

Year in Review

2023 Highlights

Thought Leadership Articles & Publications Highlights

15 Articles Published



3 Industry Spotlight News Resource Installments

4 OPBA Articles featuring OECM Leadership SMEs

Total Reach **38,000+**

Total Engagement **2,497** unique clicks/opens

Higher than average engagement rate of 6.43%!



Events and Outreach Highlights



75 Total events and committee meetings attended by OECM in 2023

40 Thought Leadership-focused events attended

4 OECM-led events hosted

14,000+ Total Reach

Total Engagement **1,223** session attendees

Strategic Program Highlights

2,702

Total Page Views for the OECM-hosted Dell Professional Learning for Ontario Educators web page



Corporate Updates & News Highlights

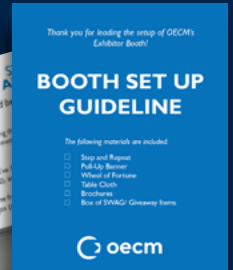
2022 Annual Report

New, interactive version! All content, graphics and design elements are developed in-house!

5.92%

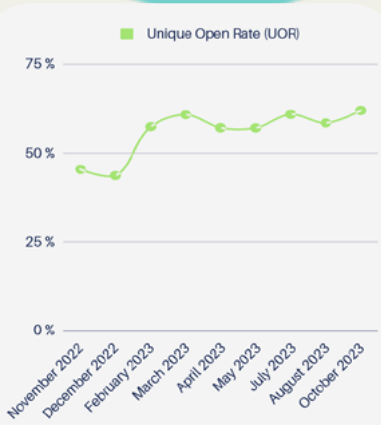
Average engagement rate for social posts about OECM's 2022 Annual Report

Newly Created 2023 Booth Guide for Staff



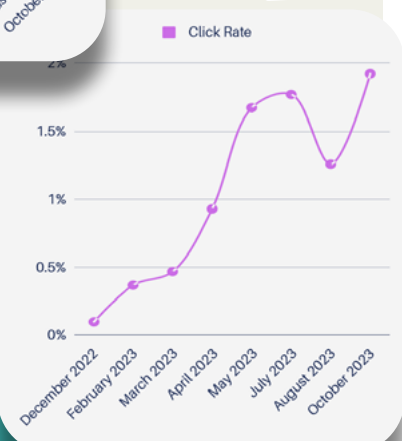
Reach and Engagement on the OPBA Contributed Article Series (2022-23)

Since late 2022, OEMC has engaged with the Ontario Public Buyers Association (OPBA) on a series of contributed articles in their monthly *Caveat Emptor* e-Newsletter, distributed to over 1,000 procurement professionals and public buyers from Ontario's municipalities (45%), hospitals and healthcare entities (25%), educational institutions (18%), and students entering the procurement industry (7%). To date, we've seen a **strong trajectory of success with increased engagement** (measured through newsletter unique open rates and article click rates) at each dissemination, augmented by our in-house activities including website and social media promotion.



The industry average for UOR is 21.33%. The average UOR for our articles is 56%

Over 1,000 Procurement Leaders and Professionals receive the OPBA newsletter



Events and Outreach: Bringing Thought Leadership to Our Customers

Throughout the year, OEMC leverages diverse outreach opportunities and industry events to further solidify our position as thought leaders - sharing our in-house expertise and knowledge through presentations, speaking engagements, panels, and workshops. We also host several OEMC-led leadership events, bringing industry thought leaders and expertise to our community of customers, suppliers, and stakeholders. **In 2023, we participated as thought leaders in 40 external event engagements and hosted 4 OEMC-led thought leadership events.**

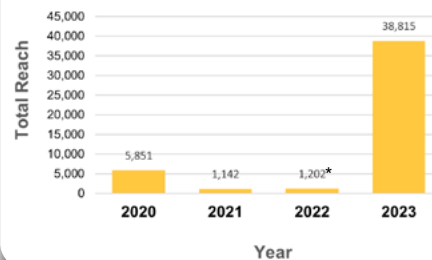


OEMC's events and outreach garnered an estimated reach of 14,000 people.

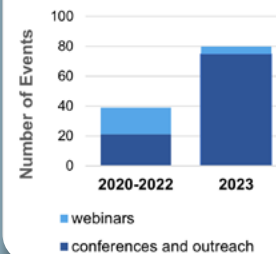
Year over Year Success Metrics

In 2023, OEMC's thought leadership reach was nearly 375% higher than the previous three years combined. But it's not just about the numbers. Our focus in 2023 and beyond is on **building the quality of our content, diversifying our audience and reach, and increasing OEMC brand awareness and visibility across sectors.** In 2023, we saw a marked increase in the quantity and quality of Thought Leadership and Events/Outreach opportunities, versus previous years. These were also highly targeted to procurement and public buyers in the education sector and non-education sectors and other key OEMC customer, supplier and stakeholder segments.

Thought Leadership Articles & Publications Growth (2020-2023)



Event Activity & Growth (2020-2023)



*Note: the 2022 figure does not include the 'Insights Success' special feature that had a reach of 374,800.

2024 Pipeline: Coming Soon!

- OPBA Article on "Interpreting Market Needs: Why Diversification Matters in Public Procurement"
- Industry Spotlight: Focus on Artificial Intelligence
- OEMC Articles – highlighting the value of OEMC's Customer Council Committee, the road to ESG and Sustainability, our ERP project and successes, and more!
- Events in Q1 including:
 - (OLA) Ontario Library Association Super 2024 Conference
 - SCMAO Leadership Series 2024: Digital Supply Chain
 - 3rd Leadership and Collaboration Symposium 2024
 - The Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) Finance Forum
 - Canadian Public Procurement Council (CPPC) 2024 Forum-- OEMC session on "Building an ESG Strategy: Prioritization, Alignment and Integration"

Establishment of an OEMC Thought Leadership Committee as a forum for team members from across our organization to share ideas, themes, topics, and other information relevant to our thought leadership journey.

