**EVVE 2025**

**Theming & Early Event Design**

**Rev. November 1, 2024**

**Event Dates: September 30, 2025 – October 3, 2025 (Board only on September 30)**

**Conference Dates: Oct 1, 2, (3)**

**Potential Conference Themes**

* Connecting Communities

Theme visuals – mountains, ocean, reuse icons from Halifax, reuse icons from EV Action Plan – Use new colours? Plum complementary colours to EMC logo?

**Target Audience**

* EMC members: OEMs, charging providers, utilities, non-profit organizations, research institutes, universities, government agencies
* Vancouver based NGOs, national NGOs
* Economic impact of electric mobility industry
* Politicians (?) and bureaucrats (BC, municipal, federal)
* University and college students and staff
* Indigenous associations and businesses

**Goals of Conference**

* Provide EMC members with **high-quality program content** featuring top leaders in EV industry as speakers
  + In-depth and thoughtful content – no sales pitches and lightweight presentations
  + Speakers from government providing information on policies and programs
  + Latest innovations and technologies
* Provide EMC member with **substantial and frequent** networking opportunities
* **Actively advance electrification and generate innovation** through workshops and interactive sessions
* **Provide revenue** to EMC

**What our conference offers (that others do not)**

* Access to networking with top level executives, bureaucrats & thought leaders (very high quality of potential contacts made – most attendees are executives/top level employees at their organizations)
* No need to cover basic topics or lower level of conversation to reach consumers – everyone at event is well versed in EVs so topics covered can be more advanced and in-depth
* Boutique networking -opportunities

**Key Takeaways – What changes from 2024 to 2025?**

* No big trade show / exhibits
* More breaks to allow for more networking
* More curated and focused sessions – need to spend more time in abstract submission and program building phases on putting sessions together that follow clear themes (less random than in the past)

**Partnerships**

**Key Topics**

* MHD
* Economic impact of EVs
* Public awareness surveys