

The Pivot Point Speaker Series

Virtual Event Speaker Series
2024-2025

Toronto
Metropolitan
University

The Chang School
of Continuing
Education



Background

In an effort to advance The Chang School's mission to contribute to a socially progressive innovation economy, we launched **The Pivot Point Speaker Series**, a free online speaker series that explores trending topics in the worlds of work and continuous learning. The series features notable industry-leading thought leaders who share their expertise and tie it to career-focused topics that reflect the needs of our prospective and current continuous learners.

The Pivot Point Speaker Series has allowed The Chang School to expand our reach beyond the Greater Toronto Area. Each event has the goal of generating 500 RSVPs and our most recent event had 1,003 RSVPs (=we doubled our goal) – not only from cities like Vancouver, Calgary, Halifax, but also countries such as India, Italy, Peru, United States of America, Uganda and more.

The Pivot Point Speaker Series is just one of the ways The Chang School is encouraging enrolment and engagement, building long-term relationships with our learners, and achieving loyalty – ultimately leading to high levels of satisfaction, re-engagement, and building growth.

Target Market

Audience Personas



Early and mid-career professionals aged 25-34 who are looking to: upskill to advance their career (Level Uppers), pivot to a new career or industry (Repositioners), obtain Canadian credentials in their field (New Canadians), or are new graduates seeking to augment their undergraduate education to improve their employability (New Grads).



Our Audience

Prospective learners

Individuals who have never enrolled in a course or registered in a program at The Chang School, but have requested more information about a program or about the school more generally.

Current learners

Individuals who are actively enrolled in and registered in a Chang School certificate program.

Former learners

Individuals who have not taken a course within the past two academic years. They may have successfully earned a certificate or simply decided to pause their educational journey.

Alumni

Individuals who have successfully completed a certificate program.

Goals and Objectives



The Chang School's Strategic Vision and Mission

VISION

To transform educational opportunities for career-focused adult learners across Canada and internationally by clearly responding to their needs and preferences along with those of employers who seek a skilled, socially progressive workforce

MISSION

To respond to the needs of career-focused adult learners across Canada and internationally by providing programs, services, and engagement that strengthens their ability to reach their goals in a socially progressive innovation economy.

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As you will see in the next slides, the Pivot Point Speaker Series aligns to our institution's strategic vision and mission.



Event Objectives

- Broaden The Chang School's reach outside of the Greater Toronto Area to create opportunities to generate leads.
- Build a loyal community of Chang School learners.
- Demonstrate our commitment to topical issues and help our community build their careers.

Event Details

Event #1: Career Building and Resilience

Date: Monday, March 8, 2024

Location: Online through Zoom

Speaker: Stephanie Land, New York Times bestselling author

Topic: It can be challenging to pursue educational and career goals when you're balancing work, family and other responsibilities. How can you overcome challenges and stay focused on professional goals?

New York Times bestselling author Stephanie Land, whose memoir *Maid* inspired the hit Netflix series of the same name – recently released *Class*, a sequel that addresses the topics of motherhood, poverty, and higher education. Attendees heard her powerful, unfiltered story of balancing college and motherhood, all while living under the poverty line – and Land spoke about how she was able to go back to university and build her career, against all odds.

THE PIVOT POINT
SPEAKER SERIES

**BESTSELLING AUTHOR
STEPHANIE LAND ON
CAREER BUILDING
AND RESILIENCE**

**March 8, 2024
12:00p.m.**

Toronto Metropolitan University
The Chang School of Continuing Education

maid
NEW YORK TIMES BESTSELLER
MAID WORK, LOW PAY, AND A MOTHER'S WILL TO SURVIVE
stephanie land
FOREWORD BY BARBARA Ehrenreich

class
A MEMOIR OF ATHLETICS, HUNGER, AND HIGHER EDUCATION
stephanie land

Event #2: Navigating Career Pivots

Date: Tuesday, May 7, 2024

Location: Online through Zoom

Speaker: Vanessa Craft, Global Head of Content Partnerships, TikTok

Topic: What does it take to make a successful career pivot? How can you best position yourself for growth and opportunities in a new industry or role? Vanessa spent over a decade as a magazine editor, winning multiple industry awards and becoming the Editor-in-Chief of Elle Canada in 2016 – the first Black woman to hold that title across all global editions of Elle. In 2020, she left the media industry to join TikTok Canada.

Today, Vanessa leads a team that handles global content partnerships and business development for the social media platform, which boasts over 1 billion monthly active users around the world. Vanessa Craft, spoke about her experience with shifting gears from media to tech and shared advice for continuous learners looking to make a career change.

**THE PIVOT
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**SPEAKER
SERIES**

**TIKTOK'S
VANESSA
CRAFT ON
NAVIGATING
CAREER
PIVOTS**

Toronto
Metropolitan
University

The Chang School
of Continuing
Education



Event #3: Mastering Self-Development

Date: Monday, November 25, 2024

Location: Online through Zoom

Speaker: Najwa Zebian, renowned author, speaker, and activist

Topic: There is something to be said for intentionally building habits that can take you on a successful career path. Najwa Zebian, a renowned author, speaker, activist, and educator talked to our community about taking control of your personal growth journey.

Najwa's reflective discussion helped learners explore strategies behind habit formation and she share practical insights on creating sustainable growth-oriented habits. This event was intended to help improve learners' personal or professional lives and turn everyday actions into stepping stones for lasting transformation.

**THE PIVOT
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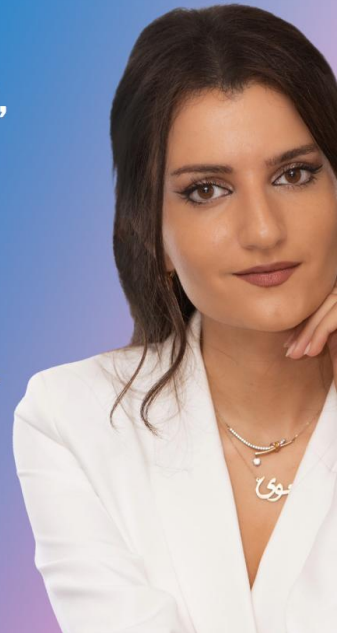
**SPEAKER
SERIES**

**RENOWNED AUTHOR,
SPEAKER, ACTIVIST,
AND EDUCATOR**

NAJWA ZEBIAN

**ON MASTERING
SELF-DEVELOPMENT**

**Monday, November 25, 2024
12:15 p.m. - 1:15 p.m. EDT**



Event #4: Building Career Resilience

Date: Wednesday, March 5, 2025

this event will be taking place the day the award submission is due so we will be able to provide results from this event

Location: Online through Zoom

Speaker: Rola Dagher, author and former Global Channel Chief for Dell Technologies and CEO at Cisco Canada

Topic: With the new year, the importance of career resilience has never been more pronounced. As technology advances rapidly and the economy shifts, professionals must be equipped to adapt to new challenges and opportunities. Rola Dagher, speaker, author and former Global Channel Chief for Dell Technologies and CEO at Cisco Canada, is a renowned leader within the world of tech and will be sharing valuable insights on building career resilience. Whether will offer our learners invaluable advice for fostering long-term professional success.

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**SPEAKER
SERIES**

INSPIRING
CHANGEMAKER

**ROLA
DAGHER**

ON BUILDING
CAREER
RESILIENCE

Wednesday, March 5, 2025
12:15 p.m. ET



Marketing and Promotion

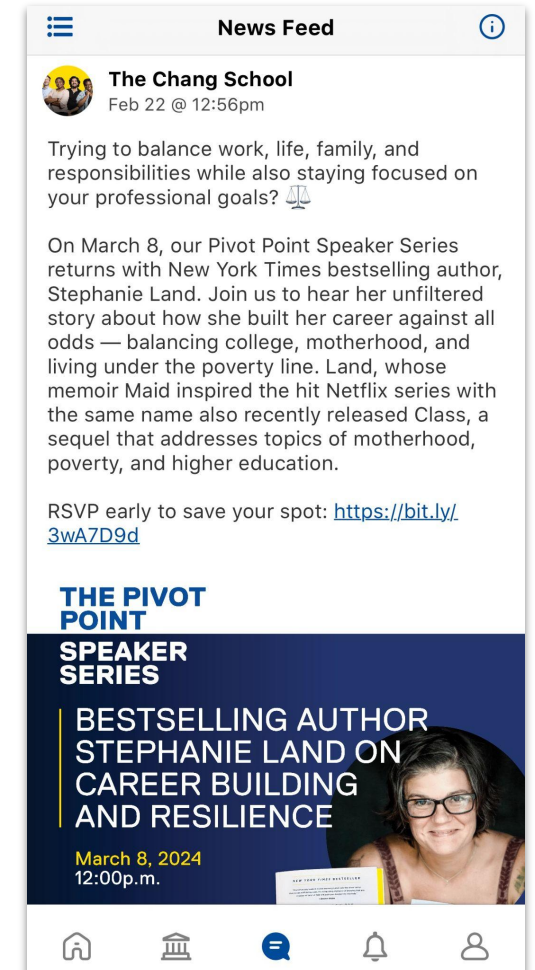
Cross-Channel Marketing

The target audience was marketed and communicated to about the events through a number of different channels including:

- Email marketing
- Organic social media
- Paid social media

The paid social media ads targeted individuals aged 25+ who are interested in trending topics in the worlds of work and continuous learning. The campaign ran across the Greater Toronto Area as well as specific cities such as Vancouver, Calgary, and Edmonton.

The focus was to spotlight the notable speakers headlining the event and the career-building expertise they would provide to the attendees. The call to action was to register for the event.



Examples of Marketing Materials

TMU Chang The G. Raymond Chang School of C...
14,105 followers
3mo · 🌐

The Pivot Point Speaker Series returns on November 25, with guest speaker, activist, author, and educator, Najwa Zebian.

Join us online to hear how you can master self development towards lifelong transformation, and create sustainable growth habits to help you reach your personal and professional goals.

RSVP to save your spot! <https://lnkd.in/g2qx3DYV>

THE PIVOT POINT
SPEAKER SERIES

RENOWNED AUTHOR, SPEAKER, ACTIVIST, AND EDUCATOR
NAJWA ZEBIAN
ON MASTERING SELF-DEVELOPMENT

November 25, 2024 12:15 p.m. - 1:15 p.m. EDT

Toronto Metropolitan University The Chang School of Continuing Education

Mon, Nov 25, 2024, 12:15 PM - 1:15 PM EST

The Pivot Point Speaker Series with Najwa Zebian

📺 Online

THE PIVOT POINT
SPEAKER SERIES

TIKTOK'S VANESSA CRAFT ON NAVIGATING CAREER PIVOTS

May 7, 2024
12:15 p.m. - 1:15 p.m. EDT

Toronto Metropolitan University The Chang School of Continuing Education



TMU Chang changschooltmu • Follow

changschooltmu 🗨️ We're excited to share our next Pivot Point Speaker Series guest: @vanessacraft, Head of Global Partnerships - Content @tiktok! Our goal is to continue to support you in your career pivots, so it makes all the sense to have Vanessa Craft (an "expert" at making career moves) as our next speaker.

With a career that shifted from media to tech, Vanessa will be sharing advice for continuous learners who are looking to make a career move. To join us online, RSVP at link in our bio.

11w

flyrehc Such a fantastic speaker! Thanks for sharing your wisdom @vanessacraft!

7w · 1 like · 1 post

36 likes
April 8

Log in to like or comment.

TMU Chang School
@ChangSchoolTMU

On March 8, we'll be joined by @stepville, the NYT bestselling author of Maid, which inspired #MaidNetflix, at our Pivot Point Speaker Series! We'll be chatting about career building, resilience, & making career goals a reality against all odds. RSVP now: bit.ly/3UDzEqB

1:30 PM · Feb 26, 2024 · 163 Views

Examples of Marketing Materials cont'd

THE PIVOT POINT

SPEAKER SERIES

RENOWNED AUTHOR, SPEAKER, ACTIVIST, AND EDUCATOR
NAJWA ZEBIAN
ON MASTERING SELF-DEVELOPMENT



Dear Tammy:

There's still time to join us for our free online **Pivot Point Speaker Series** event with renowned author, powerful speaker, and all-around change-maker Najwa Zebian. On November 25, learn how you can take charge of your personal and professional growth by forming habits that stick!

Find out how to take control of your growth and develop practical ways to create meaningful, lasting change. If you're ready to make your everyday actions count towards bigger life changes, this is the talk for you.

Mastering Self-Development: Building Habits for Lasting Growth



Monday, November 25, 2024



12:15 p.m.–1:15 p.m. EST



Online through Zoom

Don't miss out! RSVP now

THE PIVOT POINT

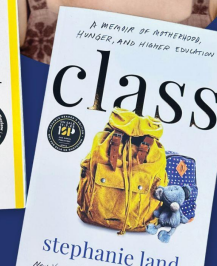
SPEAKER SERIES

BESTSELLING AUTHOR
**STEPHANIE LAND ON
CAREER BUILDING
AND RESILIENCE**

March 8, 2024
12:00p.m.

Toronto
Metropolitan
University

The Chang School
of Continuing
Education



News Feed



The Chang School

Apr 29 @ 10:45am

What does it take to make a successful career change? Next week, we're finding out with Vanessa Craft, TikTok Canada's Head of Global Partnerships, at our Pivot Point Speaker Series event.

Vanessa spent over a decade as a magazine editor, winning multiple industry awards and becoming the Editor-in-Chief of Elle Canada in 2016 – the first Black woman to hold that title across all global editions of Elle. In 2020, she left the media industry to join TikTok Canada. Today, Vanessa leads a team that handles global content partnerships for the platform. She'll be sharing her story and advice on how you can make your next move.

Join 500+ attendees on May 7 by RSVP'ing to save your spot: https://torontomu.zoom.us/webinar/register/WN_30kT7YhvTByl4WXZvzz5iA#/registration

Learning Outcomes and Results

Results, Learnings, and Online Buzz

- 2,192 RSVPs in total over the three events.
- 760 attendees in total over the three events.
- 813 opt-ins over the three events.
- 332 recording views over two of the three events**
- Received the most RSVPs to date at the recent Pivot Point Speaker Series event with 1,003 RSVPs (Mastering Self Development with Najwa Zebian)
- On average 30% of our attendees at our events are alumni – which provides us an opportunity to re-engage them and encourage them to enrol in future Chang School courses over their entire career journey.

***one of our Pivot Point events in 2024 was not recorded because of the speaker's contractual agreement.*

Savannah F. · 2nd
Senior Account Executive at Hootsuite 🐼
2h · Edited · 🌐

Yesterday I had the pleasure of attending The Pivot Point Series: Navigating Career Pivots by [Vanessa Craft](#), [TikTok's](#) Global Head of Partnerships - Content

Some key takeaways from the webinar ↴

- ✅ Be your own PR: If you can't communicate your strengths, they're basically non-existent
- ✅ Spend time beyond your "people"
- ✅ Imperfect action will always beat out perfect action

I've spent the past year attending various workshops, however, events like this are a pleasant reminder you can never learn too much. There were so many gems in this conversation!

Thank you to [The G. Raymond Chang School of Continuing Education at Toronto Metropolitan University](#) for hosting such an amazing event 🙌

[#TMU](#) [#marketing](#) [#career](#) [#goals](#) [#tech](#) [#networking](#)

The G. Raymond Chang School of Continuin...
13,271 followers
1mo · Edited · 🌐

What does it take to make a successful career pivot?

On Tuesday, May 7, join us for our next Pivot ...see more

Tue, May 7, 12:15 PM - 12:45 PM EDT

TikTok's Vanessa Craft on Navigating Career Pivots

📺 Online

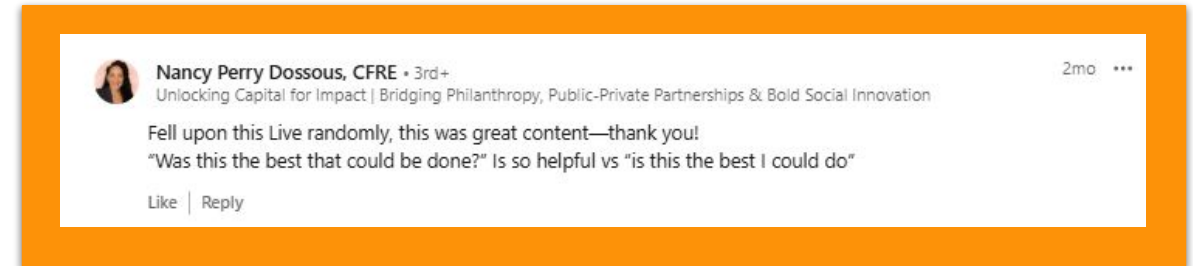
T Nguyen, Barbara Dowdye and 77 other attendees

Responding as The G. Raymond Chang School of Continuing Education at Toronto Metropolitan University @ Post

Home My Network Post Notifications Jobs

Results, Learnings, and Online Buzz cont'd

- Pivot Point event attendees appreciate hearing from notable speakers who are established in their careers/industry.
- The Pivot Point Speaker Series is a new cost-efficient advertising channel to encourage enrolment/re-enrolment.
- On average 96% of attendees surveyed indicate that they are satisfied with the overall experience of the event.



What our learners are looking for:

- 72% are looking for “Career Related” topics
- 62% are looking for “Future of Work” topics
- 45% are looking for “Motivation and Inspiration” topics

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hello all I am arundhati from India
ter: Oh my goodness! So glad you are joining us from Down Under Catherine Kelly! and Vivo from India!
Good afternoon. I'm from Delray Beach, Florida.
Hi everyone! from Greater Toronto Area too! So excited to be here love listening to Najwa!
The courage to change the things I can!
hello namasthe from california
Hello from Belgium
Hello from montreal
n: Hello from Toronto!
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****screenshot of the Zoom chat during one of our events**



Moving Forward

Based on the learnings of our launch year:

- The Chang School will continue to host a Pivot Point Speaker Series event once per term.
- We are planning and promoting our next Pivot Point event which will be on March 5, 2025.
- We plan on continuing to build relationships with audience by increasing engagement via social media and email.
- Continue to use data and watch event trends to develop events with popular speakers and timely topics, to cut through the noise and appeal to our target audience.
- The Chang School will be expanding its events to offer alumni-centric events in the 2025-2026 fiscal year.

Thank you!