

# TECHNATION<sup>CA</sup> FUTUREWAVE

**BUILDING TOMORROW'S WORKFORCE, TODAY**

March 6, 2025 • Edmonton / Virtual

Canada

**FutureWave is TECHNATION's annual hybrid event exploring the future of the tech workforce in Canada.**

Taking place during Work-Integrated Learning Month in March, this conference invites diverse voices in the tech space and beyond to discuss ways in which we can support our future leaders with experiential learning opportunities. This project is funded in part by the Government of Canada's Student Work-Integrated Learning Program.

The FutureWave audience is a diverse mix of attendees from across Canada that includes tech innovators, HR professionals, educators, and industry professionals.

## Key theme for FutureWave 2025:

This year's event focuses on bridging the gap between classroom learning and real-world experience, with a spotlight on fully integrated degree programs – a transformative approach to WIL currently emerging in Canada.

## Topics include:

- Empowering students for the jobs of tomorrow
- Bridging academia and industry to create WIL programs
- Designing policy for a future-ready workforce
- Reimagining curriculum for the digital age

## Previous FutureWave speakers have included:

- Chris Barry, President, Microsoft Canada
- Jadelyn Psutka, Senior Manager, Indigenous Enablement and Recruitment, KPMG
- Ashish Bhatnagar, Senior Manager, Recruiting, Amazon
- Dr. Anita Lam, Associate Dean, Teaching & Learning, Faculty of Liberal Arts & Professional Studies at York University

Visit our website to  
learn more about  
FutureWave 2025



# FUTUREWAVE SPONSORSHIP OPPORTUNITIES

Align your organization with FutureWave as a sponsor to gain brand awareness, speaking opportunities, and networking and promotional benefits.

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## Speed Connect Sponsor\*

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## Networking Reception Sponsor

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Logo placement during sponsored asset	✓	✓	✓	✓
Opportunity to place a banner during sponsored asset	✓	✓	✓	✓
Complimentary lunch tickets at FutureWave	2	4	6	10
Logo placement on website and email communications	✓	✓	✓	✓
Deliver opening greetings to audience		✓	✓	✓
Social media posts (pre- and post-event)		✓	✓	✓
Official sponsor of SpeedConnect,* can provide promotional items		✓		
Booth during networking receptions and SpeedConnect*			✓	✓
Recognition on livestream to virtual attendees			✓	✓
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Recognition on all print materials				✓
Opportunity to participate in a panel				✓
Recognition on paid digital ads				✓
Opportunity to co-host FutureWave				✓

\*SpeedConnect is a networking event to connect students with industry professionals, taking place at FutureWave during the lunch hour.

Contact Tim Sidock to reserve your sponsorship or discuss customized partnership opportunities:

[tsidock@technationcanada.ca](mailto:tsidock@technationcanada.ca)