

# The Breakout Project Attendee Information

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THE BREAKOUT PROJECT

**Make Change Happen.**

May 10–12, 2017

# An Experience of a Lifetime

## An Experience of a Lifetime for Startups, Scaleups and Intrapreneurs

Event attendees will have an experience like no other — part learning, part hackathon, and full immersion — attendees will choose what they want their experience to be:

- » Network with thousands of like-minded people — innovative influencers, entrepreneurs, startups, business and community leaders and brands
- » Learn from world-renowned speakers and mentors to plan, build and promote high-growth companies and organizations
- » Collaborate and share ideas with top business minds, innovators and other inspired people to learn new best practices and tools
- » Celebrate innovation with privileged access to attendee experiences, meetups, parties and the event-closing concert in downtown Kingston

The Breakout Project is a world first innovation experience. Attendees will have many opportunities to gain insight from experts in learning tracks, hear keynote speeches, and build new relationships with potential partners, customers and vendors — but this isn't a typical conference.

This is a showcase of innovation — a new way for the world to see the inner workings of innovative teams and watch, learn and, most importantly, actively participate.

## Full Immersion

A new, immersive innovation experience.

The Breakout Project removes the barriers to innovation allowing attendees to watch, participate, connect and learn unlike ever before at our nation's biggest social innovation gathering on Canada's 150th anniversary.

Attendees have a full-access pass to learning sessions, main stage activities, watch and engage with teams, interact with companies in Innovation Alley, participate in audience-only experiences, and celebrate in evening events and concerts.

# What is The Breakout Project?

## The Movement

On May 10 – 12, 2017, teams will compete in Canada's biggest social innovation event hosted in Kingston, Ontario. In just 48 hours these participants will work around the clock to kickstart 365-day social good projects designed to improve our community, society and planet. Thousands of attendees will rally behind teams while millions more will show their support online through social media and live stream video.

This is The Breakout Project.

## A Unique Format

Each social enterprise project will work around the clock for 48 hours to raise the human and financial capital required to take their project from ideation to completion in just one year.

The Breakout Project will be broadcast live online in a reality TV format. The live streaming combined with the power of social media means that our global audience can be more than just spectators — they can be active participants sharing their own knowledge, capital and connections to support the teams they believe in.

Renowned speakers, experts and investors will interview and mentor teams from a live main stage at the event. Attendees will network and have the opportunity to learn and work alongside industry leaders as they support their chosen teams and projects.

## Resources to Make Change Possible

Our online platform and media support team will communicate and engage supporters allowing them to contribute their financial and human capital to favoured projects. Attendees can donate a portion of their ticket value to the projects of their choice through an online wallet.

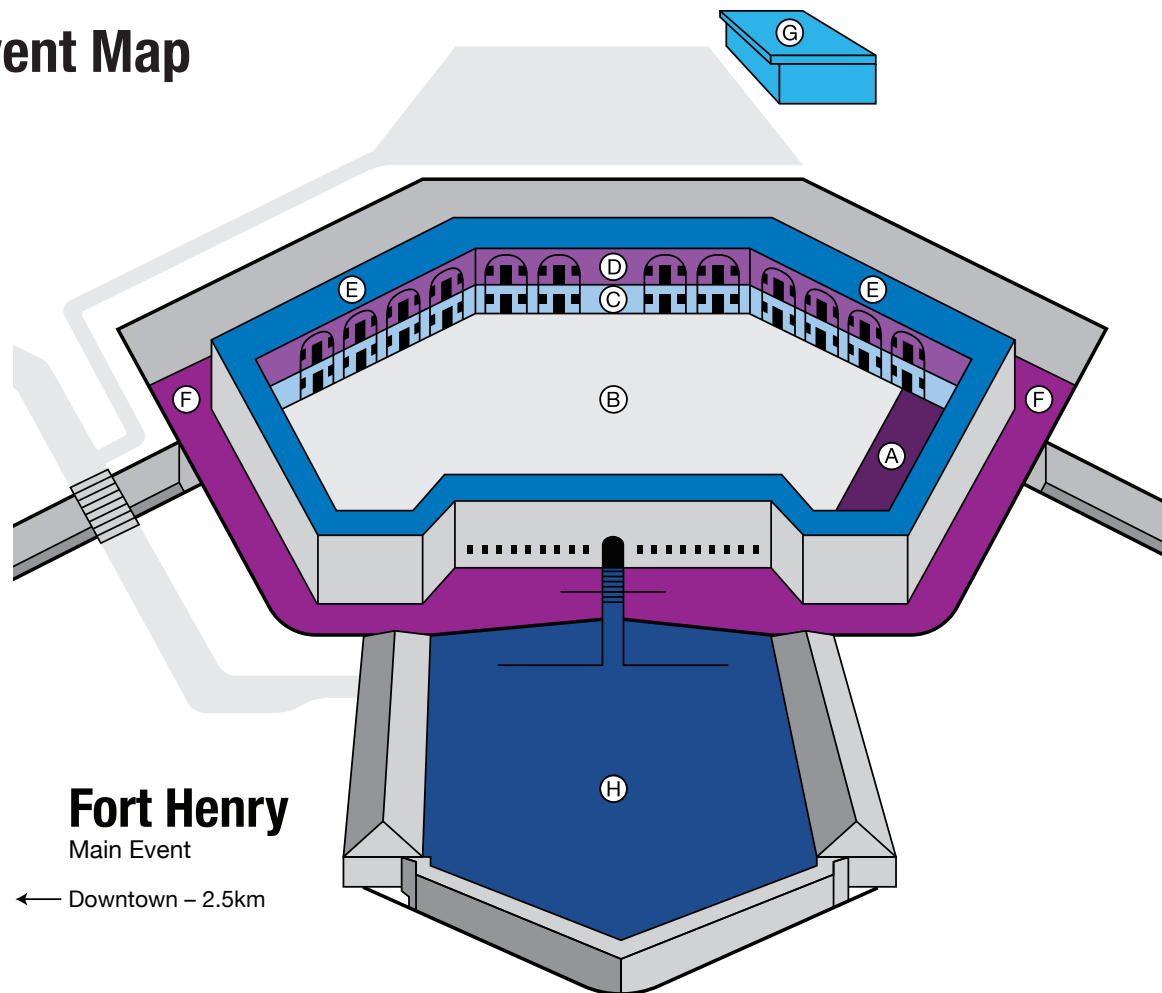
It's a celebration of our human ingenuity, our ability to make a difference, our social innovation prowess.

## A Breakout Year

Projects will receive donated funds to continue their initiative throughout the year. Supporters can follow along with the favourite team's progress, successes and impact. In 2018, we will gather again to celebrate achievements and kickstart a new crop of projects.



# Event Map



## A. Main Stage

- » Live stage for keynote speeches, panel discussions, interviews with team leaders and speakers.
- » Features live leaderboards tracking number of hours donated and funds pledged to each project.

## B. Breakout Square

- » Main event area open to attendees to mix n' mingle and watch the live action.
- » Washrooms available on this level.

## C. Team Headquarters

- » Housed in an open-to-the-public room adjacent to Main Stage and Breakout Square.
- » Equipped with everything teams need to plan, promote and coordinate their projects.

## D. VIP Lounge

- » Reserved for VIP attendees with access to Guest Lounge with meeting rooms, full-service bar and concierge services.

## E. Viewing Lounge & Patio

- » Secondary area to mix n' mingle and watch the live action.

## F. Innovation Alley

- » Interactive area for Sponsors & Companies showcasing their technologies, products and services.

## G. Discovery Centre Learning Tracks

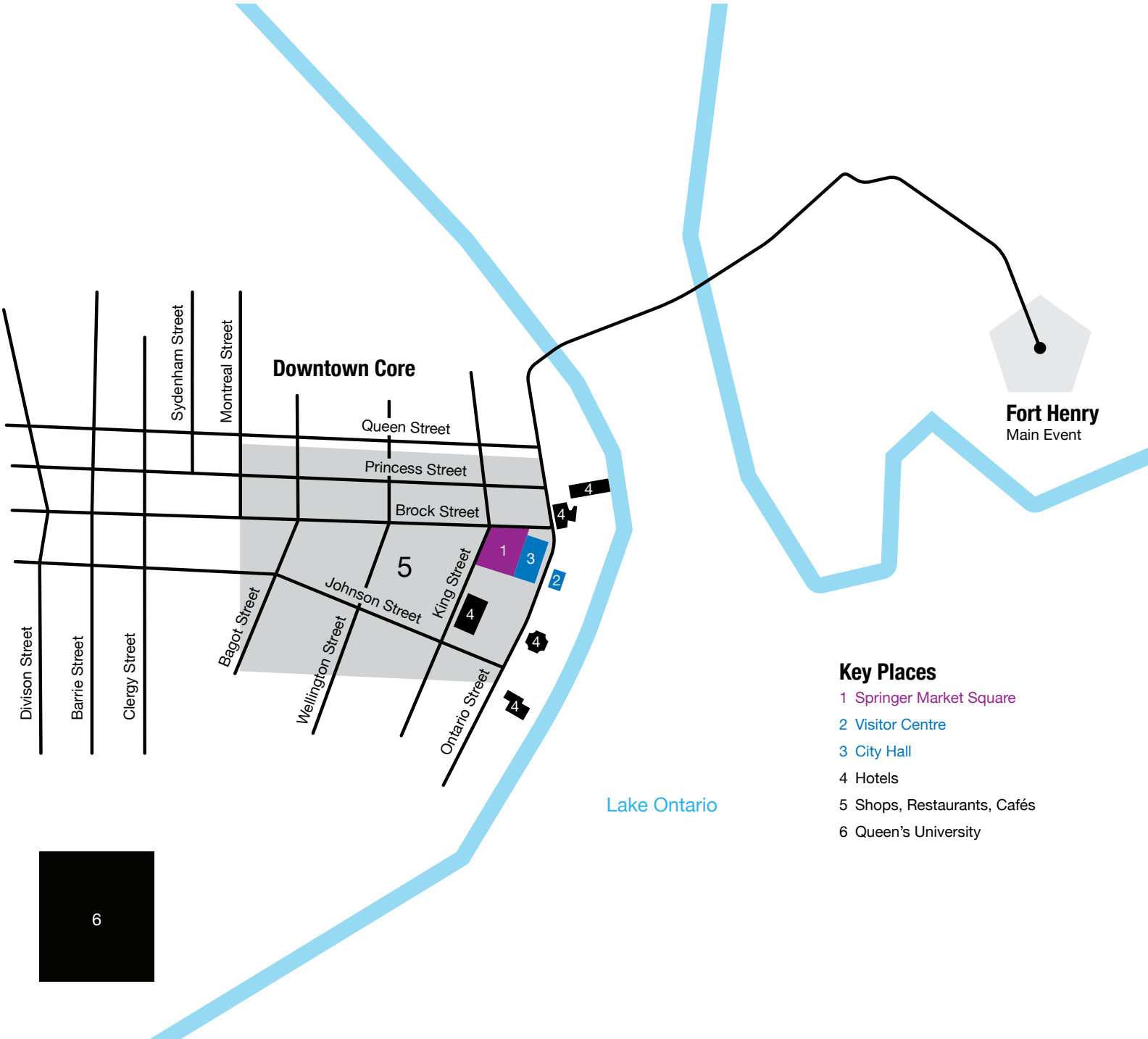
- » All attendees are invited to learning sessions by prominent speakers.
- » Topics include: Team-Building, Mass Communications, Project Management, (Software Engineering, Social Innovation & Project Funding).

## H. Food & Beverage Services

- » Food, beverages and washrooms

# Downtown Map

Every night, the restaurants, bars, pubs and retailers of Kingston will be hosting attendees for engaging meetups and parties. The event closing concert will be hosted in Springer Market Square and The Breakout Project attendees will gain access to the best viewing area — right up front!



### Key Places

- 1 Springer Market Square
- 2 Visitor Centre
- 3 City Hall
- 4 Hotels
- 5 Shops, Restaurants, Cafés
- 6 Queen's University

# Proposed Agenda

(Subject to Change)

GENERAL  
LIVE STAGE  
LEARNING STREAMS  
OFFSITE

## Day 1 / Wednesday

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6:00 PM	Gates Open	9:00 PM	Live Entertainment / Innovation Alley – 3hrs
7:30 PM	Welcome & Opening Address – 1hr	9:30 PM	Project Intros – 2hrs
8:30 PM	Opening Bell Panel Discussion – 1hr	Midnight	Activation Challenge – 1hr

## Day 2 / Thursday

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9:00 AM	Morning Opening Address – 1hr	12:30 PM	Activation Challenge – 1hr
9:30 AM	Activation Challenge – 1hr	1:00 PM	Project Management 1 – 1hr
10:00 AM	Team Building 1 – 1hr	2:30 PM	Software Engineering 1 – 1hr
10:30 AM	Team Talks with Panelists – 8hrs (20 minutes per team) Kingston Pen Experience – 6hrs	4:00 PM	Social Innovation 1 – 1hr
11:30 AM	Mass Communication 1 – 1hr	5:30 PM	Funding Your Project 1 – 1hr
		7:00 PM	Keynote Address – 1hr
		8:00 PM	Activation Challenge – 1hr Team Building 2 – 1hr
		8:30 PM	Panel Discussions – 4.5hrs
		9:00 PM	Downtown Activation – 4hrs

## Day 3 / Friday

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7:30 AM	Activation Challenge – 1hr	12:00 PM	Software Engineering 2 – 1hr
8:30 AM	Morning Opening Address – 1hr	1:00 PM	Activation Challenge – 1hr
9:00 AM	Mass Communication 2 – 1hr	1:30 PM	Social Innovation 2 – 1hr
10:30 AM	Project Management 2 – 1hr Kingston Pen Experience – 6hrs	2:00 PM	Final Team Presentations – 3hrs
		3:00 PM	Funding Your Project 2 – 1hr
		8:00 PM	Closing Celebration Concert – 3.5hrs (Springer Market Square)

# The Event Details

## The Main Stage

The Breakout Project is a live-streamed event that will be steered by the hosts and speakers. The main stage will host one-on-one interviews, panels, keynotes and other sessions with team leaders and speakers.

Teams will use the main stage to explain their projects and the progress they are making throughout the event. They may also make pitches to the audience for resources -- human, financial, connections, technology or otherwise -- that they need to propel their projects.

The main stage will also feature the live leaderboards, showing the number of hours donated and funds pledged to each project.

## Learning Tracks

Throughout the event, prominent speakers [link] will be providing workshops and learning sessions across several tracks including:

- » Team Building
- » Mass Communication
- » Project Management
- » (Software) Engineering
- » Social Innovation
- » Funding Your Projects

Attendees may join all or some of these sessions as they seek to expand their knowledge and capabilities.

## Audience Challenges

As an attendee, you'll be given the option to join in audience challenges to help bring awareness to projects you like and also have a ton of fun. Our online and offline challenges will get you connected, engaged and inspired.

## Networking and Celebrations

You'll be working and learning alongside other amazing people throughout the event, but we'll make sure that it's not all work. Look forward to opportunities to rub shoulders with business leaders, investors, thought leaders and peers in social events each night including front-of-the-line access to the event closing concert in Springer Market Square.

## The Online Experience

All attendees will have access to our online collaboration portal where they can connect with teams, donate time and money and track all event happenings live.

# About Kingston

Set on the shores of beautiful Lake Ontario, Kingston, Ontario was Canada's first capital city with a rich history stretching back to 1673. The greater Kingston area boasts a population of over 150,000. Situated between Toronto, Ottawa and Montreal, Kingston has plenty of attractions for business and vacation travelers to explore, learn and adventure. Enjoy farmers markets, a stroll through secret cobblestone passageways, historic sites, outdoor festivals, paddle boarding and sailing outings, tour boat and ferry rides, even guided ghost tours for those looking to learn about history and less restful sleep!

Kingston is home to three post-secondary institutions – Queen's University, Royal Military College and St. Lawrence College - a new performing arts centre, historic Fort Henry, The Kingston Penitentiary (now open to the public for tours), and countless shops.

## Kingston Facts & Figures

- » Museums, galleries, and national historic sites: 24
- » Parks: 200+
- » The smartest workforce in Canada with the most PhD graduates per capita.
- » Median commuting distance: 5.9 km
- » Average commuting time: 20.4 minutes
- » Birthplace of the beloved Canadian band, The Tragically Hip.



# Getting to Kingston is Really Easy

... and it's even easier to get around once you're here! We're conveniently located just off of Highway 401, nestled beside Lake Ontario, the St. Lawrence River and the historic Rideau Canal and close to Toronto Montreal, Ottawa and Syracuse.

## By Car

### Via Highway 401 Eastbound

Take the Sir John A Macdonald Blvd. exit (#615) and travel south into downtown Kingston.

### Via Highway 401 Westbound

Take the Highway 15 exit (#623) and continue south for approximately 5 km (3 miles) until you reach Highway 2.

At Highway 2 turn right, passing Fort Henry (on your left) and the Royal Military College of Canada, and crossing over the LaSalle Causeway to downtown Kingston.

## By Rail

There are 22 departures and arrivals daily through Kingston's VIA Rail station with connections to and from Toronto, Montreal, Ottawa.

For a detailed listing of fares and schedules, visit the VIA Rail website or call 1.888.VIA-RAIL.

## Staying Here

Book your accommodations for the event at one of our recommended hotels:

[visitkingston.ca/the-breakout-project/](http://visitkingston.ca/the-breakout-project/)

## By Bus

Coach Canada/Trentway-Wager Bus Lines operates 25 daily departures and arrivals at the City of Kingston terminal via Toronto, Cornwall, and Peterborough. For more information on bus schedules and fares, call 613.547.4916 or visit the Coach Canada website.

Greyhound Bus Lines provides service to and from the Kingston terminal with 2-3 daily departures and arrivals via Ottawa. For more information on both of these services, call 613.547.4916 or visit the Greyhound Bus Line website.

## By Air

Kingston Airport (YGK), also known as Norman Rogers Airport is accessible from:

Toronto Pearson International Airport (YYZ) serviced by Air Canada with seven flights a day (check arrivals or departures)

Ottawa Macdonald-Cartier International Airport (YOW) [yow.ca/en](http://yow.ca/en)

Montréal-Pierre Elliott Trudeau International Airport (YUL) [admtl.com](http://admtl.com)

## Register

Register for the event now at [www.thebreakoutproject.com](http://www.thebreakoutproject.com). Event tickets are limited and pricing will increase as the event nears. Full registration, hotel booking and travel details are available online.


# Notes








## Join the Conversation:

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