

# TECHNATION<sup>CA</sup>

Industry Insider Newsletter

February 28, 2020

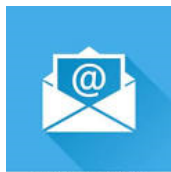
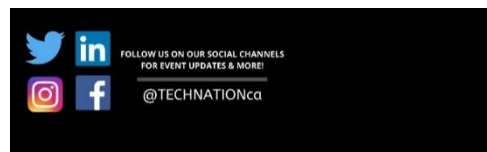
## Transitioning for the future: Rollout of new brand for TECHNATION continues

On November 27, 2019, TECHNATION President and CEO Angela Mondou, along with National Board of Directors Chair, Kevin Peesker (President, Microsoft Canada), announced the national tech Association's new brand name (TECHNATION), logo and tagline (*Uniting technology, government and community for Canada's future*), through a brand launch reveal and [video highlight](#) during the annual *Ingenious Awards* gala.

This came about after a strategic branding process that looked at creating an innovative leader-brand for today, and into the future. It included member, stakeholder and industry consultations and strategic planning sessions.

### So, what else has changed?

**Our social media handles:** Twitter, LinkedIn, Instagram and Facebook. Are you following us? Be sure you do – it's a great way to connect, and to keep up to date on all of the great member events, activities and programs.



**Our email addresses – now all ending with @technationcanada.ca** (e.g. amondou@technation.ca). If you forget and accidentally use our old one, not to worry – they will continue to be re-routed to us for the foreseeable future. *Please ensure your domain whitelist allows you to manage the new TECHNATION domain safely so you can continue to receive updates and important information from the Association.*

**We are implementing a new CRM.** This will help us to provide member-specific information to you through a secure portal. It will also help us to ensure that we can better share news and information on topics that are of interest to you and will make event registration easier than ever. Each member will have their own profile that is tailored to their specific interests. You will be (or may have already) received a request for updated contact information from our Director of Membership, Mariana Kutin Morais on this. Five minutes of your time will help us to ensure you're getting what you want and need from your membership!



**What's next? We'll be launching a new website.** Our go-live date will be shared shortly but expect us to be live by May! We will continue to keep you posted on all developments going forward.

*"We feel Canada as a nation must make a serious choice to embrace technology across all of our public and industry sectors or we stand a chance of losing our global competitiveness. TECHNATION represents the necessary power of collaboration across industry, government, academia and community required to keep Canada future ready as a Technology leader. It also clearly demonstrates our role as a leader in Canada's ever evolving digital economy."*

**Angela Mondou, President and CEO, TECHNATION**