



# Globe Events

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Media Kit 2019-2020





# The Convening Power of The Globe and Mail

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The Globe and Mail is Canada's foremost news media company, leading the national discussion and driving policy change through brave and independent journalism since 1844.

With our award-winning coverage of business, politics, and national affairs, The Globe and Mail reaches 6.4 million readers every week in print and digital formats.

Through **Globe Events**, we bring thoughtful discussion and forward thinking to the stage with a roster of influential speakers and engaged audiences.





# Your Vision Brought to Life

The Globe hosts unique live events connecting our discerning audience with the most compelling names in business, politics and technology. Let us bring together storytelling power and editorial insight to create an experience that truly resonates with your target market.

Through our bespoke events on behalf of brands, signature summits, and immersive experiences, our dedicated team of experienced event and content curators work to bring unique experiences and compelling conversations to life.





# A 360° Event Experience

In addition to The Globe's trusted brand halo and unique connections with influential guests and speakers, our event experiences offer one-to-one interaction with your target audience alongside authoritative, original and unrepeatable live and post-event content.

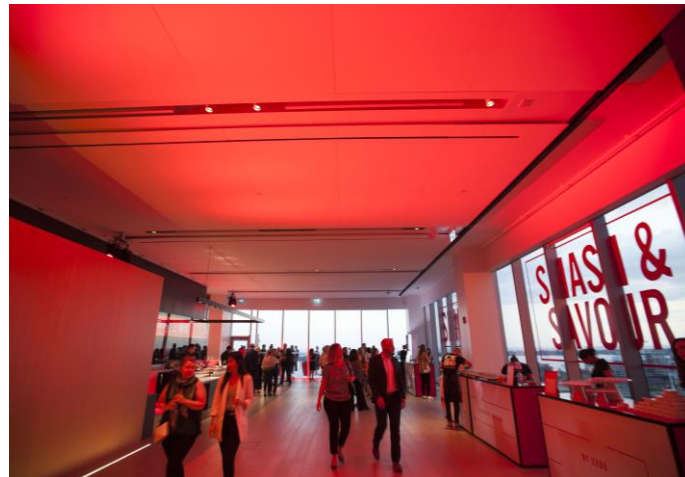




# Our Venue: The Globe and Mail Centre

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The Globe and Mail Centre offers Toronto's best view of the city skyline and lake. Equipped with top-of-the-line AV capabilities, refined furnishings, a licensed bar and catering kitchen, the purpose-built space delivers a premium experience for up to 400 guests. Plus, a soundproof video studio and breakout rooms on the 16<sup>th</sup> floor offer ultimate flexibility for your event programming.





# Our Audience

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Access The Globe's highly desirable audience in an engaged environment; these individuals are opinion makers in their professional and social circles and trust The Globe for valuable insight to help grow and shape their perspectives.

71.4% of our audience are core business influencers

66% of our audience is under the age of 50

71% have a household income of \$75,000 or more





# Bespoke Events

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Custom-designed events leverage The Globe's storytelling power to create compelling conversations attractive to your target audience. From breakfast events to full day conferences, our in-house events team provides a turn-key experience, from topic ideation and speaker discovery, to on-site catering, logistics, photography and more.





# Signature Summits

Well-timed themes and topics bring award-winning journalism to life. We curate and select thought leaders to share insightful commentary and powerful opinions. Summits are often ticketed events with significant marketing investment by The Globe, providing brand exposure in the pre-event promotion stage.







# Immersive Experiences

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We organize immersive travel experiences to destinations steeped in cultural and historical significance. Hosted by Globe journalists, the experiences showcase cuisine, wine, history and current events shaping the world.



*Apr. 29-May 3*  
Women's Bermuda Golf Trip



*Jun. 15– Jun. 27, 2020*  
Globe Cruise South of France



*Jun. 21– Jul. 1, 2020*  
Globe Cruise Bordeaux



# Speakers

Looking for a high profile speaker to deliver an inspiring or thought-provoking keynote? Our team is highly connected with business, cultural and political leaders who hold considerable influence in their spheres.



## Some of Our Past Speakers

The Right Honourable **Jean Chretien**,  
Former Prime Minister (1993-2003)

**Lu Shaye**,  
Former Ambassador Extraordinary &  
Plenipotentiary of the People's Republic of  
China to Canada

**Rosalie Abella**,  
Justice of the Supreme Court of Canada

**Madeleine Redfern**,  
Mayor of Iqualuit, Nunavut

**Yoshua Bengio**,  
A.I. Pioneer

The Honourable **Roméo Dallaire**,  
Lieutenant-General (ret)



# Our Moderators

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Look to our trusted voices to deliver relevant, authentic conversation. We work closely with the newsroom to identify the best journalists to carry the conversation forward.



**Sarah Efron**  
Small Business Editor



**André Picard**  
Health Reporter and Columnist



**Rita Trichur**  
Senior Business Writer and Columnist,  
Report on Business



**Derek DeCloet**  
Executive Editor, The Globe and Mail and  
Editor, Report on Business



**Doug Saunders**  
International Affairs Columnist



**Robert Fife**  
Ottawa Bureau Chief



# Past Brand Partners





# Marketing Amplification and Sponsor Benefits

Each event experience, whether bespoke or sponsored, is completely unique. Most events include pre- and post-event content as well as amplification opportunities including, but not limited to:

Sponsor logo(s) and designation on creative assets

Print advertising in The Globe and Mail newspaper

Targeted eBlasts to subscribers and registered users

Online advertising on globeandmail.com

Social media promotion – organic and paid

Sponsored content opportunities pre- and post-event



## Contact Us

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