FESTIVAL HANDBOOK

C-TRIBE FESTIVAL

EDMONTON ALBERTA CANADA
November 12th to 16th, 2019

C-TRIBE SOCIETY
A GLOBAL COMMUNITY
CULTIVATING THE LEADERS
OF TODAY & TOMORROW

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Dear Friends,

The C-Tribe Festival is a collision of innovation, commerce, creativity, and culture (hence the “C”). We believe that at the intersection of these things, it will allow for the mobilization of a global village so that actionable solutions of our times will be found.

We further aim to celebrate diversity and help innovative people achieve their dreams by breaking down barriers between ideas, perspectives, fields, and networks.

Is the C-Tribe programming experiential, jam-packed, and colliding with what could be thought of as conflicting industries, audiences, ideas, and ways of thinking? Absolutely.

We live in a world of collisions. A world where two seemingly opposing concepts could be molded into one and transformed into new and re-imagined industries. The diffusion of information between seemingly disparate industries has the potential to create multidimensional and unconventional solutions to some of the world’s most complex challenges.

It’s also through these collisions that conventionally structured and operated organizations hoping to survive can find creative ways to adapt. This is no longer an experiment—it’s the foundation upon which prosperous businesses are built and growing cities thrive.

We look forward to working hosting you and making sure your participation is a great success.

Yours truly,

Sahr Saffa
Founder
C-Tribe Society
WHAT THE HECK IS C-TRIBE?

Building Experiences and technology that enable resilient communities

We’re an organization that’s looking to build resilient communities through a blend of celebrating innovation commerce, culture, and creativity. We’re pushing the boundaries of connections and communication, and opening up the eyes and minds of a global village by building immersive experiences that help underestimated communities, like Edmonton, thrive.

In our third year of operation as a non-profit, we are currently collaborating on the fourth C-Tribe Festival that will include an array of intimate talks, wellness classes, gourmet food, creative showcases, and unique experiences. This will transform the northernmost metropolitan city into an internationally-acclaimed destination for a festival, and we will thereby continue to grow and strengthen the vibrancy of our community. Not only will we be building mind-blowing events, but our aim is to further build useful technology and tools to better enable innovative and creative people.

Why did C-Tribe choose Edmonton as it’s flagship experience?

Edmonton is the northernmost metropolitan region in the world and it’s punching above its weight.

#1 city for youth to live
Ranking high in affordability, entrepreneurial spirit, and economic opportunities (YouthfulCities Canadian Urban Work Index)

Globally recognized tech talent
Graduates the 2nd largest cohort of AI/ML talent in North America

Downtown Transformation
$5B spend in active development and investment downtown
C-Tribe is a global movement

As a festival that aims to position the country as a nexus of global ideation, talent, and opportunities C-Tribe has attracted attendees and speakers from all around the world.
PARTNERS
PRESENTING

RBC
RBC Future Launch
Edmonton

INNOVATE EDMONTON
A division of EDMONTON ECONOMIC DEVELOPMENT

大成 DENTONS

FRIENDS & COLLABORATING

CIROC
Google
downtown business association

Alberta School of Business

runway

La Connexion

EXPOSED

I am Venezuela
Panel Discussion - Encouraging Collaboration in the Digital Future

The fourth industrial revolution is blurring the lines between physical, digital, and biological spheres. This complex transformation is changing the way we do many things, it is shifting the socioeconomic dynamics, and requiring that more transparency be shared by our leaders and influencers. What are the steps needed to allow all sides to illicit trust between one another? How can we encourage more collaboration between individuals, public, and private sectors and other convening powers to address key challenges and opportunities relevant to our local, national and international communities?

Mark Beckles
Sr. Director, Youth Strategy & Innovation
RBC

Mack Male
Co-Founder & CEO
Taproot

Tom Sides
Technology Partner
Dentons

Robert Tyndale
Founder & CEO
VersionMe Media

TAPROOT
EDMONTON
Bus Transportation to Vignettes

The lead creator behind this amazing and unique space, Leigh Wright, will share behind-the-scenes information on how the building came to life for this year’s Vignettes Festival. Everyone will then get to walk freely through the space and take it in for themselves. We’re very excited and grateful to get to use this space for our various events of or festival this year.

Loft Experience in Edmonton’s Downtown Core

A time to let loose and discuss what happened tonight, all in a beautiful downtown loft (and a bar sponsored by Ciroc). This space has been graciously lent to us to close off the night by Brandon Wu, a real estate expert and speaker at last year’s C-Tribe Festival. This is a private residence, however, and other people do live in the building so we ask that our guests be respectful of the property and only congregate in the specified unit. There’s a very stringent capacity and guest list due to venue restrictions so outside guests, unfortunately will not be allowed.
Social Media List

Presenting

Locations

Locations

Instagram || Twitter @stantec

Instagram @vignettesyeg
Twitter @VignettesYEG

Live Panel

Mack Male
Instagram || Twitter @mastermaq
#mastermaq

Tom Sides
Instagram ||
Twitter @Dentons
#Dentons

Robert Tyndale
Instagram ||
Twitter
@justbobbyt

Mark Beckles
Instagram @RBC
Twitter @MarkBeckles ||
@RBC_Canada

CTribe Festival

Instagram || Twitter @ctribefestival
#ctribe19

Sponsors

RBC Future Launch
Instagram @RBC
Twitter @RBC_Canada
#RBC

Dentons Law
Instagram || Twitter @Dentons
#Dentons

City of Edmonton
Instagram || Twitter
@cityofedmonton
#cityofedmonton

CIROC Vodka
Instagram @ciroc
#CIROCYourWorld
Our three categories of programming breakout into the following:

**MEDITATE**: We have adopted the belief that meditation is an essential tool for bringing clarity, intention, and performance to every aspect of your life. Before you can truly be connected to others, you must connect with your mind, body, and spirit.

**ELEVATE**: The fireside chats, panels, and keynotes range from discussions around financial technology, artificial intelligence, smart cities, and blockchain. Learn what it takes to find opportunities in emerging markets or how to hack your way to success in the 21st Century.

**CAPTIVATE**: C-Tribe breaks down silos and creates environments to foster growth. Integrated into the festival will be engagements that offer unique and valuable experiences to keep you dialed in.

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**2019 Festival Calendar**

*The schedule may be modified or changed*

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<th>Nov. 12</th>
<th>Nov. 13</th>
<th>Nov. 14</th>
<th>Nov. 15</th>
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<td>9 AM - 12 PM</td>
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<td>9 AM - 2 PM</td>
<td>4 - 5 PM</td>
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<tr>
<td>Deep-Dive Tracks</td>
<td>Innovator Workshop</td>
<td>Innovation Ecosystem Tour</td>
<td>Meditation &amp; Wellness</td>
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<td>2 PM - 5 PM</td>
<td>5:30 - 7:30 PM</td>
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<tr>
<td>Deep-Dive Tracks</td>
<td>Roundtable Series/Investor Zone</td>
<td>Innovation Ecosystem Tour</td>
<td>Private Dinners</td>
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<td>5 - 7 PM</td>
<td>5 - 7 PM</td>
<td>5 PM - Late Hackathons</td>
<td>5 PM - Late Hackathons</td>
<td>7:30 - 10:30 PM</td>
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<td>Main Stage Speaker Series</td>
<td>VIP Dinner</td>
<td>Hackathons</td>
<td>After VIP Social</td>
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<td>8 - 11 PM</td>
<td>7:30 - 10 PM</td>
<td>5:30 PM - 8:30 PM</td>
<td>9 PM - Late Venezuelan/W. African Nights</td>
<td>10:30 PM</td>
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<tr>
<td>Main Stage Music</td>
<td>C-Garden Fashion Show</td>
<td>After VIP Social</td>
<td>After VIP Social</td>
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CIO Workshop
What: Elevate

Where CIOs, CEOs, CFOs, and IT Executives explore the strategic trends, and technologies shaping the future of IT.

**Expert Advice:** Be the first to hear about emerging and innovative IT trends in the AI, machine learning, and blockchain space. Validate your strategies and leave with a solid action plan.

**Inspiration:** Learn from visionaries and maverick thinkers who will reveal surprising axioms applicable to life, business and technology.

**Practical Solutions:** Analyze, test and compare innovative technology that will add the most value to your business.

**Peer Networking:** Expand your network with your IT leadership peers and discover answers to shared challenges face-to-face.

*Must apply.*

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Innovation Workshop
What: Elevate

Designed to take aspiring innovators from initial idea to a sustainable, repeatable business model that can be implemented almost immediately. This carefully curated line-up of interactive discussions and hands-on learning will help budding entrepreneurs to create the right processes and systems to scale their business model. *Must apply.*
C-Tribe is laced with opportunities to learn, share, applaud, and celebrate enlightened thinking. The Main Stage Speaker Series is where all of the delegates come together under one roof and the experience is designed to educate, inspire and inform about the opportunities available in the innovative and creative industries.

In 2019, we will get the opportunity to be inspired by the innovative and creative things happening all around the world while spotlighting the Canadian ecosystem.

Main Stage Speaker Series
What: Elevate
In November of 2019, C-Tribe will experiment with its first music line-up curation to bring a distinctive and memorable live music experience to festival attendees during opening night.

The C-Tribe Music Main Stage promises to bring an eclectic mix of performances ranging from local to international artists. Join us for an unparalleled display of creativity, connectivity, and pushing forward the arts + innovation culture forward.
C-Tribe strives to encourage creativity, collaboration, and connections (hence the "C"). For any of these things to really occur, they've adopted the belief that meditation is an essential tool to connect one's mind, body, and spirit first.

For three out of the five days, C-Tribe will run a different type of wellness exercise and it is a great way to individually get charged up before embarking on the other festivities. This also makes for a great corporate event.

The Deep-Dive Tracks give us an opportunity to learn from experts in emerging sectors ranging from topics like artificial intelligence, financial technology, cannabis, blockchain & cryptocurrencies, the culture of sport, and more.

The individual tracks have a duration of three hours and begin with two industry presentations and finish off with a panel series featuring local and international thought-leaders. Participating in the Deep Dive Tracks assists with formulating big ideas and building relationships with like-minded individuals. See below.
Experience first-hand why Edmonton’s Innovation Corridor is the place to be for global research, technology and innovation. This guided tour will feature exclusive access to world-class companies, incubators, and research hubs. This will give a chance for local Albertans to explore what’s in their backyard, and an opportunity for international delegates to see what the region has to offer.

The Innovation Ecosystem Tour seeks to allow more on-lookers to see the underbelly of our ecosystem in an effort to show what is possible and why this region of the country is more than capable of competing on the world marketplace.

Celebrate the music, culture, food, color, and vibrancy of Orinoco, Venezuela. Considered one of the most important cultural, tourist, industrial and economic centers of Latin America, Venezuela’s current state of affairs is one of turmoil, desperation, and extensive economic, humanitarian and health care crises. Despite the devastation that has befallen the country, we envision this event to be a remembrance of Venezuela as it was in the age of glory and elegance. We will converge the elements of fashion, food, music, and tradition in order to immerse the audience in an expression of Venezuela’s vibrant culture.
C-Tribe will present two fashion shows in 2019 and each one has a learning objective. On opening night, during the C-Illuminate Fashion Show, C-Tribe aims to educate guests on what the future will look like. Built into the programming will be fashion’s immersive future on full display.

The venue will transform into a series of tech-inspired presentations highlighting the possibilities of augmented/virtual realities, wearables, autonomous transportation, and retail technology defining the creative landscape of the 21st Century.

The second fashion show, C-Garden, takes place on the closing night and will be a contrast from the 1st. The C-Garden space seeks to inspire, educate, and entertain Edmontonians on climate resilient strategies while demonstrating what successful collisions between arts and innovation culture look like.

The C-Tribe Hackathon brings together local creators, programmers, designers and marketers to support and empower Edmonton’s most treasured small businesses. Our goal is to challenge the talent that will be gathered at C-Tribe to produce innovative tools and/or campaigns for the small businesses that make Edmonton an emerging hub of talent. The winners will be awarded a cash prize and will have the opportunity to demonstrate their product during the C-Garden IlluminateShow which wraps up the entire festival.
Hi [insert name here],

I'm interested in attending the C-Tribe 2019 Innovation Festival from November 12-16 in Edmonton, Alberta and would like your approval.

Once a year, C-Tribe attracts next generation business leaders, innovators, artists, and creators on a global scale to come together and forge meaningful connections and discover unique partnerships and solutions to take home.

By attending the C-Tribe Festival I'll be connected with seemingly disparate industries through a diffusion of information and have the potential to not only forge connections that can land in partnership opportunities, but utilize that opportunity to discover unconventional and multidimensional solutions to solve some of our companies most complex challenges.

At C-Tribe 2019 I will have the opportunity to:

Experience the shared knowledge of over 60 speakers from around the world and learn from experts and international thought-leaders in emerging sectors, such as: blockchain, artificial intelligence, cryptocurrency, and more.

Network with over 1,500 next generation business leaders, artists, innovators, and creators.

Professionally develop from several events offering hands-on training, unique challenges, and learning opportunities.

C-Tribe 2019 features several events that can connect, inspire, and professionally develop me as a [insert title here].

By registering for C-Tribe’s [insert pass here], I’ll have access to:

[insert event name and relevance to case here]
[insert event name and relevance to case here]
[insert event name and relevance to case here]

In addition to forging meaningful connections, potentializing unique partnerships, developing professionally by learning from international thought-leaders and experts on innovative technologies, I will be able to share key takeaways and valuable insights with the whole team contributing to everyone’s success.

Here’s approximately how much it will cost to attend:

Airfare / Travel:
Dining:
Hotel:
Event Registration:
Total:

Thank you for taking the time to read and consider my request, I look forward to discussing this opportunity with you further.

Best regards,

[insert name here]
Secure a C-Tribe VIP Experience for members of your office attending the festival!

Until October 28th, you have a chance to secure a VIP partnership experience for your organization and the members of your office attending the C-Tribe Festival in November. Do you want intimate access to our special guests, speakers, and VIPs? Looking for immersive team building or professional development experiences for your firm? Or do you simply want to contribute to the growing innovation and creative ecosystem that’s here in our City? This contest is for you!

What you have to do?

Go to the ‘Get Passes’ page on the C-Tribe website (https://ctribefestival.com/passes) and purchase passes for members of your office. Make sure to put your correct office name so that we can track how many sign-ups there are. The winning office will be selected based on total dollar spend and the number of attendees. The winner will be announced on October 28th, 2019 at 9 AM.

What’s in it for your office?

- Upgraded VIP passes for your entire office
- Access to our VIP and Speaker Lounges
- Listed as a collaborating partner on the C-Tribe website
- Naming rights to our VIP Dinner on November 13th (ie., VIP Dinner Presented by ABCD Inc.). Access for attending festival goers included
C-Tribe Society is a global community cultivating, connecting, and uncovering the leaders of today and tomorrow. We bring innovation and enlightened thinking to underrepresented communities by using arts & culture as our connector.

Our vision is to use an array of modern day communication mediums to impact the economic, social, and cultural health of regions by boosting the connectivity, creativity and innovation culture around big ideas.

The C-Tribe Festival is a media initiative of the C-Tribe Society. Originating from Edmonton, Alberta, Canada the festival has evolved into one of purest representations of the northernmost metropolitan city and it stands to be an economic force and a driver of creative energy in the region.

Get in Touch
For further information on becoming a C-Tribe partner, contact us.

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us@cappsuletribe.com (780) 860-0839