



3rd bi-annual

LivABLE Design Summit

Exploring best practices for living in place and wellness design

October 27 -29 • VIRTUAL • CEU Event

Sensing Design:
Creating Mindful Sensory Spaces



LivableCanada.com • Trade Only

3 DAY VIRTUAL CONFERENCE.
30+ INDUSTRY SPEAKERS.
PRODUCT KNOWLEDGE.
INFLUENTIAL ATTENDEES.
POWERFUL CONNECTIONS.

LivABLE Design Summit is North America's premier virtual trade event. We focus on providing new perspectives and education on creating spaces that adapt to every person regardless of age, size, ability or circumstance.

As the only national industry summit we addresses the growing need to change the way residential homes, low rise and multi-units are designed and constructed in order to embrace wellness, aging/living in place and accessibility.

IF this is your market, then we have your target audience attending to learn, discover and grow their business.



“Our homes, communities, and surrounding environment directly affect our daily behaviors and lifestyles, and together these determine up to 80-90% of our health outcomes.

Since our homes are typically our most important personal investment and expenditure, it is only logical that they should also be an investment in our health and wellbeing.”

Global Wellness Institute



Statistics.



Living In Place + Wellness Statistics

\$750 billion is expected to be transferred to Canadians aged 50 to 75 between 2016 and 2026

1 in 5 Canadians is challenged with the activities of daily living

Home Modification is a \$77 billion industry with New Builds representing a \$224 billion industry

There are now 5.9 million Canadians over 65 years, compared to 5.8 million Canadians 14 and under

15.3 million Canadians are living with some form of disability that affects their level of freedom, quality of life or independence.

90% of adults 55+ want to remain in their homes as they age.

The wellness economy is a 4.5 trillion dollar global industry and growing!

Wellness Real Estate is one of the fast growing sectors in our design/build industry, accounting for over \$134 billion dollars in sales.

The Smart Home Market is worth \$622.59 billion and growing!

The majority (69%) of U.S. households* and just over a quarter of Canadians (27%)* now own at least one smart home device.

Reported by:
*Consumer Technology Association (CTA) / *Rakuten.ca

**Why
companies
get involved.**

LivableCanada.com



WHY COMPANIES GET INVOLVED.



Increase Brand

Awareness: Position as an industry leader and influencer in aging/living in place, accessibility and wellness home sectors .

Expand Audience

Reach: Networking with like-minded businesses and build relationships to drive business. **Gain more media exposure.**

Stand Out From The

Competition: Learn from industry experts to keep ahead of the competition. **Improve products and identify trends.**



LEAD Generation:

Opportunity to connect with a growing target audience to drive sales.

Meet Our Target Audience



LivABLE Design Summit - WHO'S IN THE VIRTUAL ROOM?

500+ Registered Attendees at each event and growing!



(based on October 2020/April 2021 survey results)

BUSINESS SCALE

Small-Medium
Businesses



Large
Businesses



Associations
Educators



ATTENDEE INFO

➔ **90%**
Residential Built
Environment Professionals

➔ **51%**
Decision makers

➔ **43%**
Influence decisions

➔ **65%**
Based in Canada (balance
primarily from US)

ATTENDEE AGE

15%
(30-39)

40%
(50-59)



30%
(40-49)

15%
(60+)

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WHO'S IN THE VIRTUAL ROOM?

Principals, Management, Key Influencers, Decision Makers from the following professions:

Affiliated Associations

Architects

Builders

Decorators

Design Professionals

Educators and graduating students

Financial

Government

Home Care - Personal Support Workers / Care Givers

Interior Designers

Manufacturers / Distributors

Municipal and Community Not-for-Profit Groups

Occupational Therapists

Realtors

Renovators / Contractors

Retailers

Retirement Home Management

Service Providers

Skilled trades



ANALYTICS: USER EXPERIENCE AND TARGET MARKET



88%

of the attendees rate the LivABLE event as very good to excellent.



96%

of the attendees stated that they would recommend this event to their colleagues.



82%

valued the variety of topics and the fact that they were offered on-demand learning.



90%

of the attendees were interior designers, architects and builders.



61%

represents attendees that have been working in this industry and their business for 5 - 20 years.

IT'S ABOUT ANALYTICS AND TARGETING THE MARKET: Info from our October 2020 event



400

Represents the amount of news outlets in North America that receive the Livable Environment Conference press releases
(Discoverable and indexed by Google)



24,000

Emails were sent receiving an average view of 35% or 8,400 viewers
(NAICS industry codes)



250,000+

Targeted reach through organic and paid social media

(Reach is the total number of people who see your content. Impressions are the number of times your content is displayed, no matter if it was clicked or not.)

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463,000+

Number of Impressions through combined social media posts



14,668

Represents the unique page views on the LivableCanada.com site

Attendee Email Comments

“Let me join many others in congratulating your team in pulling off a great conference this year.”

“The event went well with a good online interface, interesting and educational speakers! Congratulations!”

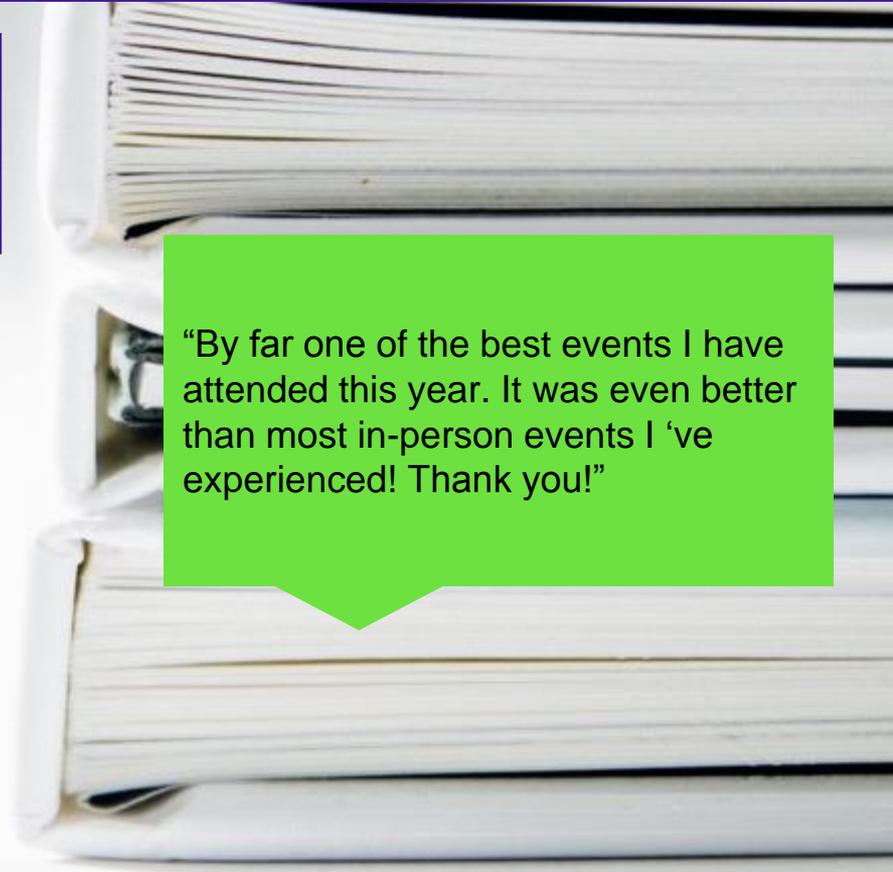
“Fantastic trade event that not only has helped our business focus on this sector but connected us to much needed suppliers. Thank you!”

“Congratulations on a great Conference! You have done an outstanding job on bringing this to the trade!”

“Very nice! What a great event! Looking forward to the next one!”

“Congratulations! Your team have created a masterpiece that reflects the needs of our industry!”

“By far one of the best events I have attended this year. It was even better than most in-person events I’ve experienced! Thank you!”



Attendee Social Media Comments



Dawn Seestedt, PT, CAPS

Certified Aging-In-Place Specialist at Agewell Home Design

TODAY



Dawn Seestedt,... • 2:08 pm

Absolutely fantastic conference!!!! Thank you! The virtual platform only made it better - now I can go back and get anything I missed! Was glued to my screen for the last 3 days with you! Job well done!!!!



Rishma Dhalla • 2nd 1mon ...

Owner | Registered Occup...

Such a great conference! Thank you Linda and all the other organizers! [#liveablecanada](#)



Donna Barlett • 1st 1mon ...

Co-Founder, President Vie...

Passion and persistence have no limits and Tracy has plenty of both... as does the founder of [#LivableCanada](#) [#LindaKafka](#)! So many amazing speakers and such incredible content - thank you for bringing us together.



Marla Baker • 1st 1mon ...

Business Development Sp...

Way to go [Linda Kafka](#), [CLIPP](#), [CAPS](#) you have done a fabulous job with this event! [#supporteachother](#) [#learn](#) [#design](#) [#construction](#)



Lyn Hatt • 1st 1mon ...

Business Development Sp...

Thank you [Unstoppable Tracy Schmitt BRLS, B.Ed, MBA](#) for opening a great [#LivableCanada](#) CONFERENCE.



Crystal Colli... • 1st 3w ...

Your Builder Designer -...

Totally agree [Marla Baker](#) - it was a fantastic virtual event. Congratulations [Linda Kafka](#), [CLIPP](#), [CAPS](#)



John Braley • 1st 1mon ...

VP, Business Development

Thanks Linda - wonderful few days and so many new friends...well done!



Julie Sawchuk • 1st 1mon ...

Accessibility Strategist at...

I was inspired! www.juliesawchuk.ca/blog/just-like-on-the-iss



Attendee Social Media Comments



 **inclusiveaingca** 🌟🌟🌟🌟 Hats off to everyone involved! It was an engaging, inspiring, and mind-opening three days!! I look forward to staying (virtually) connected with many new colleagues. And who knows? Maybe in-person, one day too. 🙌😊
2d Reply

 **marydanceinteriors** Thank-you! The was a wonderful event, I don't know how it could have been better live, other than getting to see everyone
2d 1 like Reply

 **gailmartiri_interiors** Fantastic event with so many great speakers! Congratulations to you - it was so inspiring to see how creative and passionate people were about inclusive and adaptable design - all delivered in the warm virtual world that you created.
2d Reply

 **jennychohaninteriors** Thank you Linda for putting this event together. And also a big thank you to all the panelist. I have definitely gained a lot

 Add a comment... 



16 likes Fri 2:24 PM

livablecanada As we close out The LivABLE Environment Conference, we wanted to send a huge THANK YOU to all of our speakers, sponsors, exhibitors, panelists, volunteers and attendees for making this important, global event a success!! Your contribution has made a tremendous impact in driving change to the built environment. 

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2d 1 like Reply

 **gailmartiri_interiors** Fantastic event with so many great speakers! Congratulations to you - it was so inspiring to see how creative and passionate people were about inclusive and adaptable design - all delivered in the warm virtual world that you created.
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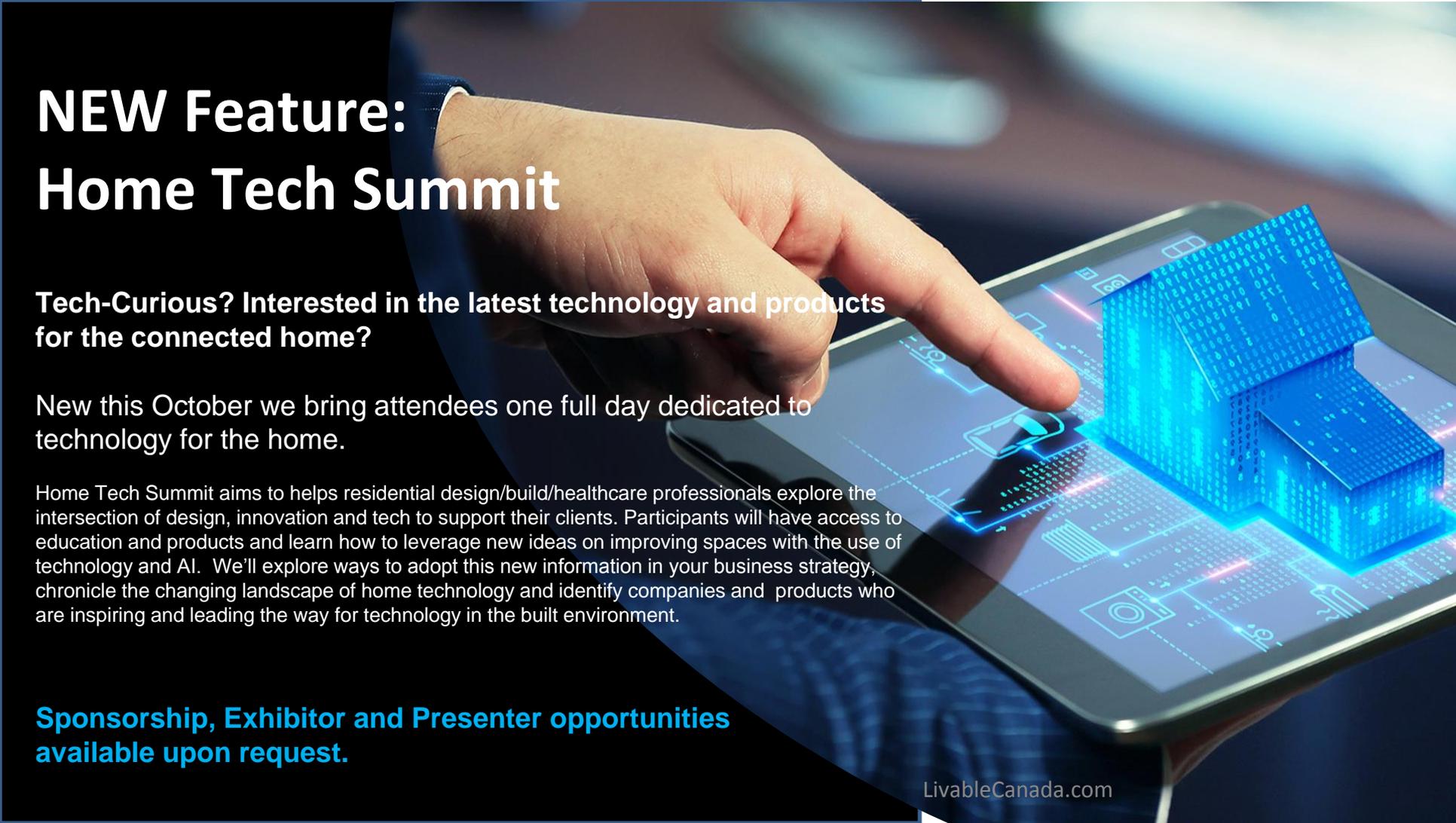
 **jennychohaninteriors** Thank you Linda for putting this event together. And also a big thank you to all the panelist. I have definitely gained a lot more awareness and knowledge in wellness, assessibility and design.
2d Reply

 **soulierdesignstudio** Thank you, Thank you, Thank you Linda for all you hard work in putting together this truly spectacular event! I was blown away by all the unbelievably talented and knowledgeable speakers. Together we can make a change for sure!!!
2d Reply

 Add a comment... 



NEW Feature: Home Tech Summit

A hand is shown interacting with a tablet. The tablet screen displays a 3D model of a house, where the walls and roof are composed of glowing blue binary code (0s and 1s). The background is dark with some blurred light sources, suggesting a high-tech or futuristic environment.

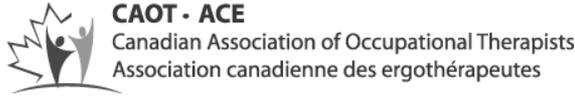
Tech-Curious? Interested in the latest technology and products for the connected home?

New this October we bring attendees one full day dedicated to technology for the home.

Home Tech Summit aims to help residential design/build/healthcare professionals explore the intersection of design, innovation and tech to support their clients. Participants will have access to education and products and learn how to leverage new ideas on improving spaces with the use of technology and AI. We'll explore ways to adopt this new information in your business strategy, chronicle the changing landscape of home technology and identify companies and products who are inspiring and leading the way for technology in the built environment.

Sponsorship, Exhibitor and Presenter opportunities available upon request.

YOU ARE IN GOOD COMPANY. LivABLE Supporters





LivableCanada.com



LivABLE
Design Summit

October 27-29, 2021

Inviting you to participate with industry leaders that are driving change in our residential environments.

To participate contact

Linda Kafka

416.577.5548

linda@livableCanada.com

Website: livableCanada.com

