



Impact National Conference 2010

Post Secondary Information Package

DESIGN YOUR OWN DESTINY

November 12-13, 2010 | The Westin Harbour Castle | Toronto, Ontario | www.conference.impact.org



Message from the Founder Kunal Gupta

I am proud to announce that last year Impact Entrepreneurship Group was successfully able to reach more than 500, 000 aspiring youth entrepreneurs through a variety of Impact Programs such as the Impact National Conference, Impact Microcredit, Impact Apprentice, Impact Expo, and Impact Connect to name a few.

The Impact Entrepreneurship Group was founded in 2004 with a goal of promoting entrepreneurship among Canadian youth. It started with Impact Conference held as a local event in Kitchener, Ontario attracting 150 delegates that discussed topics such as 21st century business skills, innovation and role of entrepreneurship in shaping Canada's economic future. Expansion of Impact Entrepreneurship Group over the years has earned Impact Conference National recognition and has increased the number of delegates attending the Impact National Conference to about 300. Today Impact's goal is more than just promoting the entrepreneurial spirit in Canada; it is about connecting people, knowledge and ideas, recognizing success and providing inspiration to leaders

As the chair and founder of Impact Entrepreneurship Group, I am privileged to have the opportunity to foster entrepreneurship among Canadian youth, many of whom I am certain will be business leaders of tomorrow.

Sincerely,

Kunal Gupta
Chair, Impact Entrepreneurship Group



Message from the President Alex Shipillo

Impact's vision and depth has focused specifically on Canada: what can we be doing to create an entrepreneurial culture for our nation's youth that will allow Canada to be a global leader? Impact National Conference (INC), Impact's annual flagship event is a place where students with passion for entrepreneurship gather to learn, discuss, and network with their peers and distinguished members of the entrepreneurial community. Every year INC focuses on a theme that fuels entrepreneurial spirit among the delegates attending the conference. In the past we have had prominent leaders such as Michael Lee-Chin – Founder and Chairman of Portland Holdings, Rebecca MacDonald – Canada's TOP Female Entrepreneur for six consecutive years & Founder of Energy Savings Income Fund, and Craig Kielburger – Founder of Free The Children talk on various themes including: innovation, role of entrepreneurship in Canada, and "Create your own Dreams."

This year's theme at Impact National Conference is "Design your own Destiny." Williams Jennings Bryan an American Politician once said, "Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved." Impact believes that entrepreneurs hold the key to their destiny. It is their will and determination that shape their future.

Join me and the distinguished members of the entrepreneurial community at Impact National Conference to help discover your future as an entrepreneur and "Design your Destiny!"

Alex Shipillo
President, Impact Entrepreneurship Group



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Who We Are

The Impact Entrepreneurship Group is Canada's largest non-profit, youth run organization that is dedicated to promoting entrepreneurial spirit amongst youth in Canada and becoming a starting point and catalyst for youth interested in entrepreneurship and leadership. Impact's goal is to create the next generation of entrepreneurs and help young entrepreneurs realize their true potential. Impact connects people, knowledge and ideas, recognizing success and providing inspiration to leaders at every stage of their development.

Founded in 2004, Impact began as a conference endeavour and over time evolved tremendously, delivering a wide array of high quality programs and initiatives that meet on a national scale where today Impact has reached over 500,000 youth, spanning from more than 50 post-secondary institutions and over 200 high schools in Canada. With more than 100 youth involved nation-wide from its local offices in Waterloo, Toronto and Vancouver, Impact is able to continually fuel and channel this entrepreneurial spirit which effectively embodies three defining pillars that realizes success and achievement: Ambition, Passion and Determination.

Why Entrepreneurship?

Canada is in need of entrepreneurs - why? Because Entrepreneurship drives innovation, job creation, productivity and economic growth. In June 2009, about 2.3 million new businesses were established across Canada. 53% or 1.1 million of the 2.3 million new businesses established were employer type businesses that consequently hired about 10.3 million people. Today Canada believes power of entrepreneurship and that entrepreneurs will remain key force behind Canada's economic growth and essentially this is where Impact comes in.



Impact Vision

Impact is becoming the symbol for youth entrepreneurship and leadership in Canada where this is accomplished through our strategic imperatives:

- Investing in team members
- Strengthening market reach and engagement
- Becoming a representative voice for youth entrepreneurship
- Building a sustainable infrastructure.

Impact Programs

Global Entrepreneurship Week Canada is a nation-wide campaign that embraces innovation, imagination, and creativity. The campaign will bring together entrepreneurs, businesses and organizations from across Canada to host educational and inspirational programs from November 8-14, 2010.

Impact National Conference is Canada's premier youth entrepreneurship and leadership conference. It attracts 300 of the top high school and post-secondary students from across Canada for two days to learn, network and motivate each other to pursue the entrepreneurial spirit and will coincide with Global Entrepreneurship Week Canada.

Impact Microcredit is Canada's largest high-school social entrepreneurship competition that is geared towards high school students. With \$100 vault, each team with 3-5 team members must come up with business plan to make as much profit as possible. The revenue raised is then donated to various charities.

Impact Apprentice is a hands-on competition in which 42 of Canada's top post-secondary students compete in various unique real-life business challenges allowing them to demonstrate their entrepreneurship strength by applying their leadership, teamwork, management and marketing abilities. Groups are assessed on their performance in each challenge and are awarded points accordingly. The group with the highest number of points at the end of the competition will be designated as the overall competition winner.

I Am My Ambition is viral online video campaign that aims to attract entrepreneurs from all facets of life to share with youth their experiences of after becoming an entrepreneur and various struggles and failures associated with that journey. The main goal of these videos is to break down the barriers to the word Entrepreneur where it provides a unique spot light on these entrepreneurs in a way that the youth can easily relate to.

Impact Innovate is Kingston's premier Youth Entrepreneurship Conference. It is a one-day discussion about innovative thought and the entrepreneurial spirit where some of the keynote speakers have included Julie Mitchell – Founder & Owner of Parcel Design and Bruce Poon Tip – Founder of Gap Adventures.

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What is it?

The Impact National Conference (INC), now in its 7th year is our annual flagship event where aspiring entrepreneurs from across Canada gather to learn, discuss and network with their peers and distinguished members of the entrepreneurial community. The Impact National Conference immerses every participant into a business environment and surrounds them with entrepreneurs, in the hopes of fueling their ambition, passion, and determination for entrepreneurship. The conference involves networking opportunities with renowned guest speakers and businesses during the workshop and gala. In the past we have had speakers such as Harry Rosen – Founder of Harry Rosen Inc., Frank O’Dea – Founder of Second Cup, Marc and Craig Kielburger – Founder of Free the Children, and Michael Lee-Chin – Founder and Chairman of Portland Holdings come and talk about their real life experiences as entrepreneurs. Every year 300 hand-picked delegates from across Canada attend the conference; and 600 guests that include 300 hand-picked delegates and 300 industry leaders and dignitaries attend the annual Gala.

Conference Events

As part of the impact National Conference, Canada’s premier youth entrepreneurship conference, a gala is held on the evening of Friday November 12th. The Gala will bring together 600 guests, including the top 300 student delegates from across Canada and over 300 industry guests. This event is a unique opportunity for Canada’s most promising young leaders to learn, discuss and network with peers and distinguished members of the entrepreneurial community.

This year’s Gala is focused on ‘Crossing Borders, Breaking Barriers’, challenging all attendees to take their dreams and put them to action. All who attend will have a chance to mingle and meet distinguished entrepreneurs who made their ideas into reality as they each share their individual success stories with tomorrow’s leaders.

The Impact National Conference Gala is proud to feature a silent auction raising money for a local charity. In past years, money raised through the silent auction has been donated to deserving charities such as Free The Children and Make-A-Wish Foundation.



Keynotes & Breakouts

The impact National Conference brings together the world’s best minds in business. Every speaker from the Impact National Conference speakers have distinguished themselves as notable success stories with engaging storytelling skill. Absorb insight, wisdom and lessons of experience from leaders who shape our world.

Workshops

The most important skills can only be learned by doing. Learn valuable business skills you can’t get in class through interactive, hands-on events led by carefully-selected professional experts.



Panel Discussions

Three heads are better than one: Synergy. The whole is greater than the sum of parts. Having three VIP guests along with a well-respected moderator, panel discussions will provide fresh perspectives and rich insights to relevant topics that matter to young entrepreneurs. Separate panels for high school and post-secondary delegates ensure highly relevant targeted messages for all attendees.

The Experience

Students enter the conference with high leadership qualities, active involvement in the community, and a passion for entrepreneurship. By the end they will have a life changing experience. They will have met many people who share their excitement for the entrepreneurship world. Students will learn how demonstrate their leadership qualities and live up to their potential as one of the Canada’s brightest young minds.



Goals

The Impact National Conference seeks to provide opportunities for high achieving students to learn and network over the course of two days. This conference also encourages students to motivate each other to pursue entrepreneurship.

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Why Subsidies?

Impact Entrepreneurship Conference is a platform that connects youth with successful industry leaders and entrepreneurs. The conference not only allows the youth to network with industry leaders but through workshops and keynote sessions held at the conference, it also reveals the process, obstacles, and rewards of taking an idea to business. Impact National Conference is a stage set for youth to be involved in entrepreneurship today!

Impact National Conference is designed with a goal to

- I**nspire excelling students and fuel their ambition and determination through the success stories of the Keynote Speakers
- M**otivate students to become leaders within their school and community. Students will meet high caliber delegates from across Canada that will motivate them to live up to their potential
- P**rovide life-long skills, advice and guidance needed to reach their goals through networking sessions with the leaders
- A**cquaint students regarding business development through the workshops that are designed for delegates to learn business skills that cannot be gained in class
- C**apacitate students to instigate positive change within their community, aiding others for the betterment of the society through messages conveyed during the panel discussions, workshops and keynote sessions
- T**ransform students into professionals. Pitching competition at the conference allows the students to utilize their professional skills to present their business idea

Therefore,

Support professional development of students and develop the youth into leaders and entrepreneurs.

Build Canada's future by fostering innovation and entrepreneurial spirit among youth.

Help students **Design their Destiny!**



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Type	Amount	Benefits
Hotel	\$245	<ul style="list-style-type: none">• 2 Day stay at Westin Harbour Castle in Toronto, Ontario• 5 meals including 3 course Gala dinner• An opportunity to network with prominent entrepreneurs and student leaders from across Canada
Non-Hotel	\$195	<ul style="list-style-type: none">• 5 meals including 3 course Gala dinner• An opportunity to network with prominent entrepreneurs and student leaders from across Canada

* Prices are subjected to change

The conference is over \$800 in value, but due to generous sponsorship from Impact's supporters, Impact is able to provide delegates with a subsidized delegate fee.

CONTACT US

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