

# 40<sup>th</sup> Anniversary Event ROI Report



CANADIAN COUNCIL FOR  
**INDIGENOUS**  
**BUSINESS**

## A message from the President and CEO, Tabatha Bull

Dear Sponsors,

On behalf of Canadian Council for Indigenous Business, I would like to express my heartfelt gratitude for your generous sponsorship of Canadian Council for Indigenous Business's 40th Anniversary Celebration held this past May in Toronto. Your contributions and participation were instrumental in making this milestone event a resounding success.

Our 40th Anniversary celebration brought together a diverse network of leaders and visionaries committed to advancing the Indigenous economy, and your support helped drive meaningful conversations and foster new collaborations among the attendees on topics critical to Indigenous business success.

Together, we accomplished an event that showcased our communities' incredible talent and innovation, offering attendees unique opportunities to engage with and support Indigenous entrepreneurs.

The awards gala was a memorable highlight where, for the first time, we celebrated all five of CCIB's awards with five incredible recipients whose outstanding contributions, leadership, and achievements inspire future generations of Indigenous entrepreneurs.

Thank you once again for your unwavering support and collaboration. We look forward to continuing our work to bring more impactful events in 2025 to enhance a prosperous Indigenous economy.

Chi Miigwetch,  
Tabatha Bull



Tabatha Bull



# Executive Summary

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Canadian Council for Indigenous Business (CCIB) celebrated its 40th anniversary from May 27-29, 2024, at the Westin Harbour Castle in Toronto, marking four decades of fostering partnerships between Indigenous communities and corporate Canada.

The event kicked off with a Registration & Networking Lounge on May 27, followed by an Opening Reception featuring cocktails, hors d'oeuvres, and a preview of the Indigenous Fashion Arts Festival 2024 Runway. On May 28, attendees immersed themselves in a full-day Business Forum, engaging in thought-provoking panels, networking, and shopping the Indigenous Artisans Marketplace. The day culminated in an exclusive concert at Rebel Nightclub hosted by Michaella Montana, which showcased performances by Crystal Shawanda, Aysanabee, and The Halluci Nation. The celebration continued on May 29 with morning sessions, a VIP keynote speaker, and the Anniversary Awards Gala, honoring exceptional Indigenous business achievements and concluding with a video reveal of CCIB's new name and branding before an 80's After Party.

Throughout the event, CCIB commemorated its impactful history and set the stage for continued collaboration and growth in the Indigenous economy.

# Panelists, Speakers, & Entertainment

## CCIB CEO & Committee Co-Chairs

**Tabatha Bull** - President & CEO, Canadian Council for Indigenous Business

**Clint Davis** - President and CEO, North35

**Dr. Marie Delorme** - CEO, The Imagination Group of Companies

## Welcome Day 1 & 2

**Chief Claire Sault** - Chief, Mississaugas of the Credit First Nation

**Elder Garry Sault** - Mississaugas of the Credit First Nation

## Governor General Canada

**Her Excellency the Right Honourable Mary Simon** - Governor General and Commander-in-Chief of Canada, C.C., C.M.M., C.O.M., O.Q., C.D.

## Forum & Awards Gala Hosts

**Victoria LaBillois** - Owner, Wejipeg Excavation

**Juanita Taylor** - Sr. Reporter, CBC

## Keynote Speakers

**David Allison** - CEO, The Valuegraphics Research Company

**Perry Bellegarde** - Former National Chief of the Assembly of First Nations

**Claudette Commanda** - Chancellor, University of Ottawa

**Douglas Sanderson** - Co-Author, Valley of the Birdtail

## Forum Speakers/Panelists

**Krystal Abotossaway** - Senior Manager, TD Bank

**Leona Aglukkaq** - Director, Agnico Eagle Mines

**Jordan Baptiste** - Managing Director, Tamarack Canada, Des Nedhe

**Kathleen Bluesky** - CEO, Treaty One Development Corporation

**Nicole Bourque-Bouchier** - CEO & Co-founder, Bouchier Group

**Cherie Brant** - Partner, Borden Ladner Gervais LLP

**Tabatha Bull** - CEO, Canadian Council for Indigenous Business

**Denis Carignan** - President & Co-founder, PLATO

**Erica Daniels** - Owner, Kejic Productions

**Jude Daniels** - Board of Directors, Alberta Energy Regulator

**Clint Davis** - President and CEO, North35

**Colby Delorme** - President, The Imagination Group of Companies

**Dr. Marie Delorme** - CEO, The Imagination Group of Companies

**Alicia Dubois** - Chief Investment Officer, Boann Social Impact LP. Co-Chair, CCIB Board of Directors

**Philip Ducharme** - VP, Entrepreneurship & Procurement, Canadian Council for Indigenous Business

**Meika Ellis** - Associate, Smart & Bigger LP

**Matthew Foss** - VP, Research & Public Policy, Canadian Council for Indigenous Business

# Panelists, Speakers, & Entertainment

**JP Gladu** - Principal, Mokwateh

**Lesley Hampton** - Creative Director, Lesley Hampton

**Melissa Hardy-Giles** - CEO, ORIGIN

**Nyden Iron-Nighttraveller** - President & CEO, Amarok Scaffolding

**Geena Jackson** - Executive Producer, Creator, Core Judge, Bears' Lair TV

**Roberta Jamieson** - Corporate Director, Royal Bank of Canada, Deloitte Canada & Chile

**Ron Jamieson** - President at First Canadian Property Investments Ltd.

**Dakota Kochie** - Director of Government and External Relations, Nuclear Waste Management Organization

**Brenda La Rose** - Founder & Certified Coach, BL Talent Solutions

**Dylan McLennan** - Founder & CEO, L'nu Energy. Director, CCIB Board of Directors

**Andre Morriveau** - Communications Manager, Ontario Native Women's Association

**Barry Morrissette** - Entertainment and Technology Producer, Radiance Digital

**Derrick Neeposh** - President, CREECO

**Josh Nilson** - Founder, East Side Games & Maskwa Investments

**Sylvie Ouellette** - CEO & Co-founder, Versatil BPI Inc

**Scott Patles-Richardson** - Founder, Senior Advisor, Indigenous Financial Services

**Shannon Pestun** - Owner, Pestun Consulting Inc.

**Chelsee Pettit** - Founder, Aaniin Retail inc.

**Bobbie Racette** - Founder and CEO, Virtual Gurus

**Randi Ray** - Founder & Principal, Miikana Consulting

**Scott Smith** - Principal, Indigenous Lens

**Clio Straram** - Head, Indigenous Banking, BMO Financial Group

**Chief Evan Taypotat** - Kahkewistahaw First Nation

**Milton Tootoosis** - Chief Economic Reconciliation Officer, (SREDA)

**Dave Tuccaro** - Entrepreneur, President & CEO, Tuccaro Group of Companies

**Jordan Vandriel** - Senior Manager, Indigenous Financial Services, Scotiabank

**Chief Ted Williams** - Chippewas of Rama First Nation

**Sean Willy** - President & CEO, Des Nedhe Group

## Entertainment

**Indigenous Fashion Arts, Designers: Lesley Hampton, Indi City x Heather Bouchier, Rebecca Baker-Grenier, Ujaraatsiaq Garments.** - Opening Reception

**Classic Roots** - Opening Reception

**Dallas Arcand** - Business Forum

**N'we Jinan Youth Singers** - Business Forum

**Kaha:wi Dance Theatre** - Awards Gala

**Red River Ramblers** - Awards Gala

The background of the page is a vibrant red color, decorated with abstract, flowing white and light red shapes. These shapes include large, sweeping curves and overlapping circles, creating a dynamic and modern aesthetic. The overall effect is one of movement and energy.

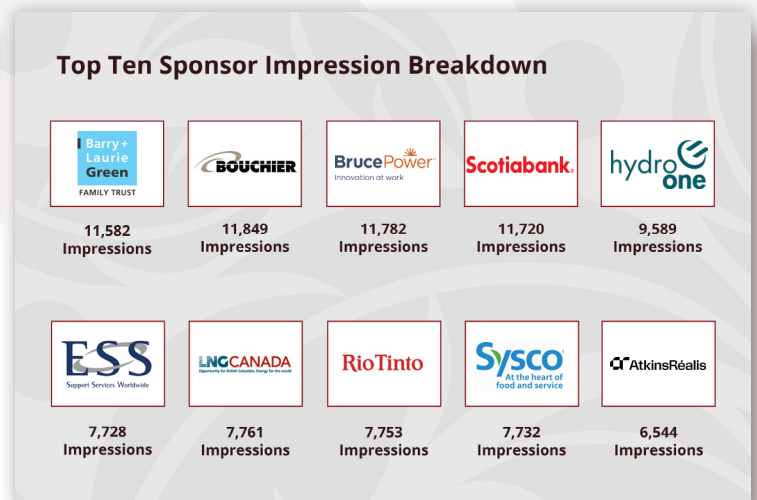
# EVENT ANALYTICS



The creative banner was used across all digital marketing initiatives leading up to CCIB’s Anniversary Event. This was distributed to the Board of Directors and information sent to members and those subscribed to receive information from CCIB. The banner and sponsor block were displayed in the event PowerPoint loop as well as on all foam core signage on the day of. Networking, Coffee Connection, and session sponsors received exclusive logo recognition on signage outside of breakout sessions and throughout the venue.

Sponsor logos were displayed on-screen at the appropriate time throughout the event agenda both in-person and on the event website.

## Sponsor Report from Event Site & App



# Event Site Analytics

## Registration

Attendees

1,188

Total Website Webpage Views

24,666

## Engagement Highlights

Community Board  
Message Total

2,287

Attendee Profile  
Views Total

7,557

Photos Shared  
Total

356

Headshots Taken  
Total

143

## Networking Highlights

Private Messages  
1-on-1

3,348

Attendee Interaction  
1-on-1

2,767

Business Cards  
Scanned & Exchanged

122

## Agenda Highlight

Agenda In-App-Views

7,867



# Communications

## Media partners

Media partners provided us with additional exposure to promote CCIB's 40th Anniversary. Each media partner allowed us to promote the event to different demographics and geographic areas.

	<p>National web banner x1 Facebook post x1 Instagram post</p>
	<p>X1 national half page ad x2 national quarter page ad</p>
	<p>Regional commercials running on CFWE-FM radio in Calgary, AB</p>
	<p>Local commercial on CFPT-FM radio in Toronto, ON</p>

## Mass e-mail distribution (e-blasts) with logo recognition

CCIB sent a targeted mass e-mail to the CCIB member mailing list, providing the latest CCIB updates, including CCIB events. In an events e-blast, the information included when tickets were on sale, mainstage and panelists details, general event details, and sponsor logos.

## E-Blasts Sent

Date sent	Email Subject	# of emails	Open Rate	Click-thru Rate
December 7, 2023	Early bird tickets	2,032	31.41%	7.02%
March 8, 2024	Early bird tickets end	3,440	29.25%	3.28%
March 15, 2024	Final early bird tickets end	2,249	28.82%	3.85%
May 15, 2024	Indigenous Live Concert	302	45.33%	13.67%

# Communications

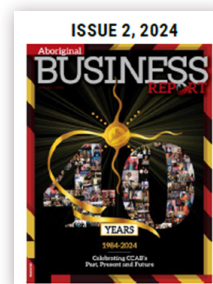
## CCIB Bi-weekly E-newsletter

CCIB's marketing team promotes CCIB initiatives, CCIB members, and the important work being done to elevate Indigenous businesses in Canada. Along with general CCIB updates, CCIB events are frequently promoted to over 12,000 participants. The 40th Anniversary Celebration was included in the e-newsletter from November 30, 2023, to June 27, 2024.

Date Sent	# of Emails Sent	Unique Open Rate	Total Open Rate	Click-thru
2023-11-30	11,003	51.96%	153.78%	23.98%
2023-12-14	11,026	48.63%	145.39%	21.83%
2024-01-11	5,825	57.12%	169.42%	25.72%
2024-01-25	5,848	56.91%	157.90%	25.31%
2024-02-08	11,754	51.07%	155.16%	24.35%
2024-02-23	11,850	49.76%	140.60%	23.48%
2024-03-07	11,928	49.73%	233.93%	24.13%
2024-03-21	11,998	48.73%	233.93%	24.13%
2024-04-04	12,366	20.27%	47.58%	2.31%
2024-04-18	12,428	47.47%	285.37%	23.79%
2024-05-02	12,430	48.56%	311.95%	24.27%
2024-05-16	12,510	46.39%	243.46%	23.21%
2024-05-31	12,541	50.45%	157.79%	23.34%
2024-06-13	12,596	49.04%	138.35%	24.04%
2024-06-27	12,645	48.64%	132.95%	23.76%

## CCIB Aboriginal Business Report (soon to be Indigenous Business Report)

CCIB's Aboriginal Business Report (soon to be renamed Indigenous Business Report) is distributed to over 4000+ readers, including members of government, post-secondary institutions, Indigenous business communities and Indigenous organizations, Economic Development Corporations, CCIB members, and companies operating in Canada. The magazine is also distributed during CCIB business forums and events, as well as high-traffic locations across Canada. As an added bonus the magazine is also available in a digital edition and promoted widely on all of CCIB's social media platforms. This edition of the Aboriginal Business Report was extra special as it celebrates 40 years of CCIB.



### MAGAZINE STATS

Total Pageviews **1,620**

LinkedIn Views **11,866**

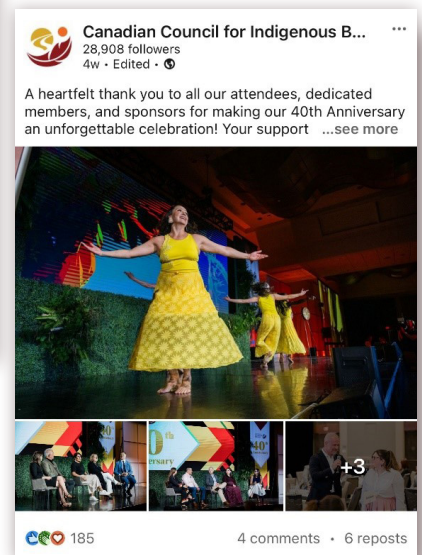
Avg. Time on Page **1:24**

## Social Media Analytics

CCIB social media platforms include Facebook, Instagram, Twitter, and LinkedIn. Engagement on social media represents the measurement of comments, likes, and shares. Engagement leads to increased word-of-mouth, website traffic, and brand awareness. Impressions represent the number of times content is displayed. Traffic represents the number of times someone has clicked to the CCIB website/event registration page for further details. CCIB social media analytics were assessed from the first 'Save the Date' announcement (November 30, 2023) to post-event recap (June 12, 2024).

Social Media Analytics from November 30, 2023 – June 12, 2024				
	Followers	Engagement	Impressions	Traffic
Twitter	6,590	296	9,193	242
Facebook	10,848	18,686	696,587	4,127
Instagram	2,630	1,705	39,925	361
LinkedIn	28,400	12,810	193,847	38,100

## Social Media Posts



# EVENT HIGHLIGHTS

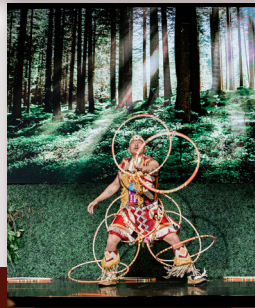
## Opening Reception



## Indigenous Live Concert



# Awards Gala & Entertainment



# Business Forum & Indigenous Market



# After Party



# Messages of Appreciation

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*Thank you for organizing this event.  
You did a really good job :)*

- Jourdain Thibert, IT Partners Inc.  
Certified Indigenous Business



*Amazing event. So well done.  
1st time attending!  
Look forward to next year!!*

- Cory Lloyd, Aboriginal Labour  
Force Development Circle  
Indigenous Business Member



*This is a wonderful gathering.  
Congratulations to CCAB team!!*

- Carolina Gallo, GE Vernova  
Partnership Accreditation in  
Indigenous Relations (PAIR),  
Committed Level



*Great event thus far good balance of presentation and networking. One of the best conferences this year!*

- Pierre Beaulieu, Jones Lang LaSalle (JLL)

Partnership Accreditation in  
Indigenous Relations (PAIR),  
Committed Level



*This is my first time attending CCAB and I am so very thrilled to be here! I have felt so welcomed, embraced by my people, like I have come home. Mahsi.*

- Kristine Geary, Maple Leaf Tours

Certified Indigenous Business

The background is a solid dark red color. It features a repeating pattern of stylized, overlapping leaf shapes and solid circles in a slightly lighter shade of red. The leaves are elongated with pointed tips and curved edges, while the circles are simple and uniform in size. The overall effect is a textured, organic pattern.

**Thank you to the 40th  
Anniversary Event Sponsors  
for their generous support**



CO-LEADS



AWARDS



AWARDS GALA



Opening Reception	Indigenous Entertainment	Afterparty	Cocktail Reception	Supporting	Lunch
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Transit Sponsor	Transit Partners	Networking Lounge	Book Sponsor	Mainstage Panels	Red Carpet Photo
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Video 360	Corporate Photos	Networking Break	Business Connect Rooms	Indigenous Marketplace
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Contributing	Session	Coffee Connection
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Community	Pay It Forward	Media Partners
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