



Marketing Tool Kit for Universities & Colleges

CEOx1Day Program

2022-23



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Program Overview

- Now in our ninth year in Canada, CEOx1Day provides the country's most promising future leaders a coveted opportunity to learn from and network with some of Canada's most impressive CEOs and CHROs.
- All third- and fourth-year university and college students enrolled in a Canadian School are eligible to apply for the CEOx1Day Program.
- The CEOx1Day Program is exclusive to Odgers Berndtson.
- The program was founded over 10 years ago in Germany and now runs in more than 10 countries worldwide, including the UK, Spain, Brazil, Belgium, Australia, South Africa, and Singapore.
- To date more than 130 Canadian organizations have participated in Canada including: PayPal, Lululemon, Cineplex, Manulife, IKEA, MEC, De Beers, VanCity, Plan Canada, and Amnesty International. Click [here](#) to see more past participants.
- Each year we receive hundreds of student applications. For the 2022-23 program, the top 30 students will be selected to participate in both the CEOx1Day Career Development Day, and the One-on-One CEO Mentor Day.
- In between January 24 and February 2, 2023, we will host the CEOx1Day Finalists for Career Development Days in our Odgers Berndtson offices. The Finalist Days across Canada will include a Hogan assessment debrief, a CHRO panel, and career management seminars. The regional dates are as follows:
 - Toronto: Tuesday, January 24
 - Ottawa: Wednesday, January 25
 - Montreal: Thursday, January 26
 - Calgary: Wednesday, February 1
 - Vancouver: Thursday, February 2
- In between February 13 and March 10, 2023, CEOx1Day Finalists will participate in a one-on-one day of mentorship with their paired CEO.
- For the Quebec Finalists: while the Montreal Career Development Day on January 26 will be held in French, the one-on-one CEO mentor days will be in either French or English, dependent on the CEO.
- Participating CEOs and CHROs will have the opportunity to connect with and learn more about what drives this next generation of leaders, while providing high-potential students with valuable leadership development and career insights.
- Our student participants want to learn about CEOs and CHROs background, career path, leadership approach and outlook on the future of work.
- Finalists will have an opportunity to be considered by Odgers Berndtson for a summer internship or full-time placement after they have graduated.
- We encourage students to stay up to date with program announcements via our [CEOx1Day Instagram account](#).



Eligibility

All third- and fourth-year university and college students enrolled in a Canadian School are eligible to apply for the CEOx1Day Program. Eligible students must submit an online application, which will be reviewed carefully by Odgers Berndtson's team of leadership experts.

Follow these two phases and you could be a CEOx1Day!

Phase 1: Applying for CEOx1Day (September 27 to November 6, 2022)

Eligible students must complete and submit an online application, which will be reviewed carefully by Odgers Berndtson's team of executive search and leadership experts. Applications must include:

- Contact information
- The name of the university or college, and the program
- A written response to the essay questions provided, highlighting the student's thoughts on leadership
- A resumé summarizing the student's paid and unpaid work experience, extracurricular activities, community involvement or charity work, and any awards received
- Academic transcripts

Evaluation Criteria for Phase 1: Applications will be evaluated on the quality of each student's responses to the questions provided on leadership, and based on the breadth of their work, volunteer experience, extracurricular activities, and GPA.

Approximate Time Commitment: 2 hours

Phase 2: Online Leadership Assessment & Interviews (November 14 to November 27, 2022)

A group of semi-finalists will be selected to proceed to Phase 2, which will involve a virtual interview process with Odgers Berndtson Consultants. These interviews will mirror a real-life job search and interviewing session.

In addition, students will be invited to participate in a custom online leadership assessment. Hogan has developed a CEOx1Day Assessment that profiles our applicants' skills, competencies, leadership styles, and opportunities for development. Finalists will receive a personalized debrief of their assessment during their Career Development Day, and Semi-Finalists will receive their assessment brief via email.

Evaluation Criteria for Phase 2: Semi-finalists will be assessed on how well they present themselves, communicate, and think on their feet, as well as the quality of their answers to the interview questions.

The final evaluation will consider each semi-finalist's performance in the recorded interviews coupled with the Hogan CEOx1Day Assessment.



CEOX1Day Career Development Days & One-on-One CEO Mentor Days

30 CEOX1Day applicants will be selected as Finalists, to attend the CEOX1Day Career Development Days taking place in Odgers Berndtson offices across Canada, as well as to participate in the One-on-One CEO Mentor Days.

Finalists will learn from, and network with, some of Canada's most impressive CEOs and CHROs. These CEOs and CHROs will provide leadership development and career insights, and touch on topics like the future of work and what organizations are looking for when they recruit young talent.

The CEOX1Day Career Development Days dates take place in January and February 2023, and the One-on-One CEO Mentor Days will take place in between February 13 and March 10, 2023.

CEOX1Day Career Development Days:

- Toronto: Tuesday, January 24
- Ottawa: Wednesday, January 25
- Montreal: Thursday, January 26
- Calgary: Wednesday, February 1
- Vancouver: Thursday, February 2

Application Period

Applications for the program open Tuesday, September 27, 2022 and close Sunday, November 6, 2022 at 11:59pm EST. Students can access the application using this link: www.ceox1day.ca/apply-now.



2022/23 CEOx1Day Program Participating Companies

Toronto



Ottawa



Montreal



Calgary



Vancouver



2022/23 CEOx1Day Program Timeline

Applications will open in September 2022, and we will announce our CEOx1Day Finalists in January 2023.

Phase 1

- September 27 to November 6, 2022
- Applications open for students to apply, providing their resume, transcripts, and answers to leadership questions
- Promotion on social media and press release announcing participating CEOs and CHROs and organizations

Phase 2

- November 14 to November 27, 2022
- Semi-Finalists complete the virtual interviews & Hogan CEOx1Day Leadership Assessment

Finalists Announced

- December 2022 to January 2023
- 30 students are announced as Finalists via email in December, and featured on our CEOx1Day Instagram account ([@ceox1day_canada](https://www.instagram.com/ceox1day_canada/)) and in a press release in January

CEOx1Day Career Development Days & One-on-One CEO Mentor Days

- CEOx1Day Finalist Career Development Days take place in between January 24 - February 2, 2023
- CEOx1Day One-on-One mentor days take place in between February 13 – March 10, 2023.



Our Partners

Every year, CEOx1Day partners with leading national and international organizations:



[TalentEgg](#) is a job board and a career resource for students, recent graduates, and early-career professionals in Canada. TalentEgg helps you serve your current students and attract prospective students in the most unique ways possible. Through custom and personalized marketing campaigns, TalentEgg ensures that your educational institution's mission, vision, and goals are clearly communicated and delivered to the right target audience – your ideal potential students.

[The Globe and Mail](#) offers the most authoritative news in Canada, featuring national and international news.

[Hogan Assessments](#) is the personality assessment leader. Reduce turnover and increase productivity by hiring the right people, developing talent, and evaluating leadership potential.

Why Should I Encourage Students to Apply? Benefits to Your Students

- **Real-world experience:** The rigorous selection process provides valuable skills and experiences for future job search.
- **Deep insights into personal leadership skills:** Many applicants will have the opportunity to receive a personalized leadership assessment by Hogan Assessments. The report will provide feedback on leadership skills, including relationship-building, goal-setting, and strategic thinking, in addition to areas of development.
- **Professional networking exposure:** Finalists will have the opportunity to network with the participating CEOs and CHROs as well as Odgers Berndtson executive search and leadership development experts. Finalists will also build their network with other ambitious students locally and across Canada, through the LinkedIn CEOx1Day Finalist Alumni Group.
- **Practical career management advice:** Finalists will hear from current CEOs and CHROs about how they managed their careers, what challenges they overcame, and what they are looking for in young talent.
- **Internship consideration:** Finalists will have an opportunity to be considered by Odgers Berndtson for a summer internship or full-time placement after they have graduated.



How to Promote CEOx1Day to Students at Your University/College

University Channels

- Promote the program in your university's e-newsletters, bulletins/newspapers, social media, job boards, and more
- Post the CEOx1Day posters around campus and in your office

Directly to Students Through Student Success and Community Programs

- Engage leaders from on-campus student clubs and associations to promote CEOx1Day to their members and peers
- Identify top students and approach them about CEOx1Day

Faculty & Deans

- Communicate with engaged Deans and Faculty members about the program
- Encourage them to promote the CEOx1Day Program to their top third- and fourth-year students

Engage & Reach Out to Us!

- Follow and engage with on [Instagram](#) & [Twitter](#)
- If you need more materials or have any ideas on how to promote the program, we're all ears and willing to help! Just contact us at ceox1day.canada@odgersberndtson.com



Important Links

Website

Our website www.ceox1day.ca has the most up to date information about the program for students and universities.

Social Media Channels

We're active on Instagram and Twitter from program launch in September until the program wraps up in March. We encourage you to engage with us to get the word out about CEOx1Day!





Instagram	Twitter	Facebook	YouTube	Hashtag
@ceox1day_canada/	@ceox1day (Primary) @odgersberndtson (Secondary)	CEOx1Day Canada	Odgers Berndtson	#ceox1day

Use the @odgersberndtson handle when mentioning:

<ul style="list-style-type: none"> Who created the CEOx1Day Program Who is running the program Who selected the participating CEOs and CHROs 	<ul style="list-style-type: none"> Who selects the Semi-Finalists & Finalists Where the Odgers Berndtson Finalist Day will be taking place
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Sample Social Posts

DATES	UNIVERSITY SUGGESTED POST	FILE NAME	IMAGE
Sept-27	Calling all 3 rd and 4 th year @University/College students. We're helping @odgersberndtson find Canada's most promising young talent to participate in their #CEOX1Day Program. Could it be you? Applications open today! Learn more: https://www.odgersberndtson.com/en-ca/ceox1day	CEOX1Day_Applications Open	
Oct-11	Need help with your #CEOX1Day Program application? Email ceox1day.canada@odgersberndtson.com – we can help! Stay up to date with the program announcements by following @ceox1day_canada_/	CEOX1Day_Have You Applied Yet	
Oct-28	If you're a 3 rd or 4 th year student @University/College and you haven't applied for @odgersberndtson's #CEOX1Day Program, time is running out! Apply now: www.ceox1day.ca/apply-now .	CEOX1Day_1 More Week	
Nov-1	ATTN all 3 rd & 4 th year @University/College students – Sunday is the last day to submit your application for @odgersberndtson's #CEOX1Day Program! Don't forget to apply for a chance to shadow a CEO: www.ceox1day.ca/apply-now .	CEOX1Day_Applications Close Tomorrow	
Jan-10	Congratulations to our @University/College #CEOX1Day Program Finalists! <i>*We will provide this information in January</i>		



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