



# LEADERSHIP REIMAGINED

**Adaptive Strategies for Evolving Our Legal Industry**

BCLMA Conference & Marketplace / April 21 - 22, 2022

Vancouver Convention Centre East / #bclma2022 / [info@bclma.org](mailto:info@bclma.org)

## BCLMA Conference & Market Place

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Just two short years ago, no one could have imagined how the world would transform, seemingly overnight. The arrival of COVID-19 and the subsequent changes the world made to adapt have had us re-examining long held ideas, re-working plans and re-inventing ourselves and our businesses to thrive in this new reality. And now, as leaders in our community, we are looking forward to the future and have the opportunity to **Reimagine** how we can lead our industry into a new tomorrow.

Now, more than ever, law firms are relying on their administrative leaders and professionals to help drive the evolution of the legal industry. Offering a diverse group of speakers and workshops, the BCLMA 2022 Conference and Imaginarium Marketplace will provide practical, adaptive strategies which will be applicable to all of our members – from HR professionals who support the needs of our work force, to the IT administrators who keep our technology resources running, to our Marketing & Learning professionals who are implementing new and innovative ways of evolving our firms.

Join us as we come together to **Reimagine** the legal industry and celebrate the 50<sup>th</sup> anniversary of the BC Legal Management Association.

## Sponsorship Opportunities

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BCLMA greatly values the support we receive from our sponsors. The 2022 Conference Organizing Committee is offering a limited number of sponsorship opportunities.

Sponsoring this major event guarantees your company visibility as well as the opportunity to develop new business relationships with a vast array of legal professionals. Our forum will allow you to connect with a dynamic group of decision makers (Administrators and Managers) in the BC Legal Profession. Currently our association has 550 members representing 190 law firms across the province. These individuals are leaders in their law firms in the areas of administration, finance, human resources, facilities and services, knowledge management, information technology, learning and development, litigation support technology and marketing.

We strive to provide superior value to our sponsors and have made a conscious effort to keep costs in line with, while adjusting to, today's economy and the venue pricing. We also continue to be environmentally friendly by taking measures to make our conferences a "less paper" event.

## New This Year

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In 2022, our Imaginarium Market Place will take place during a three-hour break with lunch. We are also pleased to continue our expanded social media component to the 2022 conference. Supported by a dedicated BCLMA social media team, we will be interacting with and highlighting our sponsors, members and supporters on LinkedIn, Twitter, Instagram and Facebook from the lead-up to and during the conference, utilizing the hashtag #bclma2022.

The BCLMA Conference offers great exposure in a positive environment, (the Vancouver Convention Centre's East building is certified **BOMA GO GREEN**), in downtown Vancouver – making it easy for your organization to participate. We hope to see you there!

# BCLMA 2022 Conference – A Sneak Peek!

## Day 1

April 21st, 2022

1 hour

*Opening Keynote*  
**Celina Caesar-Chavannes**  
Transformational Leadership – A 10 Step Guide To  
Transformative Leadership

3 hours

**The Imaginarium Marketplace**  
BCLMA Sponsors and Vendors

1 hour

*Leadership Panel*  
**Lindsay Chan, Megan McAllister & Tracey Gurton**  
Evolving Leaders – Learning Today's Lessons To Lead For  
Tomorrow

1 hour

**BCLMA's 50th Anniversary Celebration Dinner**  
With A Special Presentation by  
The Honourable Beverly McLachlin

## Day 2

April 22nd, 2022

1.5 hours

*Morning Workshops*

**Brianna Leung**  
Design Thinking

1.5 hours

**Claire Feltrin & Neumann Lim - Deloitte Canada**  
Cyber Risk

1.5 hours

**Diane A. Ross**  
Building Trust and Rapport

1 hour

*Closing Keynote*  
**Keith Macpherson**  
Making Sense of and Working With Mindfulness

## **SPONSORSHIP! WHAT'S IN IT FOR YOU?**

The Basics for Golden Anniversary, Visionary, Luminary and Discoverer level sponsorships:

- + Company name, logo, and link to website, on BCLMA conference website home page, and Business Partners' page
- + Company name/logo on conference printed, electronic, and marketing material
- + Acknowledgement of sponsorship, including company logo, in BCLMA newsletter and on social media
- + Signage recognition as a sponsor throughout the conference
- + Complimentary sandwich lunch prior to the Market Place
- + Opportunity to distribute promotional items in delegate bag

Imaginarium Marketplace  
Participants Details

- + The Imaginarium Marketplace will take place at the Vancouver Convention Centre East on April 21 from 12:00 - 3:00 pm
- + All Imaginarium participants are asked to please donate a prize for the Prize Draw at 2:50 pm (bring it with you)
- + Participants are asked to set up their booth between 9:00 am and 11:30 am. We will be taking individual company booth photos starting at 11:30 am
- + Imaginarium booths are 10' d x 8' w pre-set with one skirted table and two chairs at no charge

<b>GOLDEN ANNIVERSARY</b>	<b>VISIONARY</b>	<b>LUMINARY</b>	<b>DISCOVERER</b>	<b>EXPLORER</b>
<b>2 Available – \$15,000</b>	<b>2 Available – \$10,000</b>	<b>5 Available – \$6,000</b>	<b>5 Available – \$4,000</b>	<b>14 Booths – \$1,400</b>
<ul style="list-style-type: none"> <li>✚ Invitation for 4 to attend all sessions &amp; events!</li> <li>✚ Opportunity to co-host anniversary dinner. Sponsor may introduce or thank the speaker</li> <li>✚ Verbal acknowledgement as the event sponsor, &amp; signage at entrance to event</li> <li>✚ A table for 10 for the Anniversary dinner</li> <li>✚ Complimentary company listing in BCLMA Business Directory for 1 year</li> <li>✚ Sponsor spotlight on social media leading up to the conference</li> <li>✚ Opportunity to provide a Video Promotion 30 - 60 second introduction to your organization. These videos will be shared with the delegates mid-March – Mid April. The submitted videos must be the final version</li> </ul>	<ul style="list-style-type: none"> <li>✚ Invitation for 2 to attend all sessions &amp; events!</li> <li>✚ Opportunity to sponsor Thursday or Friday keynote session. Including a company &amp; speaker introduction</li> <li>✚ Verbal acknowledgement as the event sponsor, &amp; signage at entrance to event</li> <li>✚ Invitation for 5 to attend the Anniversary dinner</li> <li>✚ Complimentary company listing in BCLMA Business Directory for 1 year</li> <li>✚ Sponsor spotlight on social media leading up to the conference</li> <li>✚ Opportunity to provide a Video Promotion 30 - 60 second introduction to your organization. These videos will be shared with the delegates mid-March – Mid April. The submitted videos must be the final version</li> </ul>	<ul style="list-style-type: none"> <li>✚ Opportunity to sponsor one of the following:               <ol style="list-style-type: none"> <li>1. Thursday panel</li> <li>2. Workshop 1</li> <li>3. Workshop 2</li> <li>4. Workshop 3</li> <li>5. WIFI</li> </ol> </li> <li>✚ Including a company and speaker introduction</li> <li>✚ Verbal acknowledgement as the event sponsor, &amp; signage at entrance to event</li> <li>✚ Invitation for 3 to attend the Anniversary Dinner</li> </ul>	<ul style="list-style-type: none"> <li>✚ Opportunity to host one of the following:               <ol style="list-style-type: none"> <li>1. Thursday Lunch</li> <li>2. Continental Breakfast in each 3 workshop rooms</li> <li>3. Lunch on Friday</li> <li>4. AV/Services</li> <li>5. Coffee Stations</li> </ol> </li> <li>✚ Signage at entrance to event to indicate sponsorship</li> <li>✚ Invitation for 2 to attend Friday's plenary session &amp; lunch</li> </ul>	<ul style="list-style-type: none"> <li>✚ Company name &amp; logo on conference material for delegates</li> <li>✚ 1 Market Place booth</li> <li>✚ 2 booth personnel badges</li> <li>✚ Opportunity to distribute promotional items in delegate bag</li> <li>✚ Acknowledgement of participation in BCLMA newsletter &amp; on social media</li> </ul>
<b>Imaginarium Marketplace* perks:</b> <ul style="list-style-type: none"> <li>✚ 2 complimentary booths, with choice of location</li> <li>✚ Signage recognition at the booth &amp; level of sponsorship</li> <li>✚ 4 booth personnel badges</li> </ul>	<b>Imaginarium Marketplace* perks:</b> <ul style="list-style-type: none"> <li>✚ 1 complimentary booth, with choice of location</li> <li>✚ Signage recognition at the booth &amp; level of sponsorship</li> <li>✚ 3 booth personnel badges</li> </ul>	<b>Imaginarium Marketplace* perks:</b> <ul style="list-style-type: none"> <li>✚ 1 complimentary booth</li> <li>✚ Signage recognition at the booth &amp; level of sponsorship</li> <li>✚ 2 booth personnel badges</li> </ul>	<b>Imaginarium Marketplace* perks:</b> <ul style="list-style-type: none"> <li>✚ 1 complimentary booth</li> <li>✚ 2 booth personnel badges</li> </ul>	

\* Discoverer and Explorer participants are invited to purchase tickets to the Thursday night Anniversary Dinner, based on availability, after April 1, 2022. Tickets \$185 (wine, taxes and gratuities included).



## Sponsorship and Imaginarium Marketplace Registration

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Sponsorship opportunities and Imaginarium booths are available in limited quantities on a first-come, first-served basis; BCLMA has the right to limit the number of companies providing the same service. BCLMA will acknowledge receipt of your registration and confirm your sponsorship or attendance at the Imaginarium Marketplace by email.

All registrations must be accompanied by a non-refundable 50% deposit (plus GST) and a completed form on page 7 in order to be validated. Cheques payable to BCLMA or a credit card payment must be received before the registration is confirmed. Mail to BCLMA, PO Box 75562, RPO Edgemont Village, North Vancouver, BC V7R 4X1. The final 50% payment, is due January 20, 2022.

Imaginarium Marketplace or Sponsorship cancellations received prior to January 28, 2022 will receive a refund of monies paid less the 50% deposit. Regrettably, no refunds will be issued for cancellations received after January 28, 2022.

### COVID PROTOCOLS

The BCLMA will require all sponsors and vendor participants in attendance at the BCLMA Conference to be in compliance with Provincial Health Orders as applicable at the time of the event. This may include masking indoors as well as the provision of a Vaccine Passport, as may be required at the time. Given the ongoing changing nature of Covid requirements, we will advise you closer to the date of the conference what the requirements will be as we are advised by the management at the Vancouver Convention Centre.

### BOOTH GIVE-A-WAYS

The BCLMA truly appreciates the generosity of all our Business Partners, and feel that any promotional gifts you provide to our Delegates during the Imaginarium Marketplace should be available to all of our Delegates. We highly recommend that you reserve 'client only' oriented gifts for 'client only' events. Thank you for your understanding and cooperation.

For more information, contact Jane Kennedy, [info@bclma.org](mailto:info@bclma.org), 604-988-1221

## Sponsorship and Market Place Registration Forms

<input type="checkbox"/> Golden Anniversary Sponsor	\$15,000	+	\$750 GST	=	\$15,750
<input type="checkbox"/> Visionary Sponsor	\$10,000	+	\$500 GST	=	\$10,500
<input type="checkbox"/> Luminary Sponsor	\$6,000	+	\$300 GST	=	\$6,300
<input type="checkbox"/> Discoverer	\$4,000	+	\$200 GST	=	\$4,200
<input type="checkbox"/> Explorer	\$1,400	+	\$70 GST	=	\$1,470

**Company Name** (The company name printed here will be used in all printed materials):

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email of Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Prov:** \_\_\_\_\_ **Postal:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Twitter Handle:** \_\_\_\_\_ **Instagram:** \_\_\_\_\_

**Company Description** (50 words or less):

**Indicate Payment Method** (check one):

☐ Cheque

☐ Visa

☐ MasterCard

I hereby authorize BCLMA to use the below credit card to pay for the 50% deposit upon receipt of this registration form as well as the 50% balance owed, on January 28, 2022.

**Card Number:** \_\_\_\_\_ **Expiry:** \_\_\_\_\_ **CVC (3 digits on back):** \_\_\_\_\_

**Name (as it appears on card):** \_\_\_\_\_

**Signature:** \_\_\_\_\_

### CONFERENCE SUPPORTER

We are unable to attend this year and are interested in making the following donation:

☐ Gift for the prize draw (value \$50 or more)

☐ 135 items for the delegate bags

**Items must be delivered to the BCLMA office by Friday, April 1, 2022. Email [info@bclma.org](mailto:info@bclma.org) for delivery address.**

**Please complete and return this form with payment to:**

Jane Kennedy – BCLMA  
PO Box 75562, RPO Edgemont Village  
North Vancouver, B.C. V7R 4X1 P: 604-988-1211 E: [info@bclma.org](mailto:info@bclma.org)