

# CEOx1DAY

BY ODGERS BERNDTSON

## CEOx1Day Program Future Leaders Summit 2021/22

### About the Program

Odgers Berndtson Canada is pleased to announce that the CEOx1Day program will return in 2022 with a twist!

On February 25th, 2022, we will host the CEOx1Day Future Leaders Summit to provide leadership development and career insights for Canada's most promising future leaders. With the summit taking place virtually we are able to inspire and be inspired by more students across Canada allowing the furthest reach possible.

Exclusive to Odgers Berndtson, the CEOx1Day program gives third-and fourth-year university and college students an opportunity to connect with some of Canada's most impressive CEOs and CHROs. The program was founded over 10 years ago and now runs in 10 countries worldwide. To date, more than 120 organizations have participated across Canada, including: PayPal, Lululemon, Cineplex, Manulife, IKEA, Capital One, Cominar, Carbon Engineering, Alectra, and Amnesty International.

Although the event will not include a one-on-one, in-person experience this year, it will provide many opportunities for students to learn from and network with CEOs and CHROs in a new, temporary format. Our intention is to return to the in-person CEOx1Day program in 2023 once the uncertainty of the COVID-19 pandemic is behind us.

To date of over 120 organizations have participating including:



MindBridge™



CBC Radio-Canada

Purolator



## Timeline & Selection Process

Future leaders are identified through a rigorous 2-stage selection process. This will ensure we have an exceptional group of student leaders and the best CEO/student pairing.

October 25 – November 25

December 6 – December 15

February 25, 2022



Phase 1  
Applying for  
CEOx1Day



Phase 2  
Online Leadership Assessment  
& Interviews



Phase 3  
Attend CEOx1Day Future  
Leaders Summit

## Why Participate?

### Connect with future leaders:

CEOs and their teams have the opportunity to learn more about what drives top students, while providing mentorship and career advice.

### Each experience is unique:

Each organization designs its CEOx1Day to showcase its approach to leadership and operations, as well as its unique mission, values and culture.

### Support from Odgers Berndtson:

A dedicated resource works with your team to prepare the day's agenda, and learns more about you and your organization to determine your match. We also prepare the CEOx1Day mentee for their big day.

## Promotion of Your Company & Brand

Your organization will be promoted to Odgers Berndtson's executive audience, top post-secondary students and the business community-at-large via:

### Social media promotion

on LinkedIn, Twitter, Facebook, and Instagram

Editorials in **top national & local business news outlets**, as well as post-secondary publications

### A digital & on-campus advertising campaign

to thousands of top students at 100+ post-secondary institutions

## Our Partners



The CEOx1Day program provides a real-world experience that mimics today's job search process and provides applicants with the valuable skills that extend throughout their careers. These benefits include receiving a leadership assessment, participating in phone/video interviews, and learning from CEOs and CHROs.



[www.ceox1day.ca](http://www.ceox1day.ca)