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CANADA'S DIGITAL MARKETPLACE *powered by TECHNATION* Community Partners – Communications Outreach Plan

Thank you for partnering with us on CANADA'S DIGITAL MARKETPLACE *powered by TECHNATION* initiative.

As you know, an immediate and significant opportunity exists for the federal government to stimulate the economy, ensure the recovery of Canada's technology sector, rapidly adopt technology solutions that are urgently needed, and create a 'new normal' of nimble, agile government procurement integrating cutting-edge innovations into public service delivery, while fueling economic growth. The end result – a win-win for government, business and the Canadian citizen. **Your help as a Community Partner on this Digital Marketplace initiative – will go a very long way in helping to achieve real change.**



Below you will find an overview of the initiative (the Digital Marketplace and Event Series), including: sample graphics, an out-reach letter, social messaging samples and key messages, a 1-minute video clip, as well as an update on a demonstration of the Digital marketplace that you and members of your staff may be interested in participating in to gain a greater understanding of the ease of use and value of the online database.

Please reach out to us at any time should you have any questions, or if you would like additional information or collateral. Contact Denise Shortt, Vice President, Industry, Prosperity & Growth, Diversity & Inclusion at dshortt@technationcanada.ca or 647-520-0946.

Background

TECHNATION is exploring measures the government and industry must take to help drive Canada's economic recovery and strengthen our country's potential to regain status as a world leader in the digital economy.

In March of this year, the Association launched the [CANADA'S DIGITAL MARKETPLACE powered by TECHNATION](#) initiative (formerly referred to as the TECH2GOV Digital Marketplace), a "one-stop shop" for public and private sector officials to view the incredible technological solutions on offer across the country, and an event series that brings together government and tech industry leaders together to address and action ways to drive economic recovery.

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The overall goal of this initiative is twofold:

- To facilitate agile and flexible government procurement through simple outreach and immediate access to cutting-edge innovation and technology. This includes enabling and engaging Canada's small and medium-sized enterprises (SMEs) access to government deals – which is key, given that SMEs account for much of Canada's employment and drives both our productivity and our engagement; and
- To create an open forum that brings together businesses of all sizes with government, to explore how business to business (B2B) and business to government (B2G) opportunities can drive Canada's economic recovery.

A key area of focus for us is also around diversity and inclusion. By ensuring access to procurement opportunities for ALL companies, especially minority -owned businesses, we can better ensure that we have a diverse representation of organizations, thoughts, ideas, projects, products and so much more, when dealing with government, and with other industry leaders!

How you can help

Your role as an Community Partner will go a long way in helping TECHNATION, and the tech industry as a whole, demonstrate the power of B2B and business-to-government B2G activities that will drive Canada's economic recovery and long-term success through a more inclusive, less onerous process.

Our request for you is simple – as a Community Partner – we need your help in spreading the word about the importance of our initiative and the value of participation in our events. We are looking to you to:

1. Help inform and educate your own community connections about the value of including their organization's information on CANADA'S DIGITAL MARKETPLACE powered by TECHNATION;
 - a. Encourage them to register on the site – it's free, takes little time (10 minutes max!) and they don't have to be a member of TECHNATION;
2. Highlight the importance of attending our virtual Digital Marketplace events in November 2020 and February 2021; and
3. Speak to why you are excited to partner with us on this powerful initiative.

Your community connections could include: executives and management at other leading organizations (start-ups, small-and-medium sized enterprises, nationals, multi-nationals, other councils, not-for-profits, etc.); vendors and partners; customers; press and media; industry associations; and social media influencers.

We have created a series of messages that you can use in your newsletters, on your social channels, on your website and any other channels you feel would be appropriate. You are welcome to 'tweak them' to fit your own audience; but ask that you ensure you use the accurate name of the initiative when referencing it as (CANADA'S DIGITAL MARKETPLACE powered by TECHNATION).

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Suggested ways you can share with your own contacts

Promote the portal online

- Encourage portal use through social media by posting to your Twitter, Facebook, LinkedIn, Instagram (etc.) profiles about the benefits of registration. Graphics will be provided.
- Link to the portal from your own website, so your contacts can navigate directly to the portal without having to remember a separate Web address.
 - This can be achieved either by adding a banner to your website that includes a direct link to <https://technationportal.ca> (CANADA'S DIGITAL MARKETPLACE *powered by TECHNATION*) – that we can provide; or by adding a link somewhere on your site.
- Sharing of TECHNATION messaging (e.g. through our social feeds, video, event invitation, etc.)

Prepare your office and staff

- Ask your staff to note the portal when having conversations/ meetings with their contacts and encourage them to register on the Digital Marketplace.
- Include the portal URL at the bottom of your email signature to serve as a reminder.
- In conversations about the important role of industry/government working together, direct your contacts to the portal when they have questions/ want to learn more. Be sure to equip your staff with talking points.
- Some organizations even offer an incentive for registration, such as entering the patient's name in a drawing for a prize (such as a restaurant gift card) or offering an incentive (such as a movie ticket or waived co-pay).
- Host a contest for staff, awarding a prize for the employee who signs up the most new organizations on the portal.
- Offer a complimentary portal demonstration (which TECHNATION is happy to provide at no cost) to help them navigate and understand the benefits of the initiative confidently.

Communications Tools

We have taken the liberty of compiling letters, graphics (for social and for your website), social messaging and key messages that may be of help when communicating. In addition, TECHNATION will provide a demonstration of the Digital Marketplace to help you better understand the ease of use, benefits and value of the tool. Please do not hesitate to reach out directly to Denise Shortt: dshortt@technationcanada.ca or 647-520-0946.

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Digital Marketplace – DEMO

TECHNATION is pleased to provide a demonstration of how the portal works – including the ease of use, information that government procurement leaders will see, and the value to organizations that include their information.

A demonstration webinar for all Community Partners will be provided on Thursday, October 15, 2020 at 12:00 – 1:00 p.m. ET

Please be advised that if you cannot attend this demonstration – another one can be provided to you and members of your staff at any time. Please contact Andrew Walker, Senior Policy Analyst at awalker@technationcanada.ca to arrange a date and time that works best.

Graphics

TECHNATION has created a series of graphics that are available for use. If you would prefer something customized, that can also be accommodated by TECHANTION staff. Simply copy and save – or reach out and we can send directly to you. Any requests for graphics or content should be directed to:

Katerina Kramble at Kkramble@technationcanada.ca

General Banners



Personalized Graphics Available

Below is a graphic for each of our community partners. We would be happy to work with each Partner individually to create a new/ different graphic. Should you wish to create your own, please ensure that uses the appropriate name, includes a link to <https://technationportal.ca> and is reviewed by TECHANTION first. All inquires should be directed to [Denise Shortt](mailto:Denise.Shortt) and she will connect you with the appropriate TECHANTION staff member.



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Graphic listing all Community Partners

The graphic below highlights all of our current Community Partners. We continually update this as new partners agree to participate in this initiative.



Video

TECHNATION is in the process of putting together a one-minute video that you could share with your contacts through your various social channels (e.g. LinkedIn, Twitter, Instagram, Facebook, YouTube) – or you can simply link to it through our channels, and share further. Details to follow shortly!

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Social Media Messaging

Below are just some social media examples you may want to consider using. Note that we are appreciative of you sending out information about this initiative to your own contacts, and ask that you please remember to use the following hashtags – and to link to @TECHANTIONca whenever possible so we can help extend the reach through our own followers.

As a reminder, our social handles are as follows.

Twitter: @TECHNATIONca

LinkedIn: TECHNATION Canada

Instagram: @TECHNATION

Facebook: @TECHNATION Canada

Twitter

In addition to the sample twitter messages sent previously below are a few more suggested tweets for your feeds.

- Join us & register on CANADA'S #DIGITALMARKETPLACE powered by @TECHANTIONca to help stimulate the economy & drive Canada's prosperity and economic recovery.
- Did you know the @TECHNATIONca Digital Marketplace enables public & private sector officials to view the incredible tech solutions on offer across the country? We've registered – have you? Register today
- Upcoming @TECHNATIONca #DIGITALMARKETPLACE #EventSeries will address how we can help drive Canada's prosperity through tech & gov't collaboration and will showcase the power of B2B and B2G. Nov. 19. Register today
- Join us & help facilitate INCLUSIVE, agile & flexible gov't procurement - just one step towards transforming digital government and building the digital economy across Canada.
- (Insert your company name) is proud to partner with @TECHNATIONCA to increase collaboration b/w gov't & industry to drive innovation, competitiveness & economic prosperity.
- We strongly encourage you to include your co's tech capabilities – along with the growing list of Canadian companies that have already done so – on CANADA'S #DIGITALMARKETPLACE powered by @TECHANTIONca
- Ensuring access to procurement opportunities for ALL companies, especially minority-owned businesses will help ensure we have a diverse representation of organizations and organizational leaders across the country.
- We're proud to support @TECHNATIONca efforts through CANADA'S #DIGITALMARKETPLACE & @SSC to create less onerous, more inclusive, non-preferential procurement bidding process. Register today

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- Take 5 mins to register your co's info on <https://technationportal.ca> – it's free, easy and will help drive inclusive gov't procurement. We have!
- Join us & @TECHNATIONca in effort to enable start-ups & SMEs have equal access to gov't procurement opps. Is only way to have truly inclusive supply chain & increased innovation.
- We are strongly committed to increasing access for minority-owned co's to promote an inclusive supply chain and to ensure government continues to have access to new innovative suppliers through CANADA'S #DIGITALMARKETPLACE powered by @TECHNATIONca

LinkedIn

We are proud supporters of CANADA'S #DIGITALMARKETPLACE powered by @TECHNATIONca. Like TECHNATION, we strongly believe in the importance of increasing access for minority-owned companies to promote an inclusive supply chain and to ensure government continues to have access to new innovative suppliers.

The truth is, transforming digital government and building the digital economy across Canada can only be successful when we're all in it together.

We strongly encourage you to include your information – along with the growing list of Canadian companies that have already done so. It's free, quick and simple to register your company's information. Visit <https://technationportal.ca> today!

In addition, register for their Digital Marketplace Event Series 2020-21, starting with a launch event in November 2020 to address tech and gov driving Canada's prosperity. A full-day, live event will follow in Feb 2021 to demonstrate the power of B2B & B2G to drive Canada's economic recovery.

I encourage you to join us and help strengthen Canada's position as a global leader once again.

Key Messages

About CANADA'S DIGITAL MARKETPLACE *powered by TECHNATION*

- TECHNATION, Canada's leading tech industry association has launched the CANADA'S DIGITAL MARKETPLACE and Event Series to help stimulate the economy, and to drive Canada's prosperity and economic recovery.
- The Digital Marketplace is a simple consolidated access point of technology solutions suppliers for Government leaders at all levels – essentially a 'one-stop shop' for public and private sector officials to view the incredible technological solutions on offer across the country.
- The Event Series will address how we can drive Canada's prosperity through technology and government collaboration and will showcase the power of business-to-business and business-to-government

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- The Digital Marketplace will help to facilitate agile and flexible government procurement through outreach and provides immediate access to cutting-edge innovation and technology. This is just one step towards transforming digital government and building the digital economy across Canada.
- (Insert your company name) is proud to partner with TECHNATION on this incredible initiative.
- I'm reaching out to you to ask you – directly – to join us in our efforts to increase collaboration between government and industry to help drive innovation, competitiveness, and economic prosperity.
- We strongly encourage you to include your information – along with the growing list of Canadian companies that have already done so.
- It's free, quick and simple to register your company's information. Visit <https://technationportal.ca> today!
- We are proud to have partnered with the TECHNATION and all other participating companies, because we truly believe that the only way for us as a country to achieve true success – is by ensuring access to procurement opportunities for ALL companies, especially minority-owned businesses, to ensure we have a diverse representation of organizations and organizational leaders.

B2B & B2G

- Like TECHNATION we strongly believe in the importance of increasing access for minority-owned companies to promote an inclusive supply chain and to ensure government continues to have access to new innovative suppliers.
- Transforming digital government and building the digital economy across Canada can only be successful when we're all in it together.
- Canada's tech sector success will drive our future economy. Industry must work with all levels of government to facilitate inclusive procurement strategies to facilitate our SMEs' access to government deals. SMEs account for much of Canada's employment and drive both our productivity and our economy.
- Business-to-Business (B2B) and Business-to-Government (B2G) opportunities have the power to drive Canada's digital economy and economic recovery.
- Key areas of focus for industry-government collaboration should include: tech prosperity in a post-pandemic environment; and the need for agile procurement/ government modernization to help Canada's economy recover from the current pandemic.
- Join us and participate in TECHNATION'S Digital Marketplace Event Series to demonstrate the power of B2B and B2G to drive Canada's economic Recovery.
- The value of a more inclusive procurement process is more innovation, disruptive technology and a competitive edge for the Country.
- *"A more deliberate strategy of larger corporations to enable or engage the SMEs and scale-ups as part of their supply chain could result in a win-win for all."* Angela Mondou, President and CEO, TECHNATION

About Registering information on the Database (<https://technationportal.ca>)

- We strongly encourage you to include your information – along with the growing list of Canadian companies that have already done so.
- It's free, quick and simple to register your company's information. Visit <https://technationportal.ca> today!
- You do not need to be a member of TECHNATION to participate.

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About TECHNATION's Event Series

- TECHNATION is presenting the **Canada's Digital Marketplace (powered by TECHNATION) Event Series 2020-21**, starting with a launch event in November 2020 to address TECH and GOV driving Canada's prosperity. A full-day, live event will follow, taking place in February 2021 to demonstrate the power of business-to-business (B2B) and business-to-government (B2G) to drive Canada's economic recovery.

[Click here](#) to learn more – registration opens soon!

About the November 19th event:

"Where Government and Big Business Come Together to Impact Canada's Prosperity"

Tuesday, November 19, 2020, 1:00 p.m. – 3:30 p.m. EST (Virtual Event)

Key Themes include:

- Government's plan to stimulate the economy and leverage purchasing power
- Procurement modernization in action: transforming the GOV-TECH RFP to agile and challenge-based procurement
- Showcasing Canadian innovation
- Big business supply chains
- Spirit of business challenge-based procurement for innovation.

About the February 25th event:

"Demonstrating the Power of B2B and B2G to drive Canada's Economic Recovery"

Thursday, February 25, 2021, 9:00 a.m. – 3:00 p.m. EST (Virtual Event)

Key Themes include:

- Partnering SME/Scale-ups with large corporations; leveraging value and opportunity
- Tech prosperity in post-pandemic environment
- Large enterprise present to SMEs (B2B)
- SMEs showcase to large enterprise and government (B2G)
- Agile procurement/ government modernization.

About TECHNATION's collaboration with Shared Services Canada (SSC)

- As part of its DIGITAL MARKETPLACE initiative, TECHNATION has partnered with Shared Services Canada to drive a more simplified and agile procurement process.
- The goal is to see if the combination of CANADA'S Digital Marketplace powered by TECHNATION and the simplified submission process under SSC's PP3.0 could improve access for small and medium-sized enterprises to SSC's procurements
- A second goal is to provide a less administratively burdensome process for bidders to participate in SSC's procurement process.
- Finally – a key goal is to provide the Government of Canada greater visibility into the rapidly evolving tech solutions available in the marketplace.
- TECHNATION is working with SSC to address all areas of procurement, ranging from timelines of solicitations, inclusion of underrepresented groups, and its Invitation to Refine process.

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- Those who have registered on CANADA'S Digital Marketplace *powered by TECHNATION* will also have an opportunity to provide feedback on the solicitation process direction to TECHNATION.
 - To date, direct feedback has resulted in extended timeliness to submit bids, clarity and refinement in solicitation request and requirements, and increased opportunities for more diverse organizations to participate (e.g. minority owned, scale-ups and SMEs, etc.).
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Conclusion

For CANADA'S Digital Marketplace *powered by TECHNATION* to succeed, we truly need a whole-of-community approach. We appreciate your participation to date, and welcome your input on how to share this information more broadly across the country – inviting Canadian businesses of all sizes to participate by registering on the Digital Marketplace, by attending our events, and sharing information about what is happening through social channels, word-of-mouth and whatever other format works for you

For more information, contact [Denise Shortt](#).

