

# CEOx1DAY

BY ODGERS BERNDTSON



Vanessa Lin, 2018 CEOx1Day finalist from Queen's University spends the day with Purolator CEO, John Ferguson.

**UNIVERSITY TOOLKIT**

[www.CEOX1Day.ca](http://www.CEOX1Day.ca)

## Table of Contents

Program Overview .....	3
Eligibility.....	3
Application Period.....	3
2018/2019 CEOx1DAY Participating Companies .....	4
2018/2019 Program Timeline .....	5
Our Partners.....	5
Why Should I Encourage Students to Apply?.....	5
Benefits to Your Students .....	5
How to Promote CEOx1Day To Students at Your University: .....	6
Important Links .....	6
Website .....	6
Social Media Channels .....	6
Social Media Content for Twitter & Instagram.....	7

**Help uncover Canada's most promising future leaders by encouraging students at your university to apply for Odgers Berndtson's unique CEOx1Day program!**

**All of the marketing materials you need to promote the program on campus can be downloaded [here](#). If you need more information or resources, contact Sarah Madden, Marketing Manager at [ceox1day.canada@odgersberndtson.com](mailto:ceox1day.canada@odgersberndtson.com).**

## **Program Overview**

Now in its sixth year in Canada, CEOx1Day has given over 80 university students access to Canada's top CEOs for a day of mentorship and leadership. Open to third and fourth-year students enrolled in a Canadian university or a degree-granting college program, the CEOx1Day program matches about 20 students in five cities across Canada (Toronto, Vancouver, Montreal, Ottawa and Calgary).

Thousands of student applicants have gained valuable skills and experiences for future job searches throughout the 4-stage CEOx1Day selection process. Each stage provides students with a different learning experience, as students receive meaningful feedback from an online leadership assessment and engage on phone and in-person interviews with Odgers Berndtson's search professionals.

## **Eligibility**

Third and fourth year students enrolled in a Canadian university or a degree-granting college program.

## **Application Period**

Students may apply online at [www.ceox1day.ca](http://www.ceox1day.ca) between Thursday, September 27<sup>th</sup> and Friday, October 26<sup>th</sup>, 2018.

2018/2019 CEOx1DAY Participating Companies

**Toronto**

FIRST GULF



softchoice



**Vancouver**



**Calgary**



**Montreal**



LE GROUPE  
CIRQUE DU SOLEIL  
ENTERTAINMENT GROUP

Montréal 



**Ottawa**



## 2018/2019 Program Timeline



## Our Partners

Every year we partner with leading organizations to deliver value to all those involved in the CEOx1Day process:

**THE GLOBE AND MAIL**

**HOGAN**

McKinsey & Company

**TalentEgg**  
hatching student & grad careers

## Why Should I Encourage Students to Apply?

### Benefits to Your Students

- Participating in the recruitment process will give all students valuable skills and experience for future job searches
- 2 out of 3 applicants will have the opportunity to complete an online leadership assessment and receive a personalized report from **Hogan Assessments**, a global leader in assessments. The report will provide feedback on aspects of their leadership skills, including relationship building, goal setting and strategic thinking which will help them in choosing a career path.
- Semi-finalists will spend a half day participating in group exercises and one-on-one interviews which will strengthen their presentation and interviewing skills. They will also have an opportunity to review their personalized leadership assessment report with a consultant from Odgers Berndtson.
- Semi-finalists are considered for an interview with **McKinsey & Company** for a summer internship or full-time placement after they've graduated.
- Each finalist will spend a full day shadowing a CEO (including one-on-one time) and learning about their background, career path, and how they create value in their organization

## How to Promote CEOx1Day To Students at Your University:

<h3>University Channels</h3> <ul style="list-style-type: none"> <li>✓ Promote the program in your University's e-newsletters, bulletins/newspapers, social media, <a href="#">website</a>, job boards and more!</li> <li>✓ Post the CEOx1Day posters around campus &amp; in your office!</li> </ul>	<h3>Directly to Students</h3> <ul style="list-style-type: none"> <li>✓ Engage leaders from on-campus student clubs and associations to promote CEOx1Day to their members &amp; peers</li> <li>✓ Identify top students and approach them about CEOx1Day</li> </ul>
<h3>Engage &amp; Reach out to Us!</h3> <ul style="list-style-type: none"> <li>✓ Follow and engage with <a href="#">@ceox1day</a> on <a href="#">Twitter</a> &amp; <a href="#">Instagram</a>!</li> <li>✓ 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 <a href="mailto:ceox1day.canada@odgersberndtson.com">ceox1day.canada@odgersberndtson.com</a></li> </ul>	<h3>Faculty &amp; Deans</h3> <ul style="list-style-type: none"> <li>✓ Communicate with engaged Deans and Faculty members about the program</li> <li>✓ Encourage them to promote CEOx1Day to their top third and fourth year students!</li> </ul>

## Important Links

### Website

Our website [www.ceox1day.ca](http://www.ceox1day.ca) has the most up to date information about CEOx1Day for students and universities alike.

### Social Media Channels

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

#### Twitter

[@ceox1day](#) (Primary)  
[@odgersberndtson](#)  
(Secondary)

#### Instagram

[@ceox1day](#)

#### YouTube

[Odgers Berndtson](#)  
[Canada](#)

#### Facebook

[CEOx1Day](#)  
[Canada](#)

#### Hashtag

[#ceox1day](#)

Use the [@odgersberndtson](#) Twitter handle when mentioning:

- Who created the CEOx1Day Program
- Who is running the program
- Who selected the participating CEOs
- Who selects each round's candidates & finalists
- Where the Semi-Finalist Day will be taking place

## Social Media Content for Twitter & Instagram

Timeframe	Suggested Post
Mid-September	We're helping @odgersberndtson find Canada's most promising young talent to participate in #ceox1day. Could it be you? <a href="http://www.ceox1day.ca">www.ceox1day.ca</a>
Mid-September	Calling all 3rd and 4th year @universityhandle students: Do you want to be #ceox1day for a day? Find out more: <a href="http://www.ceox1day.ca">www.ceox1day.ca</a>
Late September	Just over 1 week to go before the application period opens for #ceox1day 2018, are you ready? <a href="http://www.ceox1day.ca">www.ceox1day.ca</a>
Late September	Did you know? All #ceox1day semi-finalists will be considered for an interview with @McKinsey for a summer internship or a full-time job
Late September	2 out of 3 #ceox1day participants will have the chance to do an online leadership assessment through @HoganAssessment & get a custom #leadership report
September 26 <sup>th</sup>	On Thursday the application form for #ceox1day goes live! Have you got your resume and (unofficial) transcripts ready?
September 27 <sup>th</sup>	Applications are now open for #ceox1day! Are you a top performing 3rd or 4th year university student? Find out more: <a href="http://www.ceox1day.ca">www.ceox1day.ca</a>
Early October (Toronto)	Apply now to spend a day with top #Toronto #CEOs from @FirstGulf @TorontoPearson & @IKEACanada #ceox1day <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Early October (Toronto)	Apply now to spend a day with top #Toronto #CEOs from @softchoice @PlanCanada & @TorontoRBOT #ceox1day <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Early October (Quebec)	Apply now to spend a day with top #Quebec #CEOs from @WSPCanada, @ArcelorMittal, @Cirque, @IC_Comms & @MTL_Ville #ceox1day <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Early October (Ottawa)	Apply now to spend a day with top #Ottawa CEOs from @mindbridge_ai, @hydroottawa & @RideauHallFdn #ceox1day <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Early October (BC)	Apply now to spend a day with top #Vancouver CEOs from @BCPensionCorp, @BroadbandTV & @skoah #ceox1day <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Early October (Alberta)	Apply now to spend a day with top #Calgary #CEOs from @ServusCU & @calgaryeconomic #ceox1day <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Early October	Apply for #ceox1day for a chance to spend a day with one of these leading Canadian #CEOs <a href="http://bit.ly/2vbonmj">http://bit.ly/2vbonmj</a>
Mid October	Don't miss your chance for an internship or full-time placement with @McKinsey through #ceox1day. Apply today!
Mid October	Need help with your #ceox1day application? Contact your career centre on campus – we can help! < <a href="#">link to career centre website</a> >
Late October	Another career benefit from #ceox1day: the personalized report from @HoganAssessment that gives students feedback on their #leadership skills
Late October	If you're a 3rd or 4th year student and you haven't applied for #ceox1day, time is running out! Apply now: <a href="http://bit.ly/2v1gL5B">http://bit.ly/2v1gL5B</a>
October 26 <sup>th</sup>	Today's the last day to submit your application for #ceox1day! ATTN all 3rd & 4th year university students - apply now! <a href="http://bit.ly/2v1gL5B">http://bit.ly/2v1gL5B</a>