

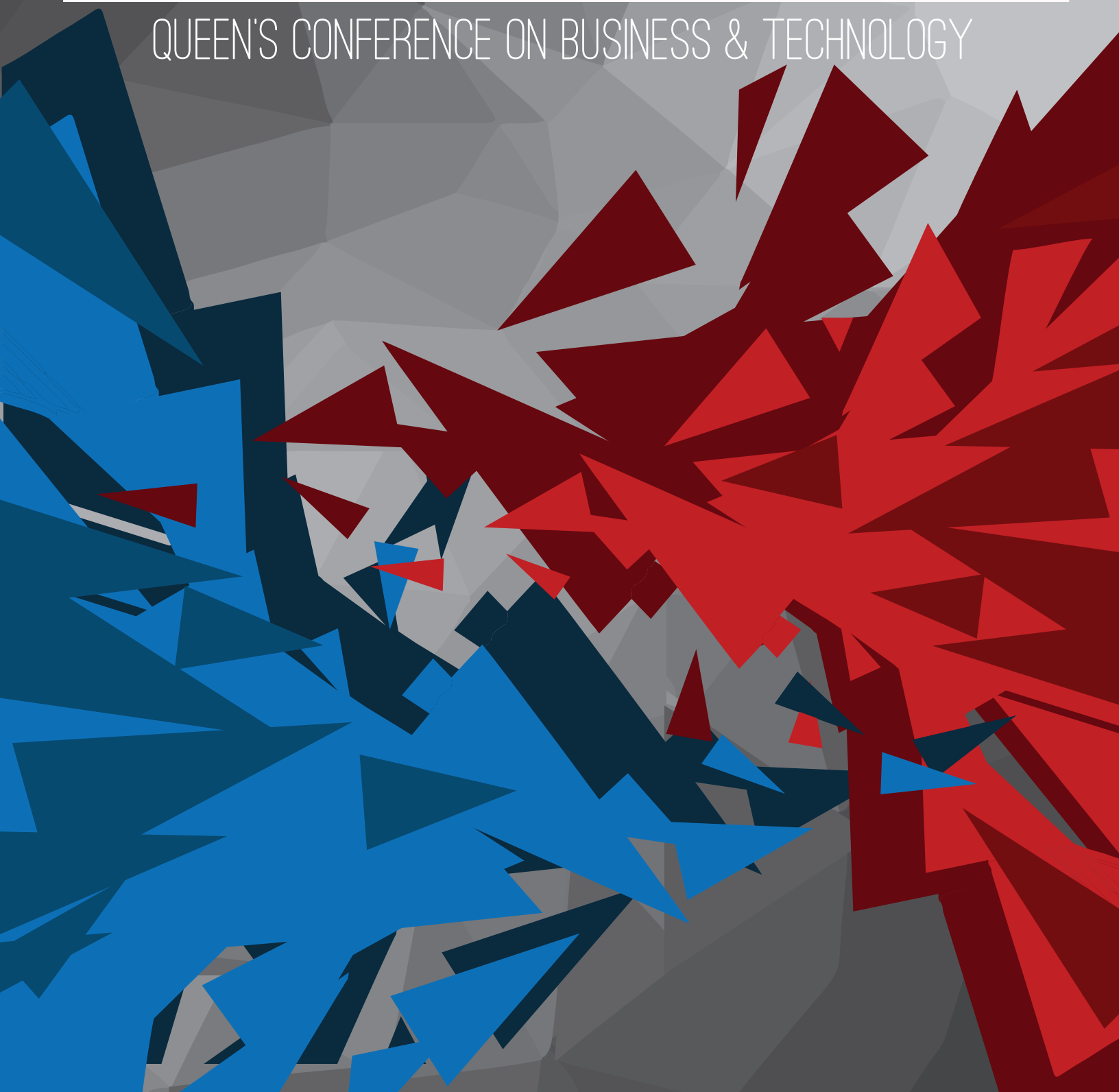
# QCBT



# 2016 SPEAKER'S PACKAGE

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QUEEN'S CONFERENCE ON BUSINESS & TECHNOLOGY





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# GETTING STARTED

We are delighted to invite you to the second annual Queen's Conference on Business and Technology. QCBT is a student-run conference that focuses on connecting students who have a passion for the rapidly growing business and technology sector. After a successful launch in 2015, we plan to build on the momentum and take QCBT to new heights.

Our conference aims to inform delegates about the current advancements in technology, and how they can become a part of community whose purpose is to improve the experience of tomorrow. When a diverse group of people with the same passion come together, it forms a collaborative and insightful atmosphere that fosters innovation. We plan to create an atmosphere that allows a community of individuals who have the drive and initiative to spark the next chapter of technology.

We recognize the vital role speakers play in providing value to delegates and the entirety of the conference. Everyone involved will have a unique role in shaping the conference and making it the incredible experience it will be. On behalf of the QCBT team, we thank you for taking the time to read this speakers package. We hope to see you at the conference March 11-13, 2016!

Sincerely,

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A community with the top talent from companies,  
organizations, and universities to learn and grow.

*CREATE*

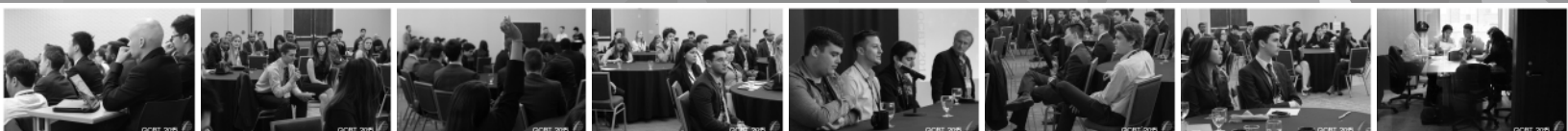
*SHAPE*

The minds of future leaders with insight on the  
latest developments in the technological world.

*SHARE*

Ideas and express passion to assist  
individuals in achieving their goals.

ABOUT US &  
THE BIZTECH  
COMMUNITY



The Queen's Conference on Business and Technology (QCBT) is a student-run conference founded for the purpose of bridging the gap between business and technology to spark innovation. The conference aims to create an atmosphere for curious minds and experts to engage in conversation. We believe, passionately, in the power of collaboration – become a part of what will be a leading centre of innovation, the biztech community. Queen's University has established itself as a venue for top talent, attracting various individuals and groups from across Canada to connect with one another. QCBT aims to provide a weekend of inspiration, learning, and networking for students and industry professionals nationwide.



# EXECUTIVE ADDRESS

Dear Potential Speaker,

As the Executive Director of the Queen's Innovation Connector, I have seen in recent years a more focused effort to provide students with experiences that foster innovative thought, creative ideas, and insightful conversation. The Queen's Conference on Business and Technology (QCBT) is a student-led conference that does just that; it brings together students with a passion for innovation in a dynamic, high-energy environment that inspires new, innovative ideas in technology. With the mission of the QCBT being to provide "an environment for professionals and curious minds to come together to bridge the gap between the business and technology space", I am certain that those who participate will have an invaluable experience connecting with other like-minded students, industry professionals, and top employers from across North America. The success of the QCBT would not be possible without the dedication of the QCBT Executive, the time provided by industry volunteers, and the financial support of sponsors. I hope you consider speaking at this year's QCBT, helping to launch the start of an experience that will "change perspectives, attitudes, and the innovative minds in all of us."



**GREG BAVINGTON**  
**EXECUTIVE DIRECTOR**  
**QUEEN'S INNOVATION CONNECTOR**





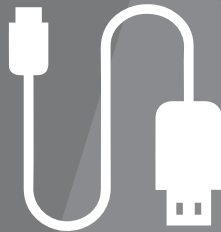
# WHY SPEAK?

QCBT 2015 brought together a lineup of distinguished personalities from the biztech community who shared their ideas and experiences with the next generation of industry leaders. For QCBT 2016, we invite you to become a part of a legacy that fosters innovative thought, creative ideas, and insightful conversation. As a speaker, you will play a crucial role in defining the memories and inspirations that the delegates of QCBT 2016 will leave with.

## THE BENEFITS OF SPEAKING:



Share your experiences by engaging with students with a proven passion for innovation in a dynamic, high-energy environment that inspires new ideas



Leave a lasting legacy that will shape the future of one of the most distinguished student-run conferences in the country



Give back to the growing biztech community by sharing your wisdom and experiences with tomorrow's young leaders.





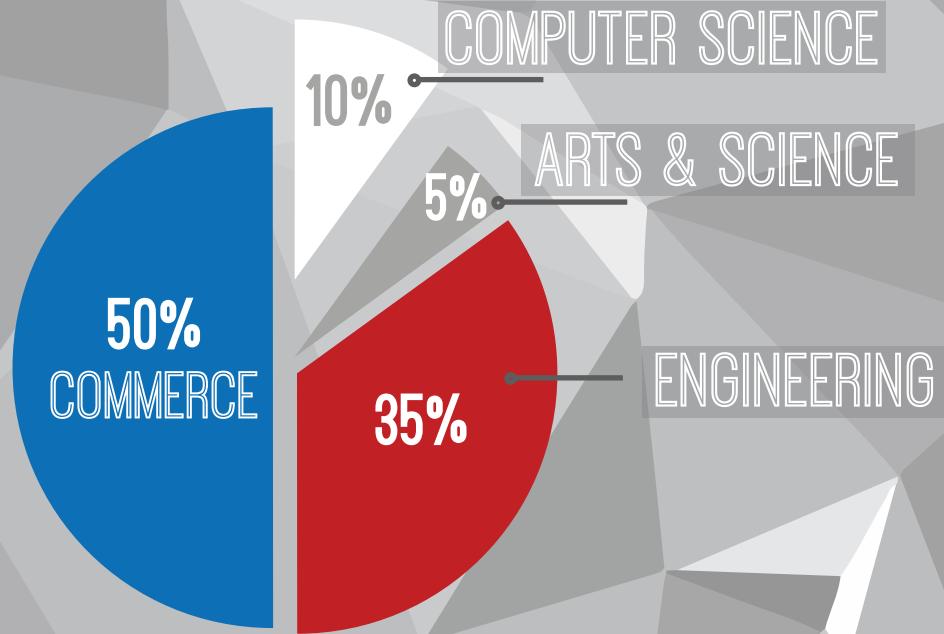
# OUR DELEGATES

After a successful launch in 2015, QCBT wants to delve deeper to show delegates how they can become part of such an innovative community. This conference brings together a diverse group of individuals who dare to define a new status quo and are willing to take the initiative to make ideas come to life. In our fast-paced world, business and technology are at the forefront of advancement and exposure to these fields is important in sparking innovation.

Throughout the course of the conference, speakers and sponsors will be able to educate delegates and provide them with valuable industry insight. Showcase events will provide delegates with an inside look on the latest developments in technology. Workshops and a unique case competition will allow delegates to practice their passion in a bright and lively environment. With the help of sponsorship and dedicated speakers, QCBT aims to bring together people with a desire to change the world.

Hosted at one of Canada's premier universities, QCBT attracts the brightest and most driven delegates from across the nation. Through a unique approach used to select our delegates, we ensure that the conference encompasses the best and brightest individuals in Commerce, Engineering, Computer Science, Arts, and Science. These self-motivated delegates are ready to take the next step towards technological advancement, and are yearning to reach out the leadership gurus and tech titans who can provide insight on the always-changing industry.

## 4 FACULTIES



## 15% EXTERNAL DELEGATES

## 10 DIFFERENT SCHOOLS



UNIVERSITY OF  
WATERLOO



UNIVERSITY OF  
CALGARY



Queen's  
UNIVERSITY



# CONFERENCE ITINERARY\*

\*subject to changes

## FRIDAY

Check-In

The Expo

Opening Address

Opening Dinner

Opening Keynote

Beer Tasting

Social

## SATURDAY

Breakfast

Super Seminar

Workshop

Seminar Series

Lunch

Case Competition

Dinner

Closing Keynote

Closing Ceremonies

Social





# CONFERENCE EVENTS

## THE EXPO

An event unique to QCBT, companies will get to showcase themselves to other members of the conference. Here, you can demo your latest products and developments. Others will get a sneak preview of your company environment and culture.

## CASE COMPETITION

Cutting-edge companies will have a chance to work alongside our bright delegates, as well as hear and judge their ideas.

## WORKSHOPS

Teach delegates about the necessary skills to navigate the business and technology industry today.

## CLOSING ADDRESS

Wrap up the conference in a formal dinner setting. Acknowledge the high points of the conference, along with the success of the outstanding members.

## WINE & CHEESE

Interact with the delegates in a relaxed, social setting at day's end.



# SPEAKING POSITIONS

## KEYNOTE

Set the tone with an inspirational message during the opening and closing banquets of the conference.

## SEMINAR

Share your knowledge and insight with a large group of student delegates in an hour lecture-style session.

## OPENING OR CLOSING ADDRESS

As the deliverer of either the opening address or closing address, you and your company will get the opportunity to speak for 20 minutes at the very beginning or end of the conference. It will be the first and last speaking events of the conference so you will have their undivided attention and the chance to set the tone for the weekend and close off the weekend with key takeaways.

## CASE COMPETITION

Act as an advisor to case competition groups, leading up to a conclusion where you will evaluate their ideas and presentation. This opportunity is given to speakers in the above positions, as well as sponsors.



### **Why did you decide to come to QCBT?**

I was honored to come and speak to the students at Queen's when invited to do so. The opportunity to speak with students who almost universally endorse DataWind's vision on empowering the poor with internet connectivity and low cost tablet PC's, is something that I could not pass up.

### **What did you feel you got out of the event?**

Hearing divergent viewpoints from the next generation of business leaders is the primary benefit of this event from my point of view.

### **What would you say to potential speakers who are undecided on attending QCBT?**

I would say grab the opportunity of speaking at this event. The students are engaging and interested and extremely appreciative of your time. The return on investment of your time is well worth it.

## **SPEAKER TESTIMONIALS**

### **What was your experience like attending QCBT?**

Speaking at QCBT was one of the most rewarding speaking experiences I had all year; I had the opportunity to really connect with the audience and make a meaningful impact on their lives, hear extremely personal stories from participants, and dealing with the coordinators was a dream. Definitely well worth the trip.

### **What do you feel you got out of QCBT?**

In my travels, I have had the opportunity to meet many decision makers and stakeholders of projects both big and small. I have had the opportunity to collaborate with design and engineering teams and build out next generation solutions and outcomes. All my encounters have been both meaningful and fruitful.

But in all the talks and one on ones, I place the evening I spent with the QCBT Team as one of the most memorable and rewarding. The energy, interest and thought provoking questions separated this event from others. The unique combination of delegates representing engineering, commerce and the arts was both unique and strategically differentiating. The group that I met will go far and create new businesses, solutions and business outcomes.

Thank you for the opportunity of being part of a terrific conference.

**DATAWIND**

**DEREK KOPKE**

**GYMSURFING**

**KEVIN BRACKEN**

**CISCO**

**BILL MACGOWAN**



# CONTACT US

## DEAR POTENTIAL SPEAKER,

On behalf of the Queen's Conference on Business and Technology Executive team, we would like to thank you for your interest in speaking at QCBT 2016. We have contacted you for a reason - we believe your voice and organization would be a critical addition to this year's conference. Based on your invaluable insight and experience, along with our vision and delegate base, together we can deliver an incredible conference in your field of speciality.

The QCBT Speakers Team is committed to delivering value to our speakers by providing a refreshing experience that caters to your personal and professional experiences. As such, QCBT 2016 will be building off the momentum of our incredible inaugural year. We plan to provide a breadth of unique events and opportunities to share your expertise and connect with our diverse delegate base who aspire to follow your footsteps. In light of this, if there is any information that you require, or any questions that you may have about how we can make this a worthwhile experience for you, please reach out to us.

Thank you for taking the time to read through this package and learning about our vision. We hope you consider our message and decide to share your ideas and speak at QCBT 2016. We look forward to hearing from you soon.

Kindest regards,

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A photograph of Bill Gates speaking at a conference. He is wearing a blue plaid blazer over a light blue button-down shirt and glasses. He is smiling and gesturing with his right hand. The background is blurred with blue and red lights.

**"INFORMATION TECHNOLOGY AND  
BUSINESS ARE BECOMING INEX-  
TRICABLY INTERWOVEN. I DON'T  
THINK ANYBODY CAN TALK  
MEANINGFULLY ABOUT ONE  
WITHOUT THE TALKING ABOUT  
THE OTHER."**

**- BILL GATES**

