

2016 CEO x 1 DAY MARKETING TOOLKIT

Help us uncover Canada's most promising future leaders by encouraging students at your university to apply for CEO x 1 Day when the online application period opens on September 29th, 2016.

All of the marketing materials you need to promote the program on campus can be downloaded [here](#).

Additional information on the program is available on the following pages, including a range of social media content to share.

ELIGIBILITY

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

APPLICATION PERIOD

Students may apply online at <http://www.ceox1day.ca> between September 29th and October 28th, 2016.

2016-2017 PROGRAM TIMELINE

Thursday September 29th, 2016– Online Application Period Opens

Friday October 28th 2016 – Application Deadline

Mid-November, 2016 – Online Leadership Assessment Phase

Early December, 2016 – Telephone Interview Phase

Early-Mid January, 2017 – In-Person Interviews/Evaluations take place in Toronto, Montreal, Ottawa, Vancouver and Calgary

Late January, 2017 – Finalists announced

February-March, 2017 – CEO x 1 Day events take place

PARTICIPATING CEOS

Details on the participating CEOs is posted here: <http://ceox1day.ca/ceo-bios/>.

NEW THIS YEAR!

We are partnering with [TalentEgg](#), Canada's most popular job site and online career resource for students. Since 2008, TalentEgg has helped millions of students and recent grads hatch their careers through their work with top Canadian employers and education providers. TalentEgg focuses on

meaningful, career-launching jobs and provides free career resources created specifically for students and recent grads to help them navigate the school to work transition.

IMPORTANT LINKS

- Twitter: [@ceox1day](#)
- [FAQs](#)
- [Selection Process](#)
- [Student Testimonials](#)
- [Marketing Materials Page](#)

ABOUT THE PROGRAM

Since the program launched in 2013, 49 students have shadowed some of Canada's leading CEOs, and hundreds more have gained valuable career skills and experience by participating in the program. Finalists have told us that the impact of CEO x 1 Day extends beyond the final event - throughout the selection process they got meaningful feedback on their leadership style, practical career advice, opportunities to hone their interviewing skills, and hands-on knowledge of what it takes to be a successful leader.

BENEFITS TO 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 will also be considered for an interview with [McKinsey & Company](#) for a summer internship or full-time placement.
- 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.

SELECTION PROCESS

- Around 20 students will be selected and matched with a local CEO for a day (in Toronto, Vancouver, Ottawa, Montreal or Calgary)
 - Students should apply for the city that is most convenient for them to travel to if they were selected for the in-person interviews or the final event with the CEO
- Details on the selection process, including the time commitment and evaluation criteria for each phase can be found at <http://ceox1day.ca/selection-process/>
- CEO x 1 Day events with the CEOs will occur in February 2017

FOR MORE INFORMATION

Go to www.ceox1day.ca or contact the Program Coordinator: ceox1day@odgersberndtson.ca

SOCIAL MEDIA CONTENT FOR TWITTER

Timeframe	Suggested Tweet
Mid-September	@odgersberndtson is looking for Canada's most promising young talent to participate in #ceox1day. Could it be you? www.ceox1day.ca
Mid-September	Calling all 3rd and 4th year @universityhandle students: Do you want to be #ceox1day for a day? Find out more: www.ceox1day.ca
Late September	Just over 1 week to go before the application period opens for #ceox1day 2017, are you ready? www.ceox1day.ca
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 report
September 26 th	On Thursday the application form for #ceox1day goes live! Have you got your resume and (unofficial) transcripts ready?
September 29 th	Applications are now open for #ceox1day! Are you a top performing 3rd or 4th year university student? Find out more: www.ceox1day.ca
Early October (Toronto schools)	Apply now to spend a day with top #Toronto #CEOs from @CampbellCanada @SiemensCanada & @LinamarCorp #ceox1day http://bit.ly/1iAKaJl
Early October (Toronto schools)	Apply now to spend a day with top #Toronto #CEOs from @RightToPlayCAN & @Element_Corp #ceox1day http://bit.ly/1iAKaJl
Early October (Quebec schools)	Apply now to spend a day with top #Quebec #CEOs from @airtransat @MTLINTL #ceox1day http://bit.ly/1iAKaJl
Early October (Quebec schools)	Apply now to spend a day with top #Quebec CEOs from @CBCRadioCanada @mbamtl & @InvestQuebec #ceox1day http://bit.ly/1iAKaJl
Early October (Ottawa schools)	Apply now to spend a day with top #Ottawa CEOs from @hk_canada @MuseumofNature @redcrosscanada #ceox1day http://bit.ly/1iAKaJl
Early October (BC schools)	Apply now to spend a day with top #Vancouver CEOs from @Odlum_Brown #Seaspan & @BCLC #ceox1day http://bit.ly/1iAKaJl
Early October (Alberta schools)	Apply now to spend a day with top #Calgary #CEOs from @ENMAX @atbfinancial #ceox1day http://bit.ly/1iAKaJl
Early October	Apply for #ceox1day and get a chance to spend a day with one of these leading Canadian #CEOs http://ceox1day.ca/ceo-bios/
Mid October	Don't miss the chance for a shot at 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! < link to career centre website >
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: http://bit.ly/2cju5FL
October 28 th	Today's the last day to submit your application for #ceox1day! 3rd & 4th year university students - apply now! http://bit.ly/2cju5FL

SUGGESTIONS FOR PROMOTING CEO X 1 DAY TO STUDENTS AT YOUR UNIVERSITY:

- The majority of applicants in the first two years of the program were Business and Engineering students but we believe future leaders come from all disciplines. Communicate with the Deans and Faculty of key programs and encourage them to promote CEO x 1 Day to third and fourth year students
- Have career-oriented clubs and associations on campus promote the program to members
- Post the provided article to the university website's homepage and promote your past winners within it
- Promote the program in e-newsletters that go to students in faculties that may be interested in the program
- Create a target list of students who would be strong candidates (executive members of clubs and associations, business case competition teams, scholarship and award winners) and approach them about CEO x 1 Day
- Follow [@ceox1day](https://twitter.com/ceox1day) on Twitter. Favourite and retweet messages and updates about the program.
- Add the CEO x 1 Day poster to the university, business school and career centre's website
- Post the CEO x 1 Day posters on the university's electronic and bulletin boards around campus
- Include an ad for CEO x 1 Day in the university's newspaper