



# IPIC Strategic Plan Progress Update



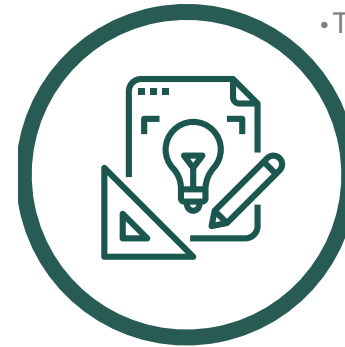
- IPIC approved for grant of \$506,000 for our Equity, Diversity, and Inclusion initiatives over the next 3 years under the Feminist Response and Recovery Fund, stay tuned for details!
- IPIC made pre-Budget 2021 submission to Parliament
- IPIC recruitment efforts resulted in 102 new associate and affiliate members by end of Q3
- IPIC held 37 intermediate to advanced level webinars

## Equity, Diversity & Inclusion



- Equity, Diversity, & Inclusion (EDI) training continues for IPIC staff.
- IPIC approved for grant for a future project submitted under the Department for Women and Gender Equality's Feminist Response and Recovery Fund, details to come!
- WING Virtual Social Hour was a well attended successful networking opportunity for members.

## Education & Skills



- The 3 IPIC/McGill summer courses were successfully delivered with an increase in registration over the past 2 years.
- The **IPIC2021** Virtual conference registration and program were successfully launched.
- IPIC created a Certification Programs webpage to promote administrator programs and list the names of all IPIC members that currently hold designations.

## IP Policy & Growth



- IPIC recommendations on IP policy were included in both the Conservative and Liberal Economic Platforms for Election 2021.
- IPIC and the College partnered on a webinar and FAQ document to prepare members of the profession on the opening of the College.
- IPIC's pre-Budget 2021 submission to Parliament recommends First-Patent and Brand Protection Subsidy.
- IPIC collaborates with BDC to promote **Own it.**, campaign and [ownyourip.ca](http://ownyourip.ca).

## Member Experience



- IPIC updated Committee and Community mandates and launched application process for the 2021-2023 term.
- Multiple IPIC Community Virtual Social Hours took place throughout the summer months.
- Developed and launched IPIC2021 Virtual marketing campaign including promotional video featuring Marion Bailey-Canham, Chair of the IPIC Conference Committee.
- IPIC's engagement and followers continue to increase across its 3 social media platforms.

OUR VISION: To be the leading authority on intellectual property in Canada, and the voice of intellectual property professionals.

OUR MISSION: To enhance our members' expertise as trusted intellectual property advisors, and to shape a policy and business environment that encourages the development, use, and value of intellectual property.