

Survival 2020

International Red Cross First Aid, Injury Prevention,
and Aquatics Virtual Education Conference

October 5-7, 2020



Welcome from the Conference Chairs

We would like to welcome you to Survival 2020, the International Red Cross First Aid, Injury Prevention, and Aquatics Education Conference. The Canadian Red Cross hosted two First Aid conferences in the past – the focus in 2016 was evidence-based science, while 2018 was about education strategies. What most separates this conference from previous years is that it has grown beyond First Aid and now also includes Injury Prevention and Aquatics Education. The conference will be held virtually through a platform called Click Meeting.

At Survival 2020, we will work together to offer Canadians and other global citizens better outcomes for health and survival rates. See you there!



Don Marentette

Co-chair of Survival 2020 Committee

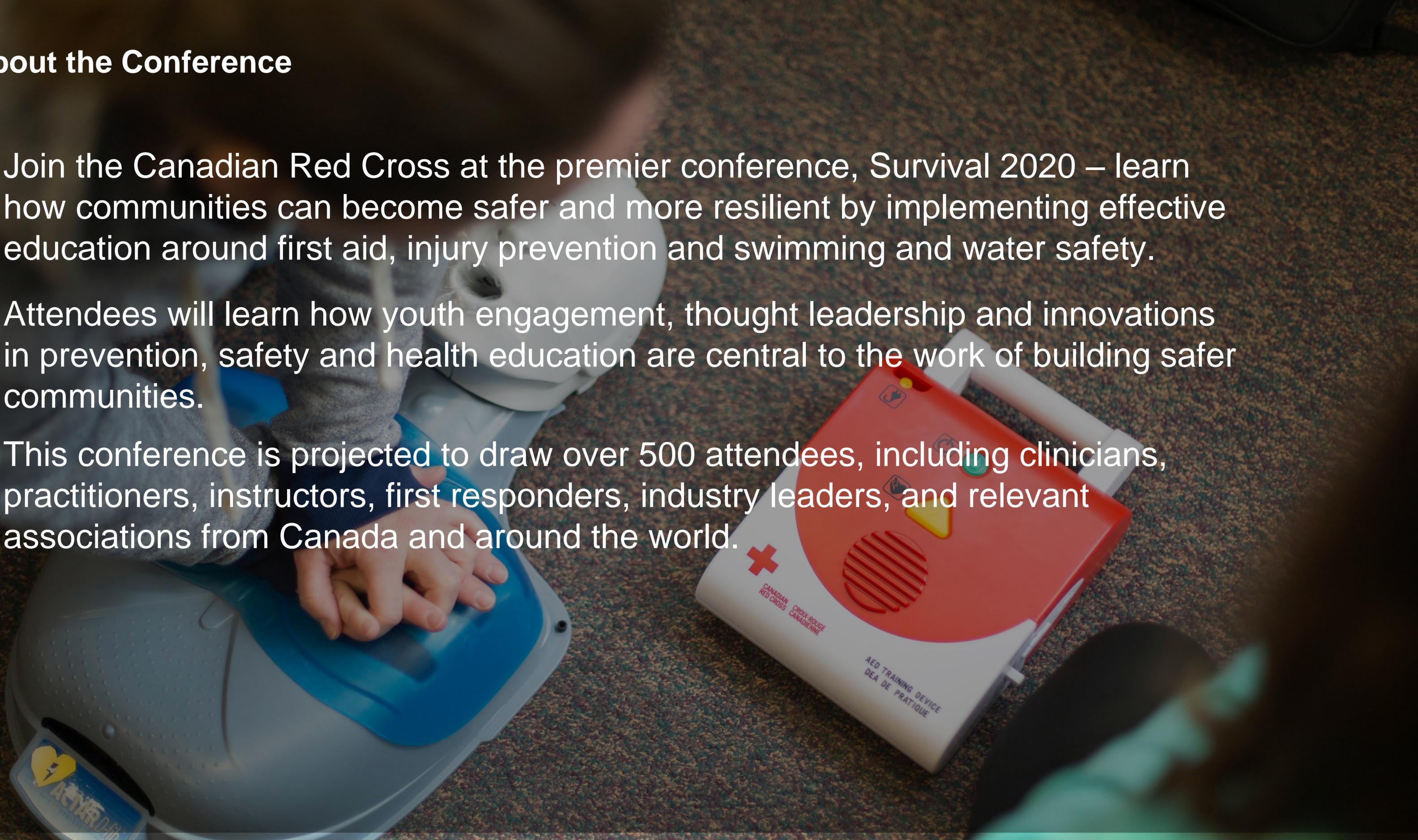


Shelley Dalke

Co-chair of Survival 2020 Committee

About the Conference

- Join the Canadian Red Cross at the premier conference, Survival 2020 – learn how communities can become safer and more resilient by implementing effective education around first aid, injury prevention and swimming and water safety.
- Attendees will learn how youth engagement, thought leadership and innovations in prevention, safety and health education are central to the work of building safer communities.
- This conference is projected to draw over 500 attendees, including clinicians, practitioners, instructors, first responders, industry leaders, and relevant associations from Canada and around the world.



Conference Key-Note – Adam Growe

For over 30 years, **Adam Growe** has been performing in radio, television, and on-stage. In addition to hosting 8 seasons of *Cash Cab*, Adam is a highly sought after event host and an accomplished stand-up comedian, starring in *Just for Laughs*, *Comedy NOW!*, *COMICS!*, and appearing on CBS's, *Star Search* and Comedy Central's, *Premium Blend*.

Adam has been working with the Canadian Red Cross as a Certified First Aid Instructor to show Canadians how simple First Aid can be and to encourage everyone to take a course.



Conference Key-Note – Dr. Jody Carrington

Over the past 15 years, **Dr. Jody Carrington** has assessed, treated, educated and empowered some of our most vulnerable and precious souls on the planet. She is a child psychologist by trade. Before Jody started her own practice and speaking across the country, she worked at the Alberta Children's Hospital on the inpatient and day treatment units where she held families with some of the difficult stories. She received her Master's degree in Psychology at the University of Regina and completed her PhD there as well.

Her first book, *Kids These Days: A Game Plan for (Re)Connecting with those we Teach, Lead & Love*, came out in 2019 and sold 20,000 copies in just three months. It is now on Amazon's Best Sellers List.



Audience

Directed at decision-makers, stakeholders, clinicians and end users in the first aid and water safety community. Promotion of this outstanding conference will help ensure a diverse audience with interests in all aspects of first aid, resuscitation and swimming and water safety.

Preliminary promotion will be targeted at the Canadian Red Cross channels with outreach to the national and international first aid, injury prevention and water safety communities through direct contacts.



How the Conference Will Be Different

- Live, interactive sessions
- Dynamic keynote speakers
- International roster of presenters
- Delegates will be able to view all sessions (even concurrently offered ones)
- Unique networking opportunities with presenters
- Virtual trade show to see exhibitors present their products and services



PRECONFERENCE – Monday, Oct. 5

<p>10:00 – 11:00 AM</p>	<p style="text-align: center;">Opening Remarks Kevin Paes</p> <p style="text-align: center;">Finale to Survivor "the Ultimate Survivor 2020 Survivor" Kevin Paes and Annie Weishaar</p> <p style="text-align: center;">Join us for the finale of "The ultimate Survivor 2020" We will be holding our final council night and once players are eliminated from the game...they need to leave the stage (and become part of the audience!)</p>
<p>11:00 – 2:00 PM Workshop</p>	<p style="text-align: center;">Strategies For Improving Work Culture Using an Equity Mindset Letecia Rose</p> <p style="text-align: center;">As it pertains to the current climate in our country and the world, organizations need to be prepared to address Anti-Black Racism, systemic inequity and the feelings of invisibility that might permeate into the organizational culture. However, it is critical to address issues that can impede on developing these strategies to address issues of inequity both inside and outside of the organization. This session will enable attendees to tackle these issues in meaningful ways by creating an opportunity to level set and gain an understanding of how to impact change.</p>

CONFERENCE DAY 1 – Tuesday, Oct. 6

<p>8:00 – 9:00 AM</p>	<p>Opening Remarks Don Marentette, Director – First Aid Programs Shelley Dalke, Director – Swimming & Water Safety Programs</p> <p>International First Aid Guideline Release Dr. Andrew MacPherson</p>	
<p>9:00 – 10:00 AM Opening Keynote</p>	<p>Your Sense of Humour & Localizing Red Cross Strategies Adam Growe</p>	
<p>10:00 – 10:30 AM</p>	<p>Break</p>	
<p>10:30 – 11:30 AM Sessions 1.1 and 1.2</p>	<p>Resilience Tools for Your Community Dr. Rita V. Burke Dr. Jeffrey Pellegrino</p>	<p>CPR and Drowning Resuscitation in the Era of COVID Justin Sempsrott</p>
<p>11:30 – 1:00 PM</p>	<p>Virtual Tradeshow 25-minute sessions with exhibitors to see their products</p>	

CONFERENCE DAY 1 – Tuesday, Oct. 6

<p>1:00 – 2:00 PM Sessions 2.1 and 2.2</p>	<p>Cultural Awareness, Competency and Humility - Program and Classroom Considerations and Disparities in Pediatric CPR Johnathan L. Epstien Dr. Joseph Rossano</p>	<p>Pandora's Box: What Lifeguards and Lay Responders Have Taught Us Paul Snoblen</p>
<p>2:00 – 2:30 PM</p>	<p>Break</p>	
<p>2:30 – 3:30 PM Sessions 3.1 and 3.2</p>	<p>Gazing Back to Look Forward: Storytelling in Education</p>	<p>Build Your Aquatics Brand Through Instagram know, like, and trust factor.</p>
<p>3:30 – 4:00 PM</p>	<p>Break</p>	
<p>4:00 - 5:00 PM Sessions 4.1 and 4.2</p>	<p>Disco-ing your CPR Education Dr. Jeffrey Pellegrino</p>	<p>Fostering Partnerships with Indigenous Communities through Meaningful Engagement Lesley-Ann Morley</p>
<p>5:00 – 6:00 PM</p>	<p>Break</p>	
<p>6:00 – 7:00 PM</p>	<p>The Adam Growe Quiz Show, Survival 2020 Edition Win prizes and play interactively as you take a virtual ride w/ The Cash Cab Guy, Adam Growe. This fun, entertaining and engaging event will feature trivia questions inspired by International Red Cross programs, people and the communities we serve.</p>	

CONFERENCE DAY 2 – Wednesday, Oct. 7

<p>8:45 – 9:00 AM</p>	<p>Morning Remarks Don Marentette Shelley Dalke</p>	
<p>9:00 – 10:00 AM Keynote</p>	<p>Surfing the Tidal Wave of Adversity John Napier</p>	
<p>10:00 – 10:30 AM</p>	<p>Break</p>	
<p>10:30 – 11:30 AM Sessions 5.1 and 5.2</p>	<p>Consulting, Interpreting and Using First Aid Research Evidence Dr. Jorien Laermans</p>	<p>Structured Scanning for Lifeguards Dr. Frank Pia</p>
<p>11:30 – 1:00 PM</p>	<p>Virtual Tradeshow 25-minute sessions with exhibitors to see their products</p>	

CONFERENCE DAY 2 – Wednesday, Oct. 7

<p>1:00 – 2:00 PM Sessions 6.1 and 6.2</p>	<p>Psychological First Aid (PFA) – Think, Pair And Share - Examining The Challenges And Successes of the Past 3 Years Jill Hunt, Kyle Mohler, Tyrone Power, Michael Pretty and Don Marentette</p>	<p>Building Safer Communities - Creative Innovative Approaches to Prevent Drownings Michele Hebien and Markus Brunner</p>
<p>2:00 – 2:30 PM</p>	<p>Break</p>	
<p>2:30 – 3:30 PM Closing Keynote</p>	<p>Leading Greatness Jody Carrington</p>	
<p>3:30 – 4:00 PM Closing Remarks</p>	<p>Closing Remarks Don Marentette Shelley Dalke</p>	

Why Participants Attend



Participants will be able to:

- **Bring it home:** Implement life-saving practices at a local level to improve health and increase survival rates among communities.
- **Collaborate with industry leaders:** Connect with practitioners, educators, and leaders on improving health and resiliency.
- **Put cutting-edge ideas into practice:** Learn to use innovation and technology to support the health of our communities.
- **Meaningful interventions:** Ensuring education is relevant to and timely for each community.



Sponsor & Exhibitor Opportunities



Exposure + Co-Branding

The conference will provide unique opportunities for sponsors and exhibitors to promote their products, services, and publications.

- **Position** your company as a leading supporter of first aid and swimming and water safety
- **Associate** your brand with the Canadian Red Cross; a top brand in Canada and internationally
- **Showcase** your products and services to your target market during one of our exhibitors sponsor sessions
- **Help grow** your market presence and generate new customer leads
- **Exhibitor listing** in the final program and on the website
- **Gain International exposure** for your brand among this global community of delegates
- **Provide meaningful** engagement opportunities for your employees through a custom corporate discount for your staff

Sponsorship Packages

Choose the sponsorship level that suits your brand's needs and maximizes your exposure.

All sponsors will receive an opportunity to be featured on conference communications, an exhibitor session, product sampling, virtual item inclusion and a corporate coupon code.

Conference Title Sponsor	Championing	Supporting
\$5,000 1 opportunity	\$2,250 9 opportunities	\$1,000 6 opportunities



Sponsorship Packages

Benefits	Conference Title Sponsor	Championing	Supporting
Virtual Item	✓	✓	✓
Product Sampling / Brand Promotion in Delegate Bag	✓	✓	✓
Pre and Post Conference Communication Branding	<ul style="list-style-type: none"> • Company name and website on all communications • Branding on post conference survey on all communications 	<ul style="list-style-type: none"> • Company name on all communications 	<ul style="list-style-type: none"> • Company name on post conference communication email only
Exhibitor Session	<ul style="list-style-type: none"> • Two sessions, one on each conference day 	<ul style="list-style-type: none"> • One session for one of the days 	<ul style="list-style-type: none"> • One session for one of the days
Corporate Coupon Codes	20% off for employees to attend conference	15% off for employees to attend conference	10% off for employees to attend conference
Keynote Session Sponsorship	✓		
General Session Sponsorship		✓	

Product Sampling for all Sponsors

By sponsoring the Survival 2020 conference, sponsors will be able share their products, either through a virtual item or by providing a product for the delegate bag.

Virtual Item

Insert an item that will be shared in post conference communications. The virtual item will be shared alongside the recorded sessions and the post-conference survey via email.

Recommended items include promotional coupon codes and one pagers of organizational information.

Products to be vetted by CRC

Brand Promotion in Delegate Bag

Opportunity to share an item in one of two delegate bags. This is an add on purchase for delegates when they register.

- Swimming and Water Safety Bag
 - First Aid Bag

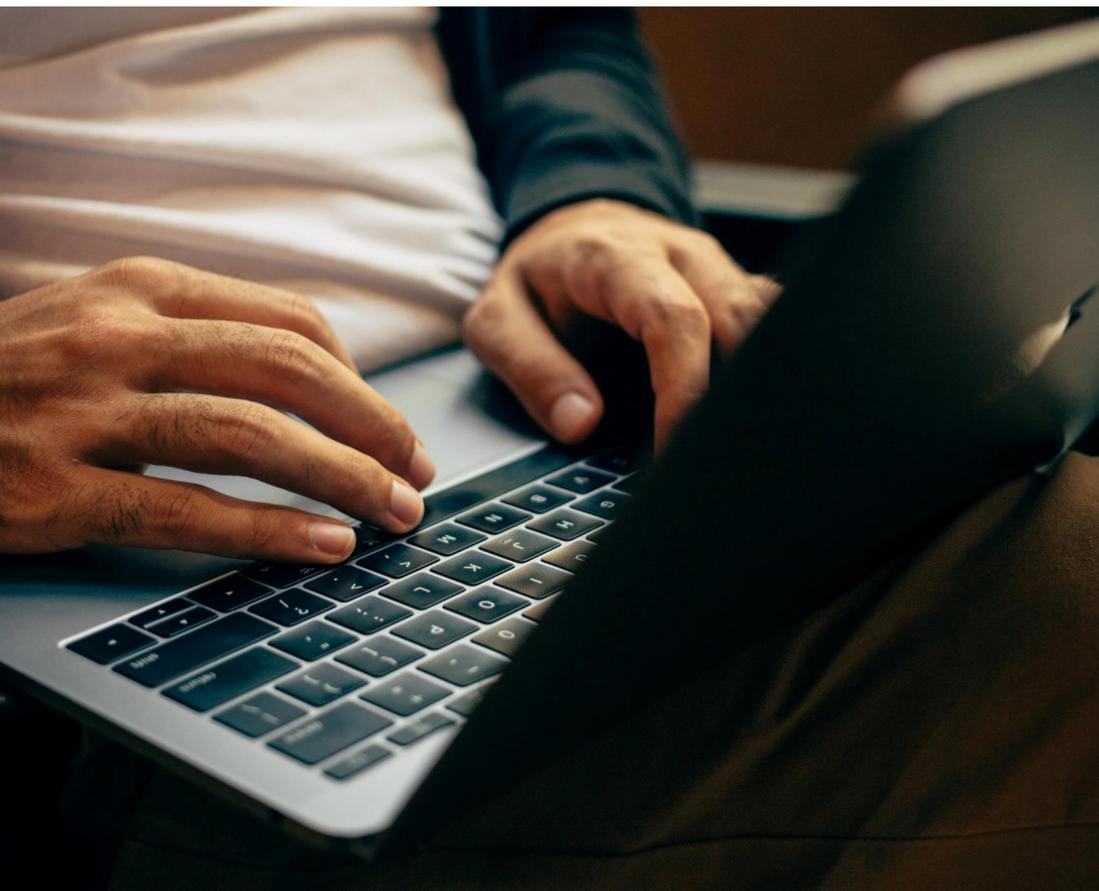
Recommended items include: pens, USBs, phone chargers, water bottles, screen cleaners, whistles for aquatics, band aids for First Aid (small light items)

Products to be vetted by CRC

Pre and Post Conference Communications

Receive branding recognition on pre and post-conference communications.

There will be recognition on one email sent to delegates prior to the conference, and another email sent post conference.



Conference Title Sponsor	Championing	Supporting
<ul style="list-style-type: none">• Company name and website in all communications• Branding on post conference survey	<ul style="list-style-type: none">• Company name in all communications	<ul style="list-style-type: none">• Company name in post conference communication email only

Exhibitor Sessions for All Sponsors

Each sponsor will receive the opportunity to run a 25-minute session to highlight their product or service (to be vetted by CRC).

Opportunity for exhibitors to share their own surveys post session to collect data and leads. Prior to sessions, sponsors can receive recognition in the waiting room.



Conference Title Sponsor	Championing	Supporting
Two sessions , one on each conference day	One session for one of the days	One session for one of the days

Coupon Codes for Employee Engagement

All sponsors will be given the opportunity to invite their staff to join the conference at a discounted rate.

There is no cap to the number of employees that can attend. However, the coupon code is only available for employees within the sponsor's organization.



Conference Title Sponsor	Championing	Supporting
20% off for employees to attend conference	15% off for employees to attend conference	10% off for employees to attend conference

Sponsorship of Conference Sessions

The **Conference Title** and **Championing** sponsors will receive recognition during conference sessions.

Alongside verbal recognition, the sponsors thank you slide will be featured before and after the session.

The sponsor will also receive recognition in the waiting room.



Conference Title Sponsor	Championing	Supporting
Sponsor the day 2 opening keynote for all conference delegates.	On a first come first serve basis, receive recognition as a sponsor for one general session . The general sessions run two at a time to half of the conference delegates.	N/A

Supporting Level Sponsor Highlights

- ✓ The **Supporting Level Sponsor** during the conference will receive one email with post conference communications to delegates.
- ✓ Sponsor will have the opportunity to host an exhibitor session.
- ✓ Invite employees to attend the conference with a **10%** discount off of the delegate fee.
- ✓ Sponsor will have the opportunity to provide samples of their products.

Championing Sponsor Highlights

- ✓ The **Championing Level** sponsor will receive written recognition on an email to delegates prior to the conference and on another email post conference.
- ✓ Sponsor will have the opportunity to host an exhibitor session.
- ✓ Invite employees to attend the conference with a **15%** discount off the delegate fee.
- ✓ A thank you slide with the sponsors logo will be used during a session of your choice on a first come first serve basis. There will be verbal recognition as a sponsor during the session and a thank you slide that will specify what the organization does.
- ✓ Sponsor will have the opportunity to provide samples of their products.

Conference Title Sponsor Highlights

- ✓ The **Conference Title Sponsor** will receive recognition as the conference title sponsor on an email to delegates prior to the conference and on one email to delegates post conference with name and organizational information included.
- ✓ Sponsor will receive the opportunity to **host 2 exhibitor sessions**, one on each day.
- ✓ Invite employees to attend the conference with a **20%** discount off the delegate fee.
- ✓ Verbal recognition and a thank you slide will be used throughout the conference and at the beginning and end of each day.
- ✓ Branding on the post conference survey. Sponsor can provide a survey incentive for delegates.
- ✓ Sponsor will receive verbal recognition during the opening keynote on day 2 as well as a thank you slide.

Deadlines

September 30, 2020: Registration and payment due

Payment must be made at time of confirmation/registration via ticketspice.

For more information, contact:

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