

Signal49
RESEARCH

Better Workplace Conference 2026

April 22 – 23, 2026 | Virtual

Sponsorship Package



Why this conference matters

Canadian workplaces are at a defining moment. Five years ago, wellness was a perk – a yoga class, a fruit basket.

Today, leaders face systemic challenges:

- Burnout that is rarely just individual—it's structural
- Leadership gaps in distributed teams undermining culture and connection
- Mental health and financial stress driving disengagement
- AI accelerating ambiguity and capability gaps

The old model—patchwork programs and perks—cannot solve structural problems. Traditional wellness programs fail because they treat symptoms, not systems.

BWC 2026 is Canada's national platform where wellness and organizational effectiveness intersect. This isn't about perks—it's about redesigning a future with a new mindset: making wellbeing a strategic lever for success by embedding it into work design, culture, and leadership.



Our events are designed with the audience experience at the forefront. Utilizing an innovative online conferencing platform, our programming will feature:

- Exclusive research insights from leading experts
- Dynamic keynotes and lived experience spotlights
- Hands-on collaborative sessions with actionable tools
- Peer showcases and networking opportunities
- Two days of evidence-based insights and practical solutions



Event Overview

The Better Workplace Conference is Canada's national platform for systemic change—reframing wellbeing as a strategic lever for success through work design, culture, and leadership, with a refreshed two-day program delivering actionable insights for lasting impact.

Core themes:

1. **From Work Design to Measurable Impact:** Wellbeing starts with how work is designed. Learn strategies to reduce systemic strain and measure progress.
2. **Leading in Flexible and Distributed Work Models:** Flexibility is here to stay—discover how to close leadership gaps and build connected, resilient teams.
3. **Mental Health and Wellbeing:** Explore multidimensional wellbeing strategies that strengthen resilience and create cultures where people thrive.
4. **Technology, AI, and the Human-Centered Future of Work:** Balance innovation with humanity—leverage tech to predict and prevent strain and prepare for future capability needs.

BWC past event snapshot

Our event is designed for:

- HR and People Leaders shaping culture and wellbeing strategies
- Executives and Senior Leaders driving organizational performance
- Operations and Strategy Leaders focused on workforce effectiveness
- Innovators and Researchers exploring systemic solutions

500+

Registrants

210

Average attendees per live session including concurrent sessions

13

Hours of insights and CPD hours for HRPA members

30k+

Email reach in the 2025 BWC campaign

40k+

Social impressions on 2025 BWC posts

10k+

BWC event page views in 2025

29

Number of years BWC has been running

Featuring our Past Speakers

Over the years, the Better Workplace Conference has welcomed an exceptional roster of leaders whose work has shaped national conversations on workplace wellbeing and organizational performance. Our past speakers have brought lived experience, bold thinking, and research-driven insights that challenge convention and inspire meaningful action. Their contributions continue to elevate the conversations we lead today.



Dr. Shimi Kang

Leading expert in change, leadership, innovation, and wellness



Lee Rubin

Team-building expert



Pranav Arya

Manager of AI
TELUS



Marie-Chantal Côté

Sr Vice-President
Sun Life Health



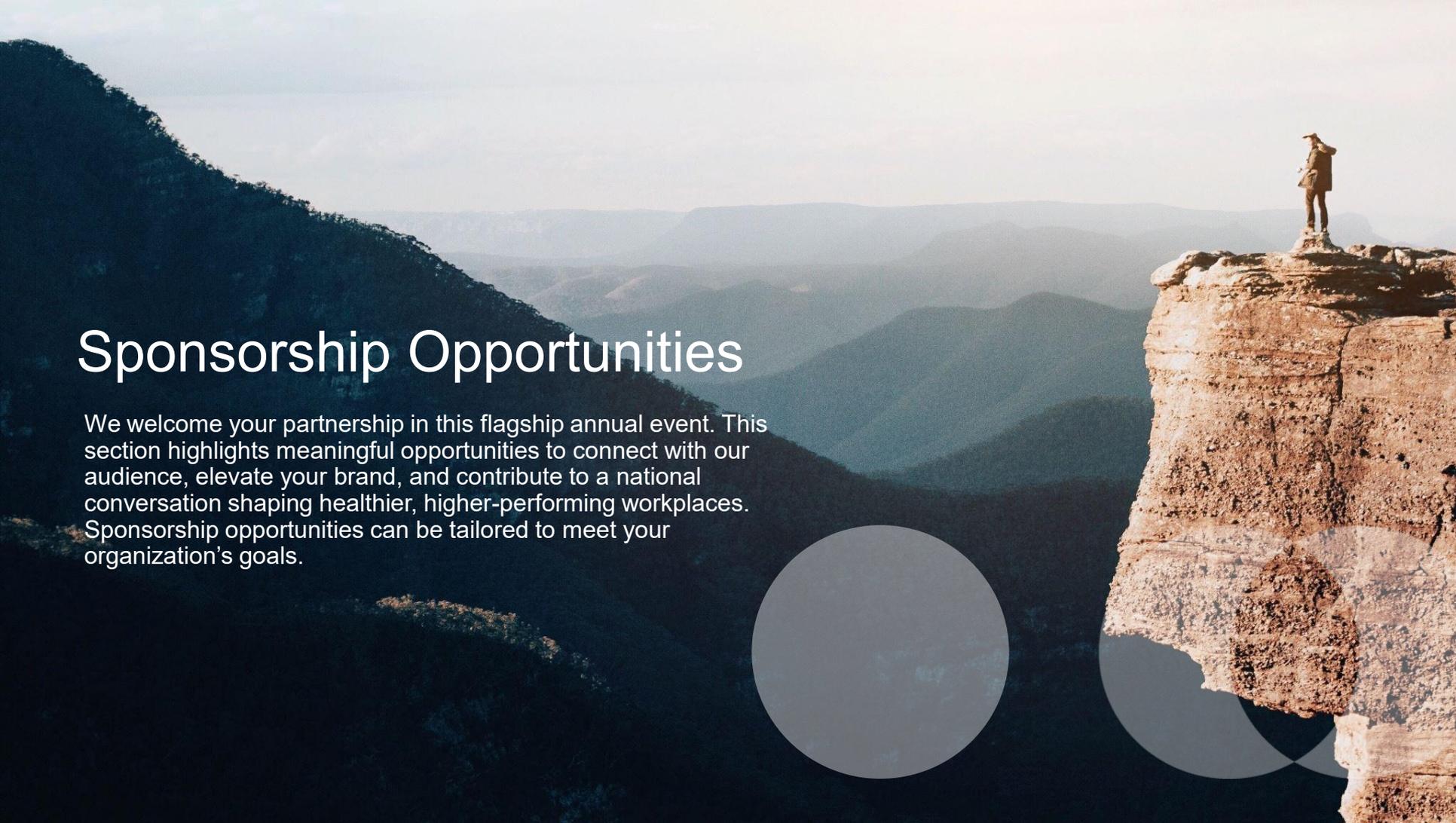
Bailey Farrell

Health & Safety Staff
Officer
Power Workers' Union



Sandra Cushnie

Sr Director, Global
Diversity, Equity & Inclusion
McCain Foods Ltd.

A person stands on the edge of a high, layered rock cliff, looking out over a vast, hazy mountain range. The scene is bathed in soft, golden light, suggesting dawn or dusk. The foreground shows the dark, forested slopes of the mountains. Two large, semi-transparent blue circles are overlaid on the lower right portion of the image.

Sponsorship Opportunities

We welcome your partnership in this flagship annual event. This section highlights meaningful opportunities to connect with our audience, elevate your brand, and contribute to a national conversation shaping healthier, higher-performing workplaces. Sponsorship opportunities can be tailored to meet your organization's goals.



The value of partnering with BWC

- **Collective impact:** Join a national platform uniting leaders to tackle systemic challenges and amplify shared visibility.
- **Credibility and independence:** Align with evidence-based programming and practitioner case studies—trusted content over promotional noise.
- **Actionable value:** Connect expertise to frameworks and ROI-focused tools that move organizations from programs to systems.
- **Stakeholder-led relevance:** Agenda shaped with executive and HR input; sponsor touchpoints mapped to real, high-demand themes.
- **Meaningful engagement:** Engage 300+ cross-sector delegates, decision-makers, and budget holders through curated, quality interactions.
- **Strategic visibility:** Gain multi-channel exposure—event platform, website, social, e-newsletters—and mission-aligned activations.
- **Customized fit:** Tailor opportunities for awareness, thought leadership, lead generation, and partnership-building moments.
- **Measured results:** Receive post-event insights on reach, session attendance, content performance, and interaction metrics.

	Featured Sponsor \$7,000 Total spots: 2	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Bronze Sponsor \$1,500
Lead-Up to the Conference				
Tailored sponsorship promotion package	•	•	•	•
Your logo on the event website	•	•	•	•
During the Conference				
Speaking opportunities	Keynote Opportunity to introduce or thank a speaker	Plenary / Concurrent Opportunity to introduce or thank a speaker	Concurrent Opportunity to introduce or thank a speaker	Break activity Pre-recorded or live
Featured daily sponsor recognition	•	N/A	N/A	N/A
Special recognition in opening and/or closing sessions	Opening & Closing	Closing	N/A	N/A
Event ad placement	•	•	N/A	N/A
Virtual sponsor page on event hub (includes analytics)	•	•	•	N/A
Your logo on the live event platform	•	•	•	•
Resources elevated to the resource section on webcast	•	N/A	N/A	N/A
Event registration passes (internal/external use)	20	15	10	5
Additional passes discount (sponsor organization use)	50%	50%	50%	50%
Recognition in post-event email	•	•	•	•

Description of Benefits



Tailored sponsorship promotion package

Amplify your brand before the event begins. Your organization will be featured in pre-event promotions—targeted social campaigns, acquisition outreach, and registrant communications—ensuring visibility with a highly engaged audience.

Your logo on the event website

Showcase your commitment to better workplaces. Your logo will appear prominently on the event webpage, positioning your brand as a supporter of inclusive, resilient work environments.

Speaking opportunities

Be seen and be heard. Sponsors may moderate a session, deliver opening remarks, or thank a speaker—placing your brand at the centre of key conference moments.

Featured daily sponsor recognition

Enjoy prominent daily visibility. Receive verbal recognition from the conference chair during opening and closing remarks, plus logo placement in day-of emails, the virtual event hub, and the plenary lobby.

Special recognition in opening and/or closing sessions

Start and end with impact. Benefit from a dedicated shout-out during the conference's opening and closing remarks, reinforcing your role in advancing workplace innovation and wellbeing.

Event ad placement

Drive traffic and deepen engagement. Feature a 30-second branded video during the event to highlight your organization, promote your offerings, or direct attendees to your virtual booth and resources.



Virtual sponsor page on event hub (includes analytics)

Create a dynamic presence. Your dedicated sponsor page includes branding, website links, booking tools, downloadable content, and engagement analytics. Our team will support customization to fit your goals.

Your logo on the live event platform

Achieve continuous visibility. Your logo will appear throughout the live event environment, including the virtual lobby and session waiting rooms—ensuring consistent brand exposure.

Resources elevated to the resource section on webcast

Extend your reach. Sponsor-provided resources (whitepapers, case studies, toolkits, etc.) will be featured in the main resource hub—making them easy for attendees to discover, download, and revisit after the event.

Event registration passes (internal/external use)

Share the experience. Receive complimentary passes for your team or clients to attend sessions, engage with leaders, and access all conference programming.

Additional passes discount (sponsor organization use)

Celebrate your sponsorship. Enjoy a custom discount code for additional registrations, allowing you to invite colleagues and partners while showcasing your commitment to workplace wellbeing.

Recognition in post-event email

Stay visible beyond the event. Your organization will be acknowledged in the post-event communication sent to all delegates—reinforcing your partnership and keeping your brand top-of-mind.

Some of our Past Sponsors



Amplify your impact & join the dialogue

Our Conferences spark progress where it matters most.

Through bold ideas, trusted insights, and cross-sector collaboration, we bring Canadian leaders together to navigate complexity and shape what comes next.

Participants don't just learn—they gain the frameworks, connections, and confidence to act.

Be part of what's next. Join us.

Contact:

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