialogue between the audience, industry experts, and practicing professionals. Promoted as both live and on-demand formats with real-time feedback and multiple touchpoints and exposure from a single event. ITWC creates a post-event white paper to amplify to a larger audience.

+ Expert panel

+Post-event whitepaper



+Audience interaction, including 2 polls

NEW! Human Capital and the Future of Work

June 15, 2022

NEW! Human Capital and the Future of Work

September 29, 2022

2022 YEAR IN EVENTS

2022 ITWC FLAGSHIP EVENTS

JAN 20	Technicity GTA VIRTUAL	PAGE 8
FEB 24	MapleSEC Satellite Series #1 VIRTUAL	PAGE 9
MAR 24	MapleSEC Satellite Series #2 VIRTUAL	PAGE 10
APR 14	NEW! Low Code, No Code Master Class HYBRID EVENT	PAGE 11
APR 26	Channel Innovation Awards (feat. Top 100 Solution Providers) HYBRID EVENT	PAGE 12
MAY 25-26	Digital Transformation Conference HYBRID EVENT	PAGE 13
JUN 15	NEW! Briefing - Human Capital & The Future of Work VIRTUAL	PAGE 14
JUN 21	LGBTQ2S+ Voices in IT VIRTUAL	PAGE 15
JUL 13	NEW! Master Class - DevSecOPS VIRTUAL	PAGE 16
JUL 28	Top Women in Cybersecurity VIRTUAL	PAGE 17
AUG 25	Women in the IT Channel Recognition Luncheon LIVE IN-PERSON (PLUS VIDEO ARCHIVE)	PAGE 18
SEP 20	Analytics Unleashed HYBRID EVENT	PAGE 19
SEP 29	NEW! Briefing - Human Capital ... continued VIRTUAL	PAGE 20
OCT 18-20	MapleSEC Cybersecurity Conference HYBRID EVENT	PAGE 21
NOV 24	Technicity West VIRTUAL	PAGE 22

Mark your calendar!

TECHNICITY GTA

VIRTUAL EVENT January 20, 2022

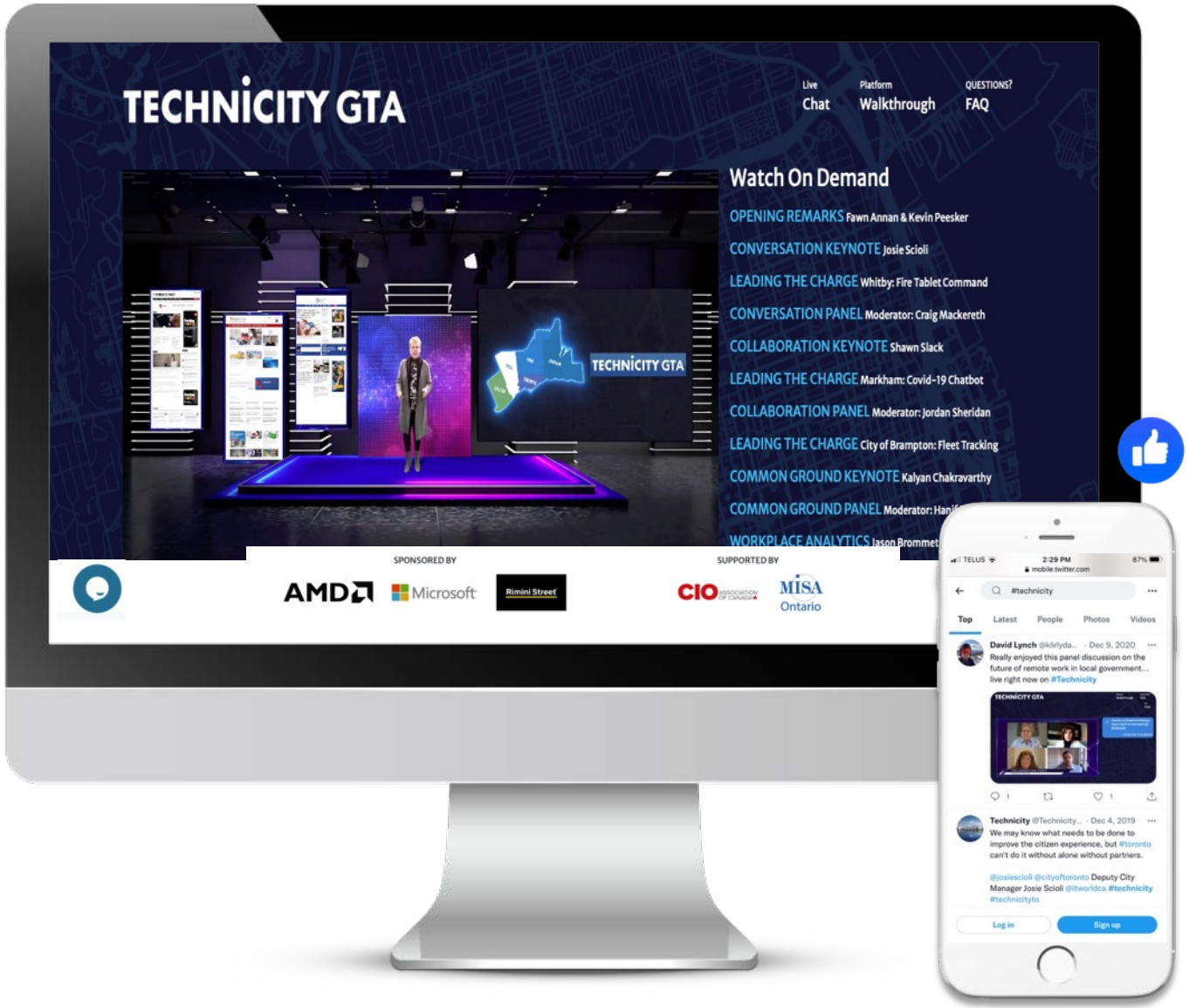
This three-hour virtual conference brings together municipal technology leaders in the Greater Toronto Region (GTA) to celebrate the power of information technology to transform the public service and the citizen experience in the region.

The conference includes panels and presentations and a showcase of the innovative technology in use. A closing Town Hall discussion provides a roadmap for future innovation.

EVENT THEME: Municipality Innovation and Growth in Times of Change

TARGET AUDIENCE: This event is ideal for public sector innovation leaders and individuals/ organizations interested in public sector tech

2020 EVENT STATS: Registrations 470 | Attendees 283



MAPLESEC

SATELLITE SERIES

2 VIRTUAL EVENTS

SERIES 1

February 24, 2022

SERIES 2

March 24, 2022

MapleSec Satellite Summit Series presents two 90-minute virtual sessions focused on hands-on learning from cybersecurity experts.

The Series offers 100 minutes to learn, network and move your security agenda forward.

2021 INDIVIDUAL SERIES SESSIONS STATS:

Registrations 490 | Attendees 140+

NEW!
IN 2022

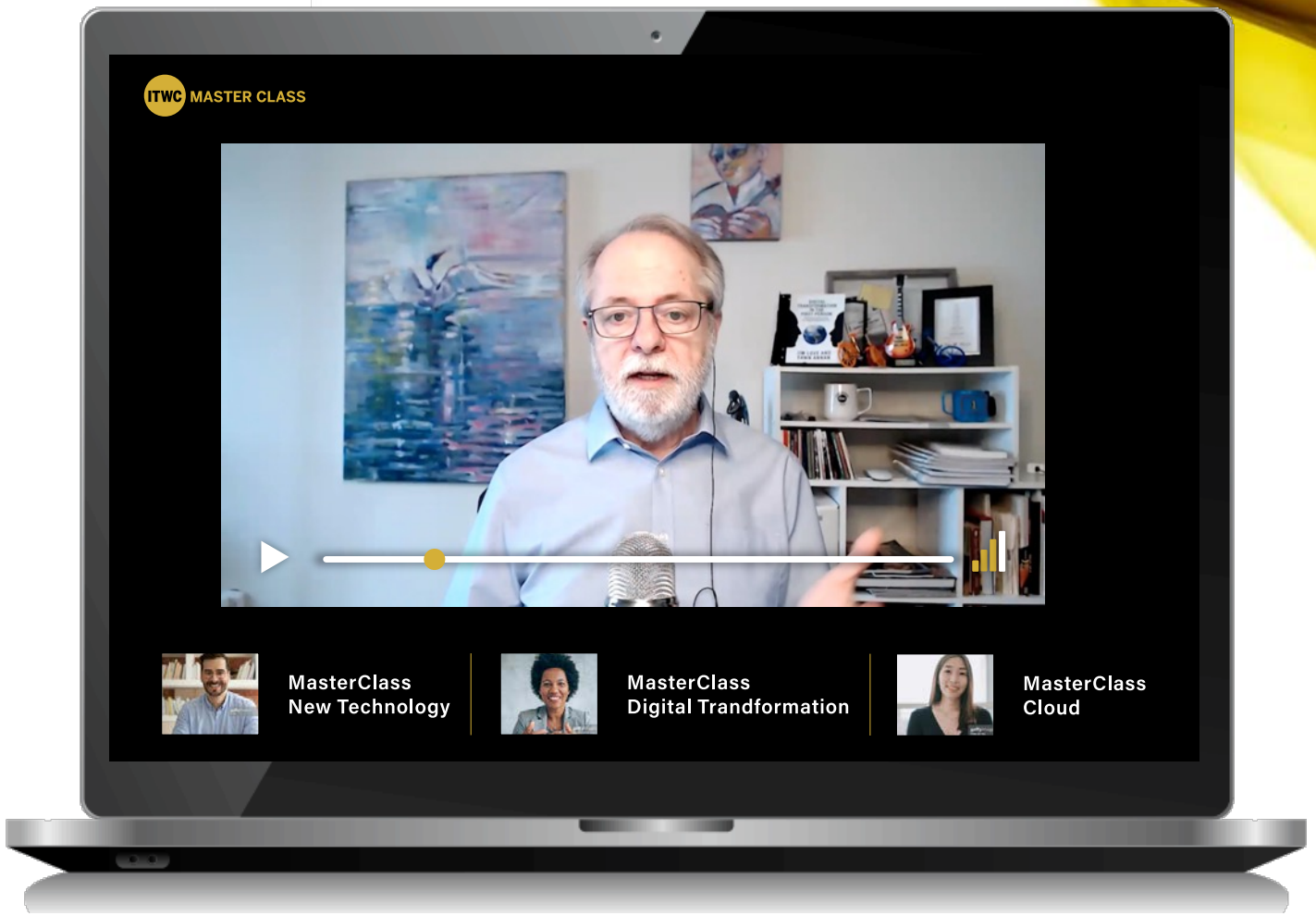
ITWC MASTER CLASS

Low Code, No Code

HYBRID EVENT April 14, 2022

Digital transformation and accelerated innovation are noting companies are exploring and experimenting on how to modernize their operations.

This workshop will present a strategic approach, based on best practices, to implementing low code to address the new digital demands on your business.



CHANNEL DAILY NEWS | CHANNEL INNOVATION AWARDS

FEATURING THE TOP100 SOLUTION PROVIDERS

HYBRID EVENT April 26, 2022

Our spring celebration will focus on the hidden opportunities in the ever-changing channel ecosystem.

The half-day virtual event includes workshops, expert panels, and the presentation of awards recognizing innovative solutions to challenging business problems.

The event marks the release of the annual CDN Canadian Top 100 Solutions Providers ranking.

EVENT THEME: Finding the Growth Opportunities

2021 STATS: Registrations 283 | Attendees 296

+ Limited in-person attendance for winners and sponsors

Congratulations!

+ Engaging digital platform for virtual attendees

DIGITAL TRANSFORMATION CONFERENCE AND AWARDS

HYBRID EVENT May 25-26, 2022

These two half-day virtual sessions look at unique facets of the digital transformation challenges and opportunities.

DAY ONE: Digital Direction, explores digital transformation trends and celebrates the 2022 Digital Transformation Awards winners.

DAY TWO: Insights from Digital Leaders, focuses on the approaches taken by senior leaders as they manage change in a digitally-fuelled world. Celebrate the winners of the 2022 CIO of the Year Awards program.

AUDIENCE: This event will be interesting to senior IT and LOB leaders interested in expert opinions about the current issues in DX.

2021 STATS: Registrations 523 | Attendees 322

+ Limited in-person attendance (winners & sponsors approx. 50 attendees)

+ Livestreamed event content

NEW!
IN 2022

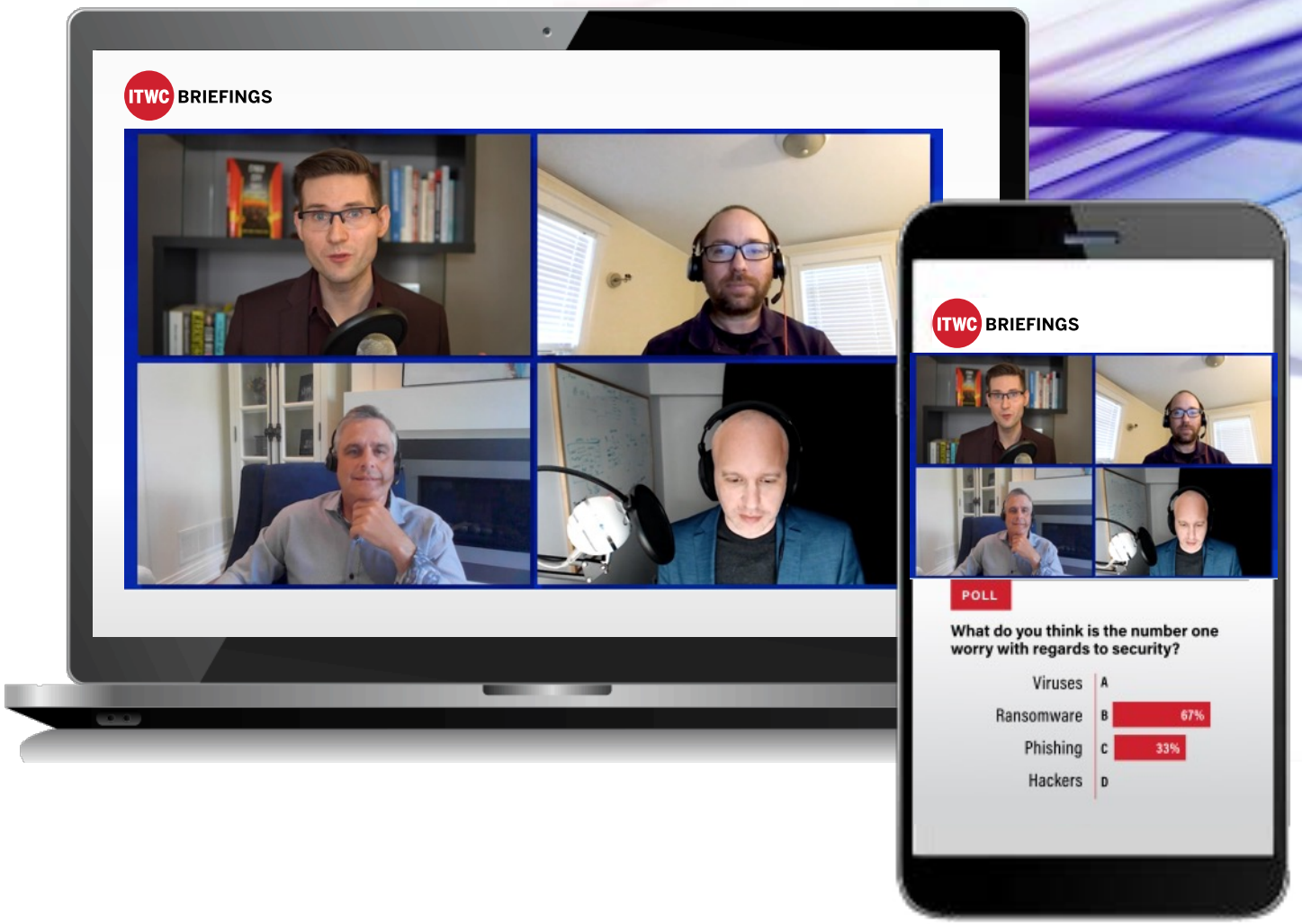
ITWC BRIEFINGS

Human Capital and the Future of Work

VIRTUAL EVENT June 15, 2022

Today's technology is capable of anything, but are we? This conference will explore what we need to formulate collectively to usher in The Future of Work successfully.

During and after the COVID-19 pandemic worldwide, the old-school work approach is no longer feasible. Collectively, we must reimagine the future of work from its most significant asset, human capital, to the work environment and how we conduct work.



LGBTQ2S+ VOICES in IT

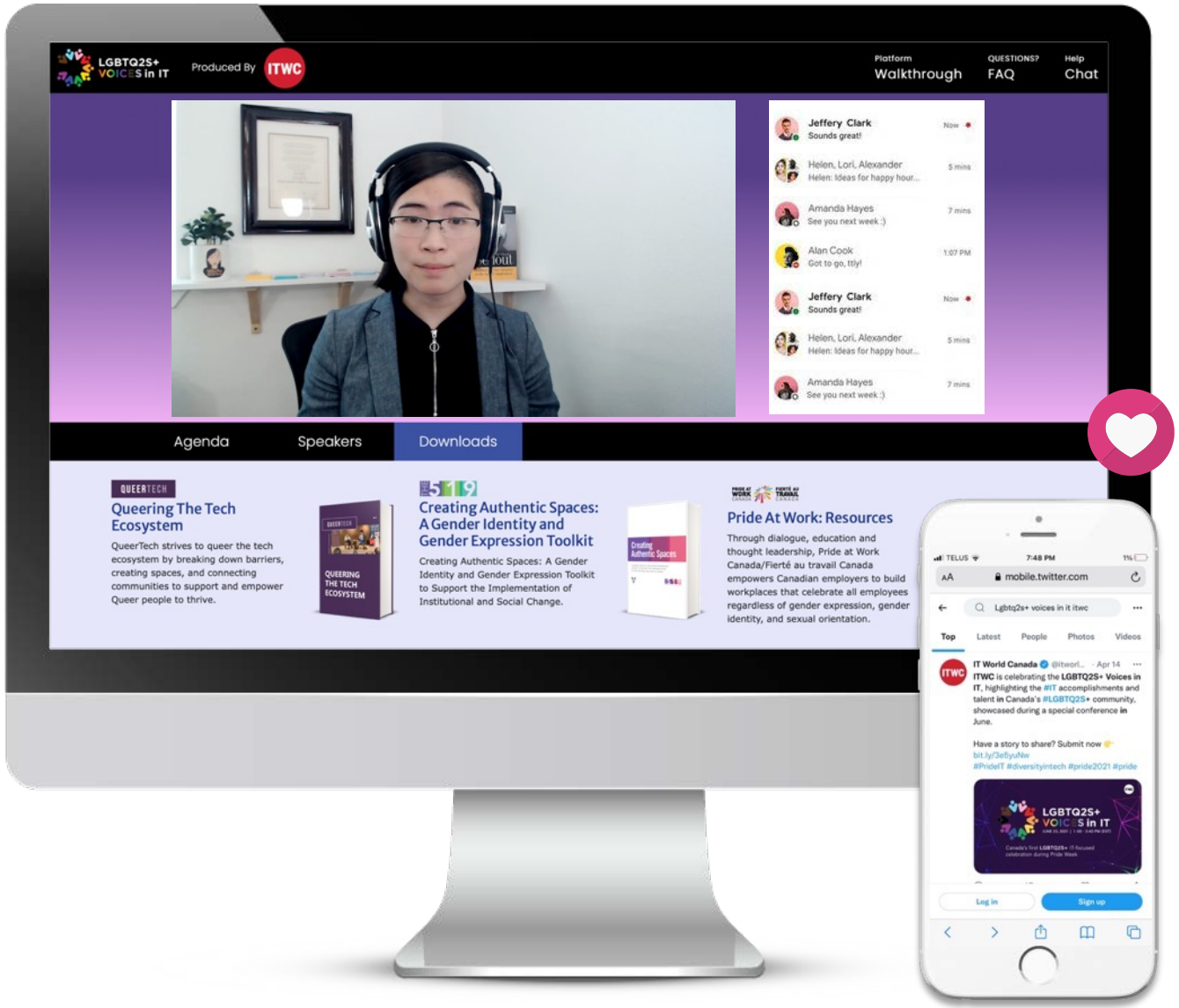
VIRTUAL EVENT June 21, 2022

Canada's first LGBTQ2S+ conference focused on the Canadian technology sector returns for a second year.

The 100-minute event collaborates with community partners, celebrating IT accomplishments and offering panels and presentations that can help make their organizations more LGBTQ2S+ friendly.

The conference takes place in the heart of Pride Week. This conference is an ideal resource for organizations looking to up their diversity, equity and inclusion game.

2021 EVENT STATS: Registrations 296 | Attendees 189



NEW!
IN 2022

ITWC MASTER CLASS

DevSecOPS

VIRTUAL EVENT July 13, 2022

DevSecOps is the subset of DevOps focusing on security in the process of integrating development and operations. A better understanding of both helps to create a more secure environment.

This Master Class addresses keeping up with multi-cloud environments, which according to a study by Dynatruce, has 700 CISOs believing traditional application security approaches can't keep up within these environments.

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Canada's Top Women in Cybersecurity

VIRTUAL EVENT July 28, 2022

The program spans 120-minutes, celebrating the achievements of Top Women in Cybersecurity. Excitement is growing to meet the candidates making a difference in 2022, as it continues to gain momentous movement within all industry circles concerned with cyber attacks and security.

Produced in association with WISECRA and WiCys, The MacKenzie Institute, CIPS, CIO Association of Canada, The WIT Network – this is a dynamic celebration with amazing content that you can't afford to miss.

In addition to video presentations honouring 20 women, there will be two panel discussions and two breakout room opportunities for organizations to share their diverse stories.

2021 EVENT STATS: Registrations 485 | Attendees 340

WOMEN in the IT CHANNEL
RECOGNITION LUNCHEON

LIVE IN-PERSON EVENT August 25, 2022

This year we return to the iconic Hunt Club for an afternoon, beginning at Noon, to network, inspire and recognize women's accomplishments in the Channel. An on-demand presentation of the presentations will be amplified and available through the ITWC network of publications.

The event features an inspiring keynote, the induction of three women into the Women in the Channel Hall of Fame, and recognition of a Mentor of the Year plus an industry Rising Star. A panel discussion is featured.

2021 EVENT THEME: Making an Impact Together

2021 EVENT STATS: Registrations 296 | Attendees 189

+ In-person networking opportunity for 100 attendees

+ Presentations will be livestreamed and videos available for playback

ANALYTICS UNLEASHED

HYBRID EVENT September 20, 2022

Our signature event enters its second year focused on helping organizations get the most out of their data. Look for case studies delivered by the people implementing them and lots of time for discussion. The three-hour event wraps up with a workshop presented by an industry leader.

2021 EVENT THEME: Anywhere Operations

2021 EVENT STATS: Registrations 193 | Attendees 118

+ Live interactive expert-led workshop

NEW!
IN 2022

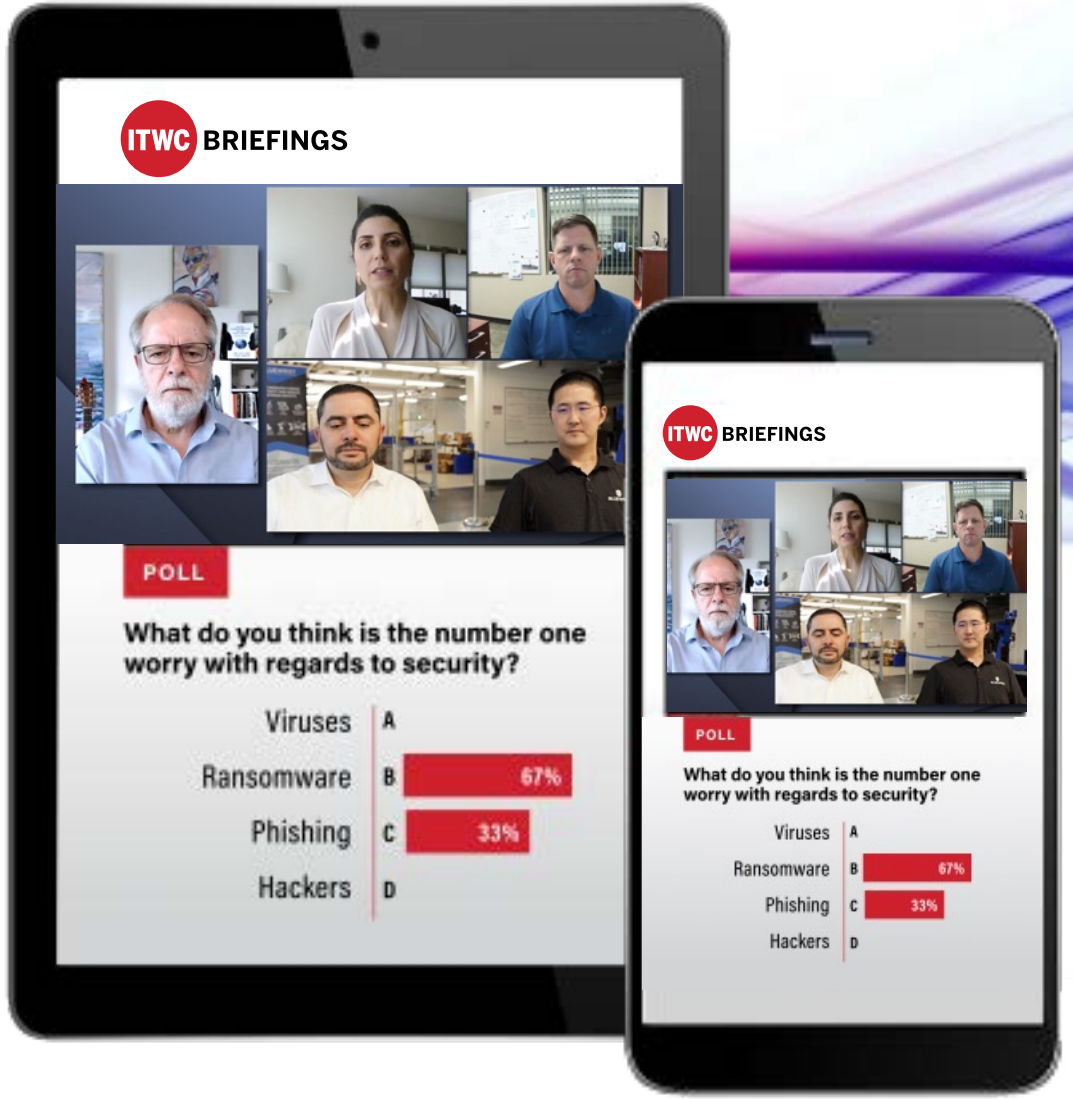
ITWC BRIEFINGS

Continued: Human Capital and the Future of Work

VIRTUAL EVENT September 29, 2022

Today''s technology is capable of anything, but are we?

This conference continues the conversation on what we need to formulate collectively to successfully usher in The Future of Work.



MAPLESEC

3 DAY HYBRID CONFERENCE

October 18-20, 2022

Canada's top cybersecurity experts gather for three 100-minute sessions of virtual presentations and panel discussions looking at digital protection and privacy through a very Canadian lens.

Each day, a different fact of cybersecurity is tackled, always with a focus on hands-on learning. Roundtables provide plenty of networking opportunities.

2021 EVENT THEME: Championing Cyber Change

TARGET AUDIENCE: A good fit for cybersecurity professionals and policy-makers: private, public, and non-profit.

2020 EVENT STATS: Attendees 904

+ 3 Cybersecurity Themed days with live presenters

+ Networking roundtables

TECHNICITY WEST

VIRTUAL EVENT November 24, 2022

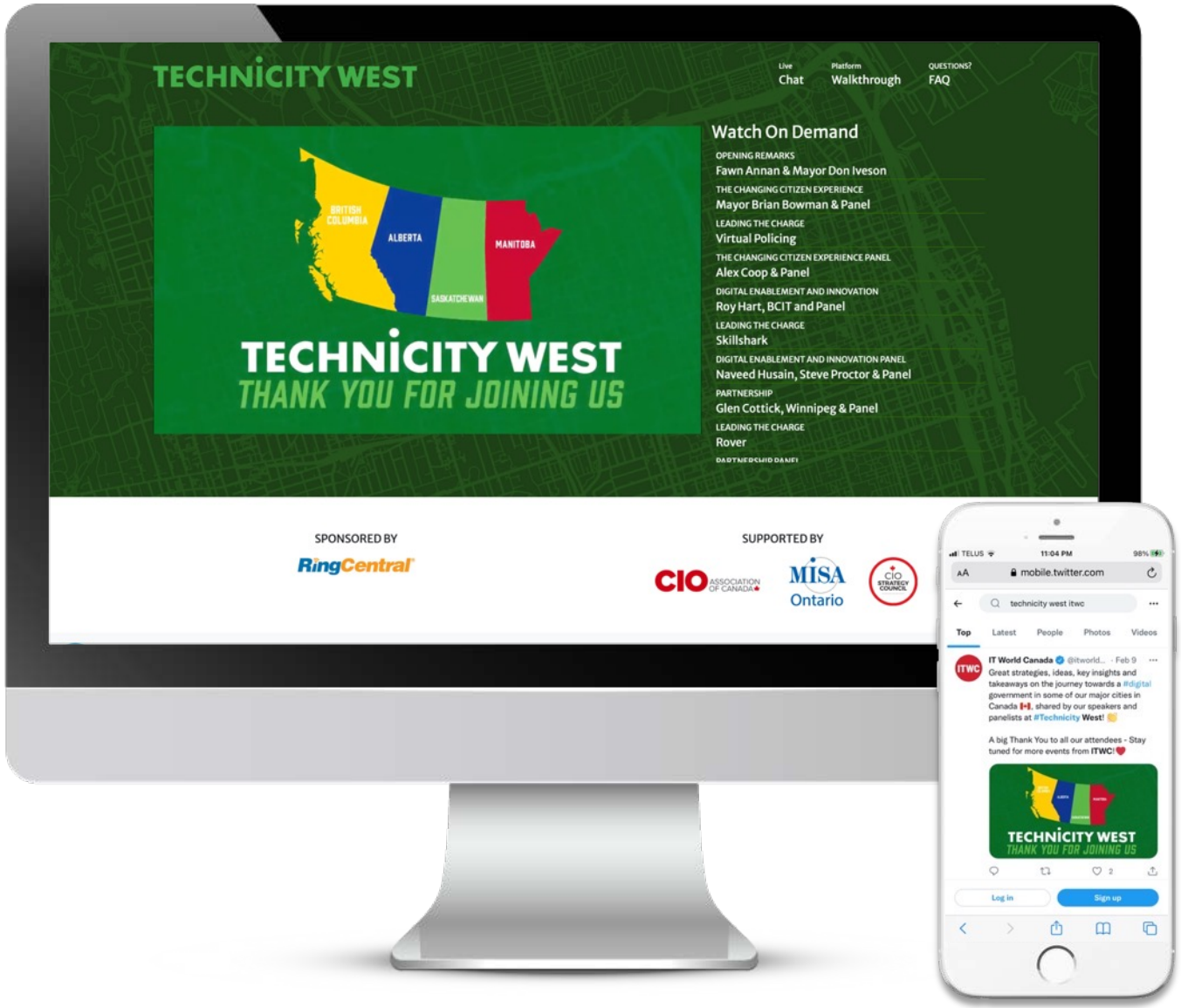
An exclusive half-day virtual event designed for Western Canadian municipal decision-makers, private sector IT influencers, and digital entrepreneurs interested in the public sector space.

Look for panels, presentations, and networking sessions reflecting regional challenges and opportunities.

EVENT THEME: Empowering the Next Generation Citizen Experience

TARGET AUDIENCE: Designed for public sector innovation leaders and individuals/organizations interested in public sector technology.

2020 EVENT STATS: Registrations 402 | Attendees 203



Thank you for your time!

For pricing and more information, please contact:

sales@itwc.ca