

Soul of the Next Economy Forum

Communications Package - May 2018



Thank you for helping us promote the [Soul of the Next Economy Forum](#) taking place on Friday, September 28 at Ambrose University. This event is hosted by [Ambrose University](#), [Vibrant Communities Calgary](#) and the [Fig Tree Foundation](#).

****Please note that we have changed to a new one-day format****

Click [here](#) to view new one-day schedule

This package includes social media posts, an event calendar listing/newsletter blurb & a personal email invite.

Website: nexteconomyforum.com

Twitter Handle: [@SoulForumYYC](https://twitter.com/SoulForumYYC)

Facebook Page: facebook.com/SoulForumYYC

Facebook Event: [Soul of the Next Economy Forum 2018](#) (Mark yourself as interested or attending to share this event with your network)

Hashtag: [#SoulForumYYC](#)

We are also happy to cross-promote your organization and place your logo [here](#) as a “promoter” of the Forum. Please send your logo & a link to where/ what you are promoting to info@nexteconomyforum.com if you would like to be added our website.

If you have any questions please contact us at info@nexteconomyforum.com.



AMBROSE
UNIVERSITY



vibrant
COMMUNITIES
CALGARY



figtree
FOUNDATION

1. Social Media Content

Twitter (click-to-tweet)

[Want to change the way you do business & make a significant impact on society? Join @ambrose_uni @VibrantCalgary @figtreeorg for @SoulForumYYC on Sept 28. Get early bird tickets by Aug 31 \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\) #SoulForumYYC](#)

[Connect with thought leaders championing #sustainability & #CSR @SoulForumYYC on Sept 28. Learn actionable strategies for improving the way you do business. Get early bird tickets now to save \\$50 \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\) #SoulForumYYC #yycevents](#)

[Want to explore your passion for #socialentrepreneurship? Find out how you can engage in sustainable business oriented solutions to social & environmental issues @SoulForumYYC on Sept 28. Get tickets now \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\) #SoulForumYYC](#)

[The @SoulForumYYC is where businesses, non-profits, government & educational institutions collaborate to address local & global social development challenges. Join us at #SoulForumYYC on Sept 28 @ambrose_uni. Get tickets \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\)](#)

[Become an Executive Roundtable Supporter @SoulForumYYC on Sept 28 to be at the center of engaging & thought provoking discussions with industry leaders in #innovation, #collaboration & #CSR. Learn more \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\) #SoulForumYYC](#)

[Join Leor Rotchild \(@PlanetLeor\) and @CBSRNews on Sept 28 at @SoulForumYYC's Executive Roundtable to discuss "Doing Business as a Canadian. Get tickets \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\) #SoulForumYYC](#)

[How do we bring together all sectors for greater prosperity, sustainability, competitiveness & well-being? What does "Innovation for Good" mean? Join us @SoulForumYYC to hear from keynote speaker Dr. Eliane Ubalijoro \(@elianeubalijoro\) #SoulForumYYC Get tickets \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\)](#)

[Our keynote speaker Lynda Kuhn, SVP of Public Affairs & Purchase Champion @MapleLeafFoods will share insights from leading the organization's vision to be the most sustainable protein company on earth Get tickets \[bit.ly/SOULFORUMYYC\]\(http://bit.ly/SOULFORUMYYC\) #SoulForumYYC](#)

LinkedIn/Facebook

Don't forget to tag the Facebook event by typing [@Soul of the Next Economy Forum 2018](#)

The Soul of the Next Economy Forum 2018 is where businesses, non-profits, government & educational institutions collaborate to address local & global social development challenges. Join us on Sept 28 at Ambrose University. Get early bird tickets now bit.ly/SOULFORUMYYC

Want to explore your passion for social entrepreneurship? Find out how you can engage in sustainable business oriented solutions to social & environmental issues at the Soul of the Next Economy Forum 2018 on Sept 28. Get early bird tickets now to save \$50

bit.ly/SOULFORUMYYC

How do we change the way we do business? Learn from Lynda Kuhn, Senior Vice-President of Public Affairs & Purchase Champion at [Maple Leaf Foods](#) who will share insights from spearheading the organization's vision to be the most sustainable protein company on earth at [Soul of the Next Economy Forum](#). Get early bird tickets now bit.ly/SOULFORUMYYC

How do we bring all sectors together for greater prosperity, sustainability, competitiveness, and well-being? Join us for our keynote session "INNOVATION FOR GOOD" with Dr. Éliane Ubalijoro, professor at [McGill University's Institute for International Development](#) at [Soul of the Next Economy Forum](#). Get early bird tickets now bit.ly/SOULFORUMYYC

Join Leor Rotchild, Executive Director of [Canadian Business for Social Responsibility \(CBSR\)](#) for the 2018 [Soul of the Next Economy Forum](#) Executive Roundtable to discuss what it means to do business like a Canadian & the role business has in enhancing communities. Check out our 2017 summary report to find out what it's all about: <http://ow.ly/NOzA30k6YcH>

2. Event Calendar Listing / Newsletter Blurb

Event Title: Soul of the Next Economy Forum

Event Date: Fri, Sept 28 from 8:30am-4:30pm

Event Location: Ambrose University, 150 Ambrose Circle SW

The Soul of the Next Economy Forum is where businesses, non-profits, government, and educational institutions converge to change the way we do business and impact society. This is your opportunity to engage with thought leaders who are creating innovative and sustainable solutions to social and environmental issues. Fueled by innovation, collaboration and corporate social responsibility, we come together to:

- Learn about local and global social and development challenges
- Connect with peers, industry experts and other sectors addressing these challenges
- Engage in sustainable business oriented solutions to these challenges

What you can expect:

- Learn actionable strategies to improve the way you do business
- Connect with thought leaders who are championing CSR
- Contribute to solutions for social and environmental problems
- Explore your passion for social entrepreneurship
- Collaboration across diverse organizations and industries

Featuring: Keynote speakers Dr. Eliane UBalijoro and Lynda Kuhn <<https://nexteconomyforum.com/2018-2/speakers/>> and Leor Rotchild from CBSR <<https://nexteconomyforum.com/executive-roundtable/>>

Get your early bird tickets before August 31 < bit.ly/SOULFORUMYYC >

3. Media

Want to share an image with your post? [Click here to download photos to include with your posts.](#)

We will have printable promotional material (poster, postcard, etc) for download [here](#).

4. Personal Email Invite

Hi <First Name>,

Have you heard of the Soul of the Next Economy Forum? If you are interested in connecting with leaders in CSR and social entrepreneurship, you should look into this conference on September 28 at Ambrose University.

Early bird tickets are on sale until August 31 here: bit.ly/SOULFORUMYYC

Hope to see you there!

5. Become an Executive Roundtable Supporter for \$600

Our Executive Roundtable is a cornerstone event at Soul of the Next Economy Forum. Sponsor one of the tables and be at the center of engaging and thought-provoking conversations with industry leaders.

You will receive:

- 4 complimentary tickets to the Forum (full price value of \$149 each)
- Logo placed at the center of a table during the Executive Roundtable event
- Name listed in the program book, recognized as an Executive Roundtable Sponsor
- Special group rate for additional tickets

Register or become an Executive Roundtable Supporter [here](#).

6. About the Forum: [Schedule](#) & [Speakers](#)

Friday, September 28, 2018

- 8:30 AM** Registration
- 9:00 AM** Better Business Keynote: *Changing the Way We Do Business*
[Lynda Kuhn, Maple Leaf Foods](#)
[Executive Roundtable: Doing Business Like a Canadian with CFSR](#)
- 12:00 PM** Lunch Break (*lunch not included*)
- 12:30 PM** Better Society Keynote: *Innovation for Good*
[Dr. Eliane Ubalijoro, McGill University](#)
- 1:45- 2:45 PM** [Break-out Sessions](#)
Innovation in Development; Transforming Problems into Opportunities; Indigenous Relations; SDGs for All; [Lion's Den](#)
- 3:00- 4:30 PM** Plenary: *Changing Culture in Today's Businesses*
- 5:30-7:30 PM** Optional offsite meetup/reception

KEYNOTE SPEAKERS:

Better Business Keynote: *Changing the Way We Do Business*



Lynda Kuhn is a Senior Vice President, Public Affairs and Purpose Champion at [Maple Leaf Foods](#), where she leads communications and the activation of the Company's purpose to Raise the Good in Food and vision to be the most sustainable protein company on earth. Ms. Kuhn is also Chair of the [Maple Leaf Centre for Action on Food Security](#), a registered non-profit organization established in 2016. In this capacity, she is responsible for leading the implementation of the Centre's mandate to work collaboratively to reduce food insecurity in Canada by 50% by 2030.

Better Society Keynote: *Innovation for Good: Bringing the sectors together for greater prosperity, sustainability, competitiveness, and well-being*



Dr. Eliane Ubalijoro is the Executive Director of [C.L.E.A.R. International Development Inc.](#) She is a Professor of Practice at McGill University, a member of Rwanda's National Science and Technology Council, a fellow of the African Academy of Sciences and a Board member of the International Leadership Association. Eliane is also a member of Rwanda's Presidential Advisory Council.