

**CATA***Alliance*

“

CATA IS A CANADIAN  
INSTITUTION...

”

the one organization that represents  
Canadian technology business

*Paul Vallée - Founder & CEO  
Tehama, Cofounder Pythian*



**Influence and Engagement  
for Growing Tech Businesses**

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# REACH

**CATA'S ENGAGED SOCIAL MEDIA FOLLOWERS, IMPRESSIONS , WEB PAGE VIEWS, OPTED IN EMAIL LIST, PARTNERS & MEMBERS**

# Engagement Numbers

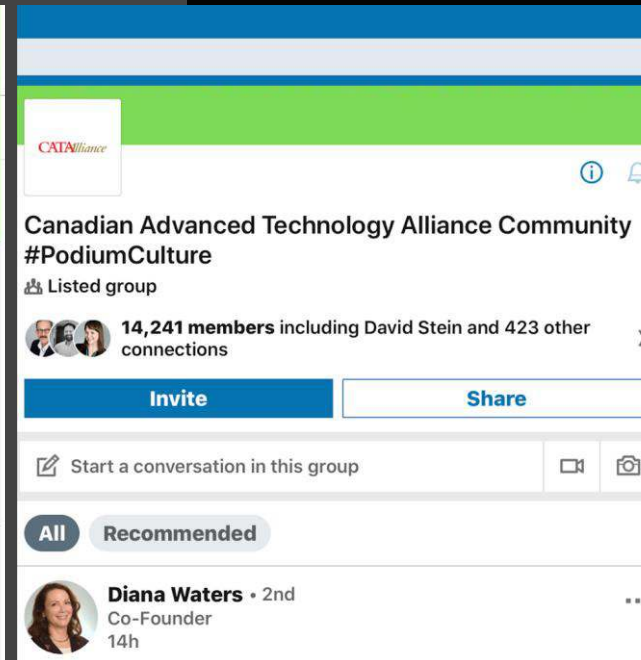


**#1 INBOUND FAQ**  
**HOW DO I ENGAGE CANADIAN INNOVATORS?**

**CATA Alliance**  
**Canadian Advanced Technology Alliance**  
@CATAAlliance

24.9K Following 22.8K Followers

**Pinned Tweet**  
**Canadian Advanced Technology Alliance** @CATAAlliance · 6d  
A few opportunities available to engage our community - intelligently.



**Canadian Advanced Technology Alliance Community #PodiumCulture**  
Listed group

14,241 members including David Stein and 423 other connections

**Invite** **Share**

Start a conversation in this group

**All** **Recommended**

**Diana Waters** · 2nd Co-Founder  
14h

CATA Site - 1,000,000 pages views/year  
Download North Monthly Newsletter - 11,000 opt in subscribers  
LinkedIn CATA Group 14,000+ active participants  
CATA CEO personal LinkedIn - 4500 active followers  
Twitter - 22,8000 followers, 17M impressions/year  
Tweets re-posted by Future Economy - 20.4K followers  
Dedicated Vimeo Channel  
Award winning - Leadership Podcast partner

# Small Business Sales Resiliency During Chaos - for CATA Members

Team upskilling during COVID-19 is one way to prepare for the rebound. Launches this month.

Develop fresh approaches and actionable new business development plans to compete in the next new normal.

## Who This is For

This program is for B2B building strategies to weather the storm. For the business founder, CEO, CMO or CRO who is optimistic, hopeful and failure is not an option. They see challenges as opportunities and are eager to explore new ideas about growth.

10 Modules - example of topics for intro module:

- Creative and meaningful connections; reaching out
- Humans do business with humans – create your personal brand
- Building Loyalty – time to give
- Understand empathy selling
- Protect yourselves from those who are taking advantage of the situation



**Kim Caves, CEO Kim Caves & Associates** shares sales wisdom and insight on the global account marketplace, specializing in exponential growth and selling bigger deals to big clients. She excelled as a technology enterprise sales executive and draws on deep experience selling emerging technology into large accounts at TELUS in Canada, the USA and around the world. Most recently she sold to three of the largest best-of-breed USA cyber security software manufacturers.

*Program sponsorship  
available  
\$10,500*

Guest appearance on one virtual team chat  
CATA site page branding - 12 pages  
Site announcement - program scholarship  
Branded program cover tile - on video  
Weekday social media tile logo  
appearance, 10 weeks  
Blog post on sales or training  
Newsletter program promotion &  
wrap up branded tile - 4 issues

# Sponsored Engaged Video Speaker Series

4 weekly online conversations through masterful lenses  
final session includes video panel discussion with sponsor

As a sponsor you own the thought leader podium  
Amplified with 8 weeks digital marketing

Options for custom collaborative program development available



Behind the Scenes Decisive Moments  
for the CATA Board

More from CATAAlliance  
Autoplay next video



*series sponsorship available*  
**\$10,500**

- Guest appearance on panel
- Mini interview & longform written interview
- CATA site page branding - 6 pages
- Branded show cover tile
- Final frame credits
- Weekday social media logo appearance, 8 weeks
- Blog post
- Newsletter series branded tile (2)

# Choose a Video Speaker Series Topic or Customise

Compelling niche & intelligent aspects of topic trends, storied experiences from masters

*What you can not learn from a page - & must know NOW*

**Lead through crisis** - Empathy key to performance, virtual shift - culture shift, re-calibrating strategy in the unknown, morale from a distance, leading via deliverables, upskilling in a lull

**Business finance** - Financing strategies in a COVID era, gov programs, holding financing valuations, new non equity models, negotiating the cost of capital

**Hot Tech** - Tech trends by verticals - select - cloud, cyber, digital security, ai, machine learning sales, fintech, digital, payments, virtual tools, digital health, med-tech, pharma

**Talent opportunity** - Strategic hires, virtual interviewing and onboarding, market considerations, demand shift, building loyalty, upskilling, operational pivots, kinder world

# 20 in 20 Themed Mini Series

Social media mini interviews & podcasts  
- for 20 consecutive weekdays

## 20 Women in 20 Days for 2020

Thanks to all our network of women making HERstory  
with excellence in their own words.



CATAAlliance

Women Supporting Stem

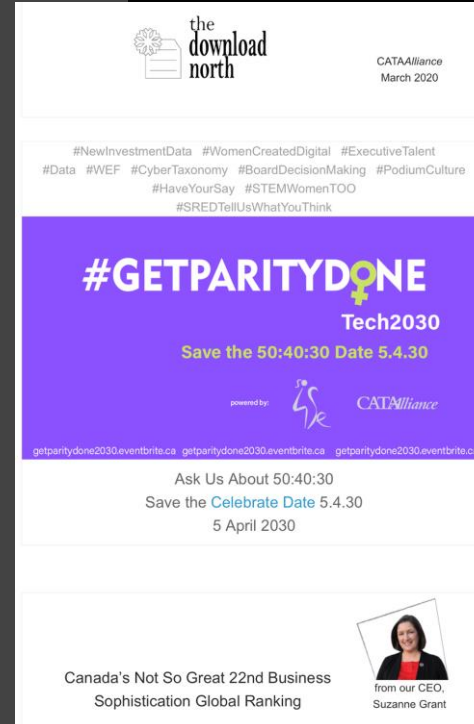
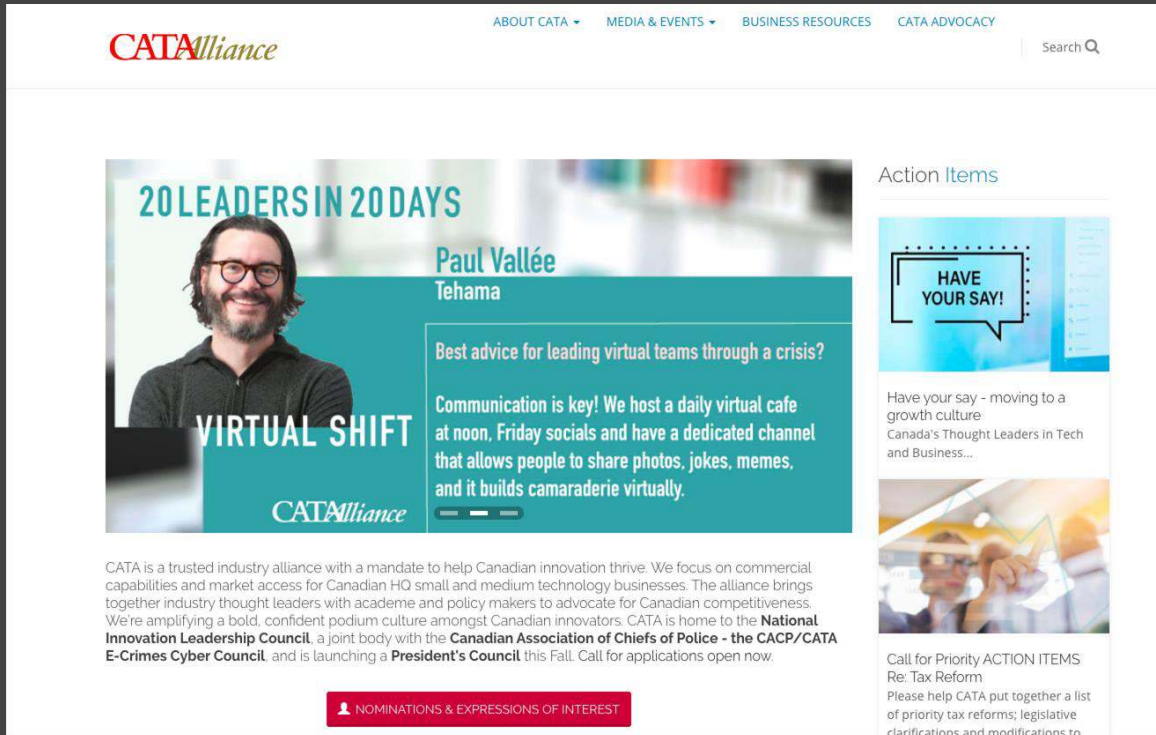
*weekly sponsorship  
available  
\$3,500*

- Client provided audio ad (optional)
- Guest appearance on podcast
- Mini interview & longform interview
- CATA site page branding -22 pages
- Business Leadership Podcast site page branding
- Daily social media tile logo appearance,  
Blog post  
Newsletter wrap up tile

## [Listen to 20 Leaders in 20 Days with Paul Vallee CEO Tehama](#)

The screenshot shows the CATAAlliance website with a navigation bar at the top containing links for ABOUT CATA, MEDIA & EVENTS, BUSINESS RESOURCES, and CATA ADVOCACY. The main content area features a section titled '20 LEADERS IN 20 DAYS' with a profile for Paul Vallée, CEO of Tehama. Below this is a 'VIRTUAL SHIFT' section with a quote: 'Communication is key! We host a daily virtual cafe at noon, Friday socials and have a dedicated channel that allows people to share photos, jokes, memes, and it builds camaraderie virtually.' A search bar is visible on the right side of the page. At the bottom, there is a SoundCloud player for a podcast episode titled 'TBLP150 - Paul Vallee - The Bus...' with a play button and a share icon. The player shows a progress bar at 13:07. A 'Cookie policy' link is also visible at the bottom left of the player area.

# Quarterly Content Placement *April newsletter content deadline - NOW - don't miss out*



2 monthly client content pieces on site & newsfeed, choose;  
Blog/Vlog, article, or OPED  
Amplification of media feature  
Report/study post  
Podcast  
Event /webinar post/Job post

Content boosted monthly  
1 appearance in [Download North](#)  
CATA Tweets - frequency 1x weekdays  
LinkedIn - CATA Group - weekly

*single placement*  
**\$700**  
5 tweets  
1 LinkedIN Group Post  
Appears in site newsfeed

*quarterly sponsorship*  
**\$4,200**  
6 content placements  
Mini interview & longform interview  
CATA site page branding -22 pages  
Min 60 days social media appearance,



**ENGAGE**

**TECH LEADERS, THINKERS & DOERS**

**INFLUENCE**

**GOVERNMENT, CUSTOMERS, & TALENT**

**GROW**

**YOUR BUSINESS**

