



CAMRT Leadership Development Institute 2026

Sponsorship Prospectus

Investing in the Future of MRT Leadership

November 6th to 8th, 2026

Ottawa, Ontario

On behalf of the Canadian Association of Medical Radiation Technologists (CAMRT), we invite you to partner with us in supporting the 2026 Leadership Development Institute (LDI). This flagship program builds leadership skills among MRTs, sonographers, and lab technologists across Canada. By sponsoring LDI 2026, you are directly investing in the future leaders of the profession and demonstrating your commitment to strengthening healthcare.

Position your brand at the heart of the profession's future by connecting directly with emerging leaders. Your support helps foster stronger volunteer networks, deepen understanding of shared challenges and opportunities, and reinforce the association's role as the central hub for knowledge and collaboration—ultimately strengthening member loyalty and engagement on national issues.

About CAMRT & LDI

CAMRT represents over 11,000 medical radiation technologists in Canada and is dedicated to advancing patient care, professional practice, and leadership within the profession.

The **Leadership Development Institute (LDI)** is a three-day immersive program designed to:

- Engage CAMRT members who demonstrate strong leadership potential.
- Develop a vibrant and motivated volunteer base for CAMRT and its provincial partners.
- Equip participants with enhanced leadership skills to further their careers.

Since its inception, LDI has nurtured dozens of leaders, many of whom now hold senior volunteer, governance, and Board positions — including **most members of CAMRT's current Board of Directors**, and most of CAMRT's MRT staff members.



Audience Profile

- 24 participants annually:
 - 18 MRTs across modalities
 - 3 sonographers
 - 3 lab technologists
- Mid-career professionals identified as future leaders
- Highly engaged and influential within their workplaces

Event Details

Dates: November 6th to 8th, 2026

Location: Lord Elgin Hotel, Ottawa, Ontario

Format: Workshops, interactive leadership sessions, networking activities

A sample agenda is provided in Appendix A.

Sponsorship Opportunities

If you are interested in being the sole sponsor of LDI please reach out to Courtney Jones for more information - \$25,000

Gold Sponsor – \$12,500

One (1) available

- Recognized as **Title Sponsor** of LDI 2026
- Opportunity to deliver a **30-minute session** during the event (optional)
- Logo featured prominently on all promotional materials and signage
- Acknowledgement in all communications supporting the event
- **Newsletter article** post-event highlighting sponsor support and logo
 - Opportunity to comment on the event in the article
- Opportunity to send **one (1) representative** to participate in the program (optional)
 - Cost of travel responsibly of sponsor. Accommodations included.
- Representative to **present certificates of completion** to participants
- Access to **participant applications** (view only)
- Opportunity to provide a branded item and a handout to attendees



Silver Sponsor – \$5,000

Three (3) available

- Logo recognition on promotional materials and event signage
- Acknowledgement in event communications and social media
- Recognition during opening and closing remarks
- Opportunity to send **one (1) representative** to attend select portions of the program (optional) (lunches and dinners)
- Option to sponsor a lunch with verbal and on-site recognition
- Access to participant contact information
- Opportunity to provide a branded item and a handout to attendees

Bronze Sponsor – \$2,500

Five (5) available

- Logo recognition on promotional materials and event signage
- Acknowledgement in social media and opening remarks
- Recognition on CAMRT website as an LDI 2025 supporter
- Access to participant contact information
- Opportunity to provide a branded item and a handout to attendees

Why Sponsor LDI 2026?

- Support leadership development of future MRT, sonography, and lab technology leaders
- Align with one of CAMRT's **flagship leadership initiatives**
- Gain visibility and recognition within the national MRT community
- Build relationships with a select group of highly engaged, emerging leaders



Next Steps

To confirm your sponsorship, please contact:

Courtney Jones, Manager of Conferences and Events, Corporate Partnerships

cjones@camrt.ca

CAMRT can secure your sponsorship now and invoice later in the year if preferred.



Appendix A – Sample Agenda

APPENDIX A

CAMRT Leadership Development Institute

AGENDA

November 2024

Outcome:

To develop a young and motivated volunteer base to draw on for future leadership needs of CAMRT and their provincial partners.

Learning Objectives:

At the end of this program, participants will be able to:


- Apply effective leadership skills to their professional life
- Identify their personality type and their unique set of strengths and challenges
- Illustrate the skills required to facilitate meetings
- Practice effective communication skills
- Apply coaching skills
- Examine techniques for creative problem-solving
- Recommend methods of communication and actions that support effective teamwork

| Day ONE – Friday, November 8, 2024 | |
|------------------------------------|---|
| Timelines | Activities |
| 8:30 – 8:45 | Registration and Meet & Greet |
| 8:45 – 9:00 | Words of welcome – CAMRT <i>Mark Given, Director of Professional Practice and Research</i> <ul style="list-style-type: none"> • Setting the stage • Vision for the future – role of new leaders |
| 9:00 – 9:30 | Getting Started <ul style="list-style-type: none"> • Objectives for the workshop • Overview of the process and the agenda • Expectations: What would success look like? • Assignment of Learning Teams |

Day ONE – Friday, November 8, 2024

| Day ONE – Friday, November 8, 2024 | |
|--|--|
| Timelines | Activities |
| 9:30 – 12:00 (including break) | Personality Dimensions – What color are you? <ul style="list-style-type: none"> • Introduce participants to the theory and concepts of personality type • Determine which color best describes their unique skill sets using the <i>Personality Dimensions</i> questionnaire • Explore the different aspects of each temperament through small group exercises. |
| 12:00 – 13:00 | Lunch |
| 13:00 – 13:15 | Presentation from Learning Team A <ul style="list-style-type: none"> • Review of the content from the morning of Day One |
| 13:15 – 14:15 | Learning Styles <ul style="list-style-type: none"> • Kolb Learning Styles • Seven types of intelligence |
| 14:15 – 14:30 | Break |
| 14:30 – 15:00 | Effective Teams Theory: Four Stages of Team Formation – Tuckman Model <ul style="list-style-type: none"> • What is a team? • Quick overview of the theory and concepts: <ul style="list-style-type: none"> ○ Forming ○ Norming ○ Storming ○ Performing |
| 15:00 – 15:30 | Small Group Exercise on Four Stages <ul style="list-style-type: none"> • <i>Forming</i>: What are some things we need to do to start a team off on the right foot? What can you do in this stage to minimize the time spent in the next stage, the storming stage? • <i>Storming</i>: What can you do to help the team with conflict? Any pitfalls to avoid at this stage? • <i>Norming</i>: How do you balance team member’s needs with the business imperatives? • <i>Performing</i>: How do you keep the team spirit up at this stage? How do you balance the skills and capacities of different team members in order to accomplish objectives efficiently? |

Day ONE – Friday, November 8, 2024

| Timelines | Activities |
|---------------|--|
| 15:30 – 16:00 | <p>Sustainability in Healthcare</p> <p><i>Presented by Alain Berthiaume</i></p> <p><i>Sponsor presentation by BAYER</i></p>  |
| 17:30 | <p>Group Dinner</p> <p>Tosca Restaurant, 144 O'Connor St, Ottawa</p> |