



ACCOUNTANTS'
WEEK 2021
NOVEMBER 7TH - 13TH

PURPOSE
PASSION
POSSIBILITIES

SPONSORSHIP PROPOSAL PACKAGE

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Overview

The Institute of Chartered Accountants of Barbados (ICAB) was created by an Act of Parliament on November 1, 1974. ICAB is the sole regulatory body for the accounting profession in Barbados and its vision is “To be recognised globally as the trusted and relevant resource in Barbados serving the accounting profession and the public interest.”

Since 2009, ICAB has hosted Accountants’ Week in the first full week in November as a means of profiling and highlighting the relevance of the accounting profession and giving back to the public. This year, Accountants’ Week, which will incorporate International Accountants Day which falls on November 10, 2021, will be celebrated from November 7 – 13, 2021 under the theme Purpose Passion Possibilities and will be made up of the following events:



| EVENTS CALENDAR | | | |
|--------------------------------------------|---------------------------------------------|------------------------|----------------------------------------------------------|
| Press Launch (Global Ethics Day) | Wednesday October 20, 2021 | 8:30 – 9:30 a.m. | Online |
| Church Service | Sunday November 07, 2021 | 8:30 – 10:00 a.m. | St. Paul's Anglican Church In-person & live stream |
| Accountants' Give-Back Day | Monday November 08, 2021 | Various Times | In-Person & Online |
| Public Education Event | Tuesday November 09, 2021 | 6:00 – 8:00 p.m. | Online |
| Students' Conference | Wednesday November 10, 2021 | 6:00 – 8:30 p.m. | Online |
| Annual Conference | Thursday & Friday November 11 & 12, 2021 | 8:30 a.m. – 12:30 p.m. | Online |
| Charitable Outreach | Saturday November 13, 2021 | TBD | The Barbados Vagrants & Homeless Society Online |



Why Sponsor?

ICAB's membership is almost 2,000 strong, comprising approximately 1,080 chartered accountants and 810 registered students, who span every adult age demographic. Accountants' Week attracts both members and non-members of ICAB, and last year's Week, which was hosted virtually for the first time, had approximately 700 attendees spread across the various events, including approximately 400 at the flagship event for the Week - the Annual Conference.

Sponsorship of Accountants' Week 2021 will provide your organisation with exposure not only to key decision makers in business, the public sector and academia but also to young professionals at the start of their career. Partnership with ICAB, as the national professional organisation for accountants in Barbados, will also demonstrate your support and contribution to the finance and accounting profession.

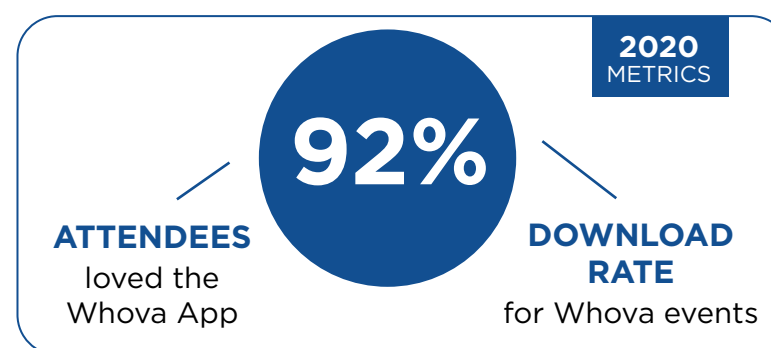
Sponsorship packages and opportunities are as outlined on the following pages and range from having virtual sponsors' booths and product/coupon giveaways to having banner ads and opportunities to provide speakers and host round table discussions with attendees and have short corporate videos at events.

ICAB will be using the Whova platform to host the Annual Conference. Whova is easy to navigate and allows sponsors to be highly visible and engage with attendees.

Key Benefits for Sponsors:

1 Maximise Exposure with banners on both mobile app and web app

- Banners in Multiple Places: See your banners constantly displayed on Whova's mobile event app and web app in places that are frequently visited by attendees.



2 Engage attendees and Generate More Leads

Exploit opportunities to engage attendees in personal and organic ways through the Event Community Board. Post promotional offers, share product information, hold virtual meet-ups and host roundtable discussions all within Whova to generate more leads.



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2021 ACCOUNTANTS' WEEK **SPONSORSHIP PACKAGES**

| SPONSORSHIP BENEFITS | **Diamond Sponsor BBD \$7,500 | Platinum Sponsor BBD \$5,000 | Gold Sponsor BBD \$3,000 | Silver Sponsor BBD \$2,000 | Bronze Sponsor BBD \$1,000 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-----------------------------------------|-------------------------------------|---------------------------------------|---------------------------------------|
| Acknowledgement of your organisation as a sponsor throughout Accountants' Week and the 2 weeks leading up to Accountants' Week. Logo listing on ICAB's conference website, virtual platform, social media and emails. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Audio acknowledgement by the MC by sponsorship tier at the Annual Conference | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to sponsor a plenary session and provide a speaker at the Annual Conference (40 minutes) (limit of 2 sponsors/plenary sessions) | ✓ | ✓ | | | |
| Corporate visibility at the media launch • A representative to deliver remarks via a short video by October 15, 2021 | ✓ | ✓ | ✓ | | |
| Logo to be featured during sessions at the Annual Conference | ✓ | | | | |
| Banner Ads viewed on the web and mobile app | ✓ | ✓ | ✓ | ✓ | |
| Opportunity to lead branded roundtables and connect directly with attendees for four (4) 15-minute focussed sessions at the Annual Conference• URL link to sponsor homepage | ✓ | | | | |
| Virtual booth space. Capitalise on the opportunity to: • conduct corporate giveaways and raffles • engage attendees via a live chat and generate leads through the virtual platform | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary 2-day conference registration for the 2021 Annual Conference. | 4 Reps | 3 Reps | 2 Reps | 1 Reps | 25% Discount - 2 Reps |

** Diamond sponsorship is a bespoke sponsorship package. If you are looking for a more unique package, contact Kathy-Ann Hewitt at Kathy-Ann.Hewitt@icab.bb for details. We can create a sponsorship package that fits your needs.

Event Specific Sponsorship Opportunities

Students' Conference

(limited to 3 sponsors)

\$1,000 BBD

Date: Wednesday November 10, 2021

Time: 6:00 – 8:30 p.m.

This event targets accounting and finance students at the Barbados Community College, University and those pursuing their professional accounting designations. The conference seeks to sharpen each attendee’s technical skills as well as develop their soft skills.

Sponsor benefits:

- Sponsorship acknowledgement of the Students' Conference during Accountants' Week and during the Students' Conference.
- Opportunity to present sponsors' remarks.
- Corporate logo on all flyers, advertising and promotional materials related to the event.
- Pre-event 1 – 2-minute corporate video presentation
- Registration of up to two (2) additional staff members for the annual conference at a 10% discount

Public Education Event

(limited to 3 sponsors)

\$3,000 BBD

Date: Tuesday November 9, 2021

Time: 6:00 – 8:00 p.m.

This event will be hosted virtually and will be integrated with social media platforms such as YouTube and Facebook to target a wide cross section of persons. The aim of the Public Education Event is to provide engaging and informative discussion on topical issues which affect the economic and social landscape of Barbados and the Caribbean at large with thought leaders.

Sponsor benefits:

- Sponsorship acknowledgement of the Public Education Event during Accountants' Week and during the Public Education Event.
- Opportunity to present sponsors' remarks.
- Corporate logo on all flyers, advertising and promotional materials related to the event.
- Pre-event 1 – 2-minute corporate video presentation
- Registration of up to two (2) additional staff members for the annual conference at a 10% discount

Sponsor Opportunities



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2020 Sponsors

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



2020 Accountants' Week

PRESS LAUNCH



<https://youtu.be/OwH32KtxHxE>

ICAB members are governed by the International Ethics Standards Board of Accountants (IESBA) Code of Ethics and last year's Press Launch was timed to coincide with Global Ethics Day which was Wednesday October 21, 2020. Due to the COVID-19 pandemic sponsors, the President of

ICAB and the Executive Director of ICAB were invited to deliver brief remarks via video. The videos were posted on all of ICAB's social media channels and received a number of views.



CHURCH SERVICE



From left: Chalice Assistant of Christ Church Parish Church, Margaret Lorde, Immediate Past President of ICAB, Lydia McCollin and ICAB Executive Director, Kathy-Ann Hewitt

Last year's Commencement Church Service took place at the Christ Church Parish Church, where family and friends of ICAB gathered or attended the service via live stream to celebrate the start of the Week.

ICAB'S PUBLIC FINANCIAL EDUCATION PROGRAMME



PUBLIC FINANCIAL EDUCATION PROGRAMME

ICAB launched its Public Financial Education Programme on its YouTube Channel at <https://www.youtube.com/channel/UC2Bxplm7yAFibjwuM90dPkw>

STUDENTS' CONFERENCE

The 5th Annual Students' Conference was organised by ICAB's Education & Student Services Committee with the aim of providing accounting students with an opportunity to hone their technical skills as well as enhance their personal growth and development. The conference was held under the theme "The Accounting Profession Post COVID-19" and the feature address was given by the Senator Hon.

Kay McConney, Minister of Innovation, Science and Smart Technology. The conference was hosted virtually over two days and comprised of four plenary sessions which focussed on Digital Transformation and the Accounting Profession and Workplace Transformation. The event was very well received with 80% of attendees rating it Excellent or Very Good.

ACCOUNTANTS' GIVE-BACK DAY

For the 3rd year in a row, ICAB members were encouraged to spread the word about the profession and ICAB by engaging in their own projects such as giving talks or

donating money, books or supplies, and then to share what they had done via emails or posts on social media.



PUBLIC LECTURE



Last year's free public lecture took the form of a panel discussion on the topic "Beyond Staycations". The moderator was David Ellis of Starcom Network Inc., and the panellists were Roseanne Myers, General Manager, Atlantis Submarines Barbados Inc., Geoffrey Roach,

President of the Barbados Hotel and Tourism Association and Renée Coppin, General Manager, Pirate's Inn & Infinity on the Beach. The 160 attendees were engaged and there was good media coverage of the event.

ANNUAL CONFERENCE



For the first time, last year the annual conference was hosted virtually over 2 half-days. Hon. Mia Amor Mottley, Prime Minister of Barbados was a featured speaker and officially opened the conference. Presenters included Hon. Senator Lisa Cummins, Minister of Tourism and International Transportation, Dr. Patrick

Njoroge, Governor, Central Bank of Kenya, Ian Durant, Director (Acting) of Economics Department, Caribbean Development Bank, Chad Davis, Co-founder of LiveCa and many more. Again, this year there will be an exciting slate of presenters.



CHARITABLE OUTREACH



Minister in the Ministry of Finance, Ryan Straughn (second left) and Permanent Secretary (Ag.) in the Ministry of Finance, Octavia Forde (left), Immediate Past President of ICAB, Lydia McCollin (second right) and ICAB Executive Director, Kathy-Ann Hewitt (right)

Last year, during Accountants' Week, ICAB members raised and donated \$15,000 to the Adopt- a- Family Programme. The cheque of \$15,000 was presented to the Minister in the Ministry of Finance, Ryan Straughn, at Government

headquarters. The Minister, described the donation "as timely given the impact of the COVID-19 pandemic on households across the island."



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