



- CANADIAN POSITIVE PSYCHOLOGY ASSOCIATION -  
L'ASSOCIATION CANADIENNE DE PSYCHOLOGIE POSITIVE

Presents:

# Exhilarate 2016: Learn it! Live it! Sponsorship Opportunities

**June 15-17, 2016**

White Oaks Conference Resort and Spa  
Niagara-on-the-Lake, ON, L0S1J0  
[www.cppa.ca](http://www.cppa.ca)

# About the Canadian Positive Psychology Association

## Vision

To create a psychologically healthy Canadian society through the research and application of positive psychology.

## Mission

To promote the science and practice of positive psychology and its research-based applications, and to facilitate collaboration and communication among researchers, practitioners, teachers, and students.

## Conference Leadership



Louisa Jewell, MAPP  
CPPA President




Sajel Bellon, MA, ED.D candidate  
CPPA Conference Chair & Manager



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## Exhilarate 2016 June 15-17, 2016



Exhilarate 2016 is a significant event that brings together mental health and clinical professionals, coaches, organizational leaders, policy makers, educators, researchers, and students to connect them to emerging science and evidence-based research, best practices, and solutions from the field of positive psychology. A series of pre-conference workshops will kick off the two days of keynotes, symposia, workshops and poster sessions. Conference streams include Education, Health/Clinical, Work/Organizations, General Well Being and Coaching.

Positive psychology is the scientific study of psychological well-being and human flourishing. As opposed to having a focus on mental illness, positive psychology focuses on what keeps us mentally healthy. With the prevalence of mental illness in today's Canadian society, there has never been a better time to bring this important information to Canadians everywhere. Our goal is to bring the concepts of flourishing, thriving, and resilience to delegates and ultimately improve the psychological health of Canadians. This collaboration of thought leaders gives our attendees the skills, knowledge and tools to transform organizational well being, improve teacher and student performance, and address the systemic issues of mental health.





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## About Our Keynote Speakers



**Barbara Fredrickson, Ph.D.** is Kenan Distinguished Professor of Psychology and principal investigator of the Positive Emotions and Psychophysiology Laboratory (a.k.a. PEP Lab) at the University of North Carolina at Chapel Hill. Her research reveals how positive emotions, fleeting as they are, can tip the scales toward a life of flourishing. <http://www.positiveemotions.org/>



**David Cooperrider, Ph.D.** is the Fairmount I David L. Cooperrider Professor of Appreciative Inquiry at the Weatherhead School of Management, Case Western Reserve University. David is best known for his pioneering theory on Appreciative Inquiry and has served as advisor to senior executives in business and societal leadership roles, including projects with five Presidents and Nobel Laureates such as William Jefferson Clinton, His Holiness the Dalai Lama, Kofi Annan and others. <http://www.davidcooperrider.com/>



**Kim S. Cameron, Ph.D.** currently serves as associate dean in the Ross School of Business and professor in the Management and Organizations department. His research focuses on virtuous practices in organizations, organizational effectiveness, downsizing, positive organizational scholarship, management skills, organizational quality culture, organizational change and transformational leadership, and diagnosing and changing organizational culture. <http://webuser.bus.umich.edu/cameronk/>



**Lea Waters, Ph.D.** holds the Gerry Higgins Chair in Positive Psychology and is the Director of the Centre for Positive Psychology, Melbourne Graduate School of Education, University of Melbourne. She researches in the areas of positive education, gratitude, mindfulness and appreciative inquiry. <http://positiveorgs.bus.umich.edu/people/lea-waters/>



**Caroline Miller, MAPP** graduated magna cum laude from Harvard University and for almost three decades she has been a pioneer with her groundbreaking work in the areas of goal setting/accomplishment, grit, happiness and success. <http://www.carolinemiller.com/>



## The Perfect Location: White Oaks Resort and Spa

We chose an exhilarating venue with shared values, that are central to the theme of Exhilarate 2016: Learn It! Live it! White Oaks is just a quick drive from Toronto and Buffalo in the picturesque location of Niagara-on-the-Lake. Chosen by “Canada Select” as Ontario’s first Five Star Hotel Resort, White Oaks is distinguished as a world centre of viticulture. It is located centrally in the heart of Niagara wine country on 13 manicured acres.



White Oaks delivers luxury hotel service and a host of outstanding amenities. A world class conference centre, Four Diamond accommodations, award winning options like the serene world of The Spa and the amazing fitness and racquet phenomenon: The Club at White Oaks. The Spa at White Oaks is one of the largest spa facilities in Ontario with 17 treatment rooms. The White Oaks Resort & Spa provides our attendees with an environment to achieve complete well being.



*The Canadian Conference on Positive Psychology was an incredible two days of learning, meeting and exploring. As it sinks in it has become clear that this was the best conference I've had the opportunity to be part of.*

## Your Impact

You have the Opportunity to:

- Increase organizational performance and well being by supporting the sharing of new tools and techniques based in the science of positive psychology.
- Improve student learning and well being by enhancing teacher performance and classroom culture.
- Support and expand CPPA's capacity building through their unique Ambassador Program which offers volunteers opportunities to deepen their learning and practice in positive psychology.

*I would recommend this conference for anyone working in the positive psychology field and anyone who isn't! This conference was a refreshing mix of education, inspiration and meaningful connection and engagement of participants. I enjoyed myself from the opening remarks until the end. It was an excellent avenue to network and meet like-minded individuals who want to help others and themselves flourish and thrive.*



# Sponsorship Benefits 7

## Your sponsorship enables you to:

- Align your brand with emerging organizational development, wellbeing and positive psychology thought leaders and best practices.
- Connect directly with a growing network of practitioners, clients and other positive psychology professionals.
- Expand professional knowledge of emerging research and well being best practices to benefit your clients and /or employees.
- Be part of a growing field that is supporting the mental well being of Canadians. CPPA conferences have grown consistently each year by 100% participation.
- Access complimentary items such as on-site booth space, conference and program signage, product sampling opportunities, workshop and conference registrations.

- 200 delegates in 2012
- 427 delegates in 2014
- 600 delegates expected at Exhilarate 2016

## **Plus:** Increase your exposure through CPPA's active membership and followers:

- 5000+ e-mail subscribers
- CPPA Facebook Page: 2440 members
- Education for Resilience Facebook Group: 100+ members
- 2121 Twitter followers
- 250 members (and growing)
- Partners of Positive Psychology Network through IPPA and WPPA (over 1000 members)



Photo Credit: Courtesy of Jason Ammerlaan



## Event Sponsorship Opportunities

The CPPA offers custom sponsorship packages to align with your goals.

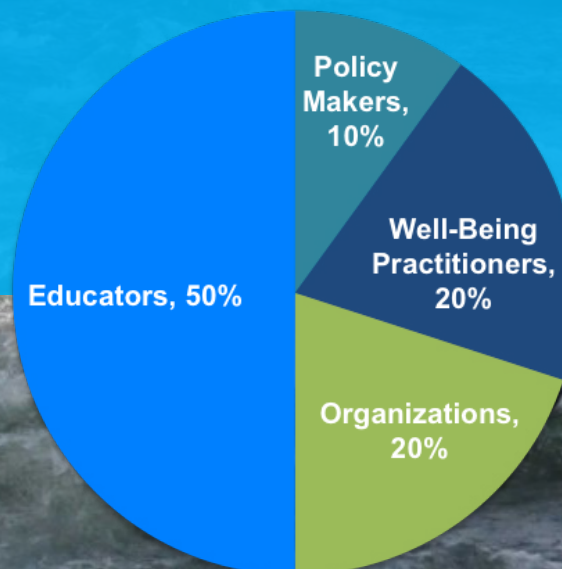
- Title Sponsor
- Opening Reception Sponsor
- Keynote Speaker Sponsors
- Workshop Sponsors
- Ambassador Sponsor (Volunteers)
- Breakfast Sponsor
- Lunch Sponsor
- Coffee Break/Snacks Sponsor
- Wine Sponsor
- Conference Program Event Signage
- Lanyards
- Conference Badges
- SWAG Bag





## Who is expected at Exhilarate 2016?

- **Educators:**
  - Pre-K – Adult education
  - Teachers, Professors, Researchers
  - Counselors, Administrators
  - Private, Public, Independent Schools & Universities
  - Parents, Students
- **Organizations:**
  - Organizational Development Professionals
  - Human Resource Professionals
  - Professional Coaches
- **Well Being Practitioners:**
  - Psychologists
  - Psychotherapists
  - Counselors
  - Clinicians
  - Mental Health Professionals
- **Global Policy Makers:**
  - Public policy makers
  - Government Agencies





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David L. Cooperrider

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## Past Sponsors and Supporting Organizations

Canadian Teachers' Federation  
CHEO  
HUB Ottawa  
International Coach Federation  
International Positive Psychology Association  
Mindfulness Ottawa Professional Community  
Ontario School Counselors Association  
Organization Development Network of Ottawa – Outaouais  
People Dynamics Learning Group Inc.  
Positive Business DC  
Shannon Polly & Associates  
The Institute of Family Living  
The Psychology Foundation of Canada  
Toronto Organizational Development Network  
Your Workplace



# The Board, President & Honorary Advisors

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## The Board

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Psychologist, Toronto, Ont.



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# Exhilarate 2016: Learn It! Live It!

## Contact

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