

CIM ICM 2022

Mid-Year Report

JUNE 2022



Renewing our collective ambition

CIMBC22 was an energizing and inspiring experience, leaving many who attended with a renewed sense of personal commitment to make improvements and share their talents within the industry that "finds and produces the essential minerals that the world is counting on for a better life" as Don Lindsay, Teck President & CEO said during the opening plenary. It also served as a kickoff to the second year or renewal phase of CIM's three-year strategic plan, *Collective Ambition*.

The next six months will be a busy period for CIM as we advance key components of this strategy.

CIM's Mineral Resources and Mineral Reserves (MRMR) committee is overseeing the CSA - Consultation Paper 43-401 - Consultation on National Instrument 43-101 Standards of Disclosure for Mineral Projects. Meanwhile, CIM's new Standards and Best Practice Guidelines Committee is also starting up a third group – in addition to the existing MRMR and the Special Committee on Valuation of Mineral Properties (CIMVal)—to oversee advancement of best practices being developed collaboratively by several CIM societies. The Professional Development committee is focusing its efforts, driving execution of its roadmap. CIM and Science North are collaborating on a fun and interactive online game, launching in May 2023, that will help the public understand the positive contribution the industry makes to society. Focus on strengthening both corporate and individual membership experiences will include a review of value proposition and enhancing member and volunteer recognition. To support the industry, CIM is conducting a By-Law and governance review that will include guidelines for branch and society elections, executive terms, and updated charters, as we all work towards an increasingly open and inclusive institute.

And of course, volunteers within CIM branches across the country will be busy hosting in-person and hybrid events as the weather turns warmer and we can safely gather to share and celebrate as a community. I had the opportunity to speak at a Toronto branch luncheon a few weeks back, their first in-person event since March 2020, and it was so wonderful to greet old friends and establish new relationships.

Enjoy your summer, thanks for volunteering within CIM, and hope to see many of you at MEMO in Sudbury this coming September!

Ane Marie

Anne Marie Toutant



CUrating knowledge CIM tackles the industry's toughest challenges by creating, curating and sharing trusted, leading-edge content through our award-winning magazine, technical publications, online learning platform, first-rate events, local and regional meetings, informative newsletters, interesting podcast series and more.



Over **5**,**500** industry professionals

A record 1.600 delegates

275 technical presentations

Over 400 exhibitors

CIMBC22 Mining for Future Generations

What's NEXT in Mining & Society

Vancouver, BC I May 1 to 4, 2022 With the industry perched on the edge of change, choosing an effective response to uncertainty is critical. You have a unique opportunity to choose how you and your organization are going to adapt. This year's program was designed to challenge assumptions, break patterns and make room for discovery through a progression of thought-provoking keynote speakers and lively panel discussions.

THEMES THRIVING BECAUSE OF UNCERTAINTY • FUTURE NEEDS OF THE INDUSTRY • PATH TO THE FUTURE • MINING ROADMAP FOR FUTURE GENERATIONS

ORGANIZING COMMITTEE



Honorary Convention Chair Don Lindsay TECK RESOURCES LIMITED



Convention Chair
Doris Hiam-Galvez



Technical Program Chair Mary-Jane Piggott KI OHN CRIPPEN BERGER



Technical Program Chair Laurie Reemeyer



Student Program Chair
Carmen Jensen
UNIVERSITY OF RRITISH COLUMBIA



Sponsorship Chair Scott Martin

Thank you to all Technical Program Stream Chairs for contributing your immense expertise!



Transitions: The Digital Platform

Mark Richards and Carla Reyes
TECK RESOURCES LTD.

The Value of People: Mining for Talent and Social Forces in Mining

Julia Gartley BBA

es in Mining Stephanie Vo

Geology: Mineralizing Systems & Beyond

Dan Marshall SIMON FRASER Garth Kirkham KIRKHAM GEOSYSTEMS

Operations

George Darling SANDSTORM GOLD ROYALTIES

Markets & Finance

Jessie Liu-Ernsting KEYSTONE RESOURCE SOLUTIONS CORP David Anonychuk

Protecting our People

Glenn Lyle MIRARCO

Environment: Reliance & Adaptability

Julie Champagne NATIONAL RESEARCH COUNCIL CANADA

Geotechnical

Mike Yao

Impact of Processing Advances on Mining Economics

Daniel Brosig
GAS CLEANING

Boyd Davis KINGSTON PROCESS METALLURGY INC. (KPM)









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GOLD | OR















SILVER | ARGENT





















COPPER | CUIVRE













NICKEL

























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MEDIA | MÉDIAS





















Canadian Mineral Processors Society

Vancouver, BC I May 1 to 4, 2022 This year, CMP could not hold its 54th Annual Canadian Mineral Processors Conference in January in Ottawa due to government-mandated COVID-19 public health measures. Instead, CMP members joined the CIM Convention in Vancouver. They held an Annual Business Meeting, presented 25 sessions within the CIMBC22 Technical Program.

THEMES FLOTATION • GOLD • OPERATIONS • COMMINUTION • MICROWAVE TREATMENT • ORE SORTING

ORGANIZING COMMITTEE

Berge Simonian

Stéfanie Vo

Andrew Taylor

Irma Gabric Burk

Rory Cameron NATURAL RESOURCES CANADA, CANMETMINING Wesley Griffith
NATURAL RESOURCES CANADA,
CANMETMINING

CIM-CMP STUDENT POSTER COMPETITION & COCKTAIL



poster presentations



participating students

Student winners

The Canadian Rock Mechanics Association Award for Innovative Rock Mechanics Research

Mahdi Rabiei UNIVERSITY OF BRITISH COLUMBIA

First place

Ali Fahrettin Kuyuk UNIVERSITY OF BRITISH COLUMBIA

Second place and The Rock Engineering Society Award for Innovative Rock Engineering Research

Negin Houshmand UNIVERSITY OF TORONTO

Third place

Caroline Gonçalves
UNIVERSITY OF ALBERTA



Bill Moore Award

François Lavoie QUEBEC IRON ORE INC.

Ray Macdonald Volunteer Award

François Robichaud

Lifetime Achievement

Maurice Tagami
WHEATON PRECIOUS METALS CORP.

Mineral Processor of the Year

Matthew Taylor

New CMP Innovation Award

Janice Zinck GOVERNMENT OF NOVA SCOTIA

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CMP EVENT SPONSORS | COMMANDITAIRES DE LA CONFÉRENCE CMP















CMP STUDENT SPONSORS | COMMANDITAIRES DES ÉTUDIANTS DE CMP







GLENCORE TECHNOLOGY

































200 in attendance

Capital Projects Symposium

Toronto, ON | March 27 to 29, 2022 The second edition of this specialty conference focused on understanding project development, financing methods, contracting models and execution methods needed to produce successful project execution.

THEMES PROJECT DEVELOPMENT - STUDIES TO CONSTRUCT DECISION • CONTRACTING MODELS (GETTING TO WIN WIN) - EPCM TO EPC AND EVERYTHING IN-BETWEEN • PROJECT EXECUTION (CASE STUDIES) • **DEVELOPMENT & PROJECT FINANCING**

ORGANIZING COMMITTEE

Conference Chair

Pierre Julien DRA AMERICAS REGION EVP DRA GLOBAL CIM PRESIDENT

Session Chair

Paul Nielson WATERTON GLOBAL RESOURCE MANAGEMENT

Session Chair

Roy Slack TOREX GOLD RESOURCES AND CEMENTATION

Session Chair

Maurice Tagami WHEATON PRECIOUS METALS

Session Chair

Greg Romain MACDONALD MINES EXPLORATION

Session Chair

Jeremy Okolisan KIFWIT



12 Speakers

Andrew Cormier ORI A MINING Matthieu Dussud MCKINSFY & CO. Stephen Flewelling NORONT

Jean-Pierre Gauthier KIEWIT CONSTRUCTION Rouan du Rand REDPATH MINING Ken Murray

Thys de Beer IVANHOF KAMOA EXECUTION Rinaldo Stefan MARITIME IRON Crystal Cole CAPTRICS CONSULTING HATCH

Paul Nielson WATERTON GLOBAL RESOURCE MANAGEMENT Alex Black RIO2 Michael Samis SCM DECISIONS

4 Keynote Presenters

James Connolly Ivan Mullany

Shaun Usmar

2 Workshops

NI 43-101 & **Project** Development Garth Kirkham

Collaborations: The Foundation for Project Success

Building Inter-Company

Debra Mashek MYCO CONSULTING LLC

Jason Fearnow PRIME CONTRACT SOLUTIONS

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PLATINUM









GOLD













SILVER











Publications

CIM Magazine

National Magazine Awards: B2B



Gold winner in Best Feature Article Trade Category

"The two sides of the coal story – While the demand for thermal coal evaporates, metallurgical coal is a growing commodity" by Kelsey Rolfe



Silver winner in Best Feature Article Trade Category

"Diamond versus diamond – Even though man-made diamonds have the potential to satisfy our appetite for sparkle, they may never rock the mined-diamond industry" by Carolyn Gruske



Honorable mention for Best News Coverage

"Regulators to take steps against short selling" by Kelsey Rolfe



Honorable mention for Best Column or Regularly Featured Department

"The Current"

by Robert Hiltz, Mehanaz Yakub, Alexandra Lopez-Pacheco, covering electrification in the mining industry

Two new sections with the February issue:

- Net-zero challenge, where we examine the challenges involved with reducing greenhouse gasses and eliminating carbon footprints, and also look at the opportunities those actions can represent.
- Closing shot, which features reader-submitted photos that illustrate what mining means to them.



Top 5 Most Read Articles

Commodity prices increase as mining transitions to green energy

by Olivia Johnson

Who brought the canary into the coal mine?

by Correy Baldwin

The Dome School of Mines

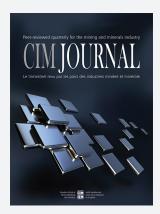
by Kelsey Rolfe

Shaft Sinking from 2007 to 2020: Mechanical excavation

by Vern Evans and Charles Graham

Evolution of shaft sinking systems in the western world and the improvement in sinking rates (Part Seven)

by Vern Evans and Charles Graham



CIM Journal

The quarterly *CIM Journal* published 5 peer-reviewed technical papers of interest to minerals and metals practitioners.

Maintenance, Engineering and Reliability

Sustainable design of tailings dams using geotechnical and geomorphic analysis

by N. Slingerland, F. Zhang & N. A. Beier

Surface Mining

A stochastic mixed integer linear programming framework for oil sands mine planning and waste management in the presence of grade uncertainty

by O. Mbadozie, E. Ben-Awuah & A. Maremi

Geology

Drillhole spacing determination with value of information by B. Harding & C. V. Deutsch

Considerations for using historical geoscientific information in mineral resource estimation

by R. Pressacco, L. Evans & W. E. Roscoe

Prospecting for coking coal in the Plains region of western Canada

by G. Jordan



driving innovation CIM takes an active leadership role in driving innovation and working with our valued partners to advance an increasingly sustainable future through the world's mineral resources. We enable inclusive collaboration across our industry and beyond that helps to identify the most pressing of challenges, set priorities and facilitate solutions.



5509 participants

422 exhibiting companies

70 event sponsors

8 media partners

CIMBC22 EXPO

Canada's Mining Marketplace

The CIM EXPO was the premier showcase providing the industry a glimpse into the latest technology, solutions, tools and products.

Standards Guidelines & Best Practices Committee

CIM is involved in a number of significant activities in the standards guidelines and best practices area and will continue to bring more visibility and profile to the important work we undertake in this area. Though CIM's involvement in this area is generally understood by industry more clarity and visibility of the pivotal role we play is necessary.

Chair

Gary Poxleitner SRK CONSULTING

Rep MRMR Committee

Vivienne McClennan

Rep CIMVAL Committee

Keith Spence GLOBAL MINING CAPITAL

Environmental and Social Responsibility Society

Sylvie Bouffard

Health & Safety

Zara Anderson SILIXA

Diversity & Inclusion Advisory Committee

Theresa Nyabeze VALE

CIM CEO (ex officio)

Angela Hamlyn

Project Coordinator

Jennifer Breaux CIM STAFF

Standards and Guidelines

Draft Environmental, Social and Governmental Guidelines

For the past few years, CIM's Environmental and Social Responsibility Society (ESRS) and Mineral Resources and Mineral Reserves (MRMR) Committee have been working to develop the Draft CIM Environmental, Social and Governance Guidelines document for public consultation. This document will be part of the Industry Best Practice Guidelines suite of documents referenced by the Canadian Securities Administrators in the Companion Policy of National Instrument 43-101. The CIM National team developed a tool to facilitate the ease of making edits and adding comments.



developing expertise We set the industry standard for learning and professional and personal development by producing a range of courses, workshops, programs and events geared towards practitioners at every point in their careers.



Knowledge Exchange Webinars

Webinars, podcasts and technical content available anytime, anywhere

- Ten Advanced Process Control (APC) Lessons from the Plant Eduardo Nuñez. Teck Resources LTD
- ESG What You Know and What You Don't lelca Torok, MINERVA SOLUTIONS INC
- Case Studies in Operational Improvement
 Gene Tucker, amc consultants
- Introduction to Satellite Alteration Mapping Margaret McPherson, PHOTOSAT
- Risks and Opportunities Associated with Mineral Resource Estimates: Importance for Project Financing
 Abani Samal, GEOGLOBAL LLC

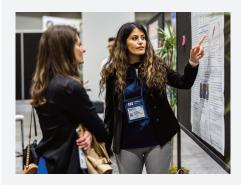




CIM Academy Online Learning

- 1 MES Discussion Group: The Bre-X Story An Insider's Perspective
 - Bryan Coates, OSISKO GOLD ROYALTIES LTD
- 2 The History of Flotation (Blowing Bubbles for Profit)
 Jan Nesset, nessetech consulting services inc
- 3 Case Studies in Operational Improvement Gene Tucker, AMC CONSULTANTS
- 4 Six Decades of Potash Mining in Saskatchewan: Major Achievements + Some of the Challenges Ahead (Part 1: Underground Mining)
 - Arnfinn Prugger, Prugger Innovations; Dave Mackintosh, ADM CONSULTING LIMITED
- 5 Cut-off Grade Optimization at the Chelopech Mine Gary Poxleitner, SRK CONSULTING CANADA Margaret McPherson, PHOTOSAT

- 6 What is the future of the Mining Business Model? Pt. III: Business Model Innovation
 - Sarah Caven, creative destruction lab; Andy Reynolds, inspire resources inc; Jocelyn Fraser, university of British Columbia; Tim Martin, Hecla Mining COMPANY
- 7 Ten Advanced Process Control (APC) Lessons from the Plant Eduardo Nunez, TECK RESOURCES LTD
- 8 Ore Deposit Production Geometallurgy Basics and Advances
 - Kevan Ford, BBA CONSULTANTS
- 9 CrossTalk: Heavy Conversations about Light Metals
 François Racine, Aluquébec Grappe Industrielle de L'Aluminium du Québec;
 Robert MacKay, Nemak Canada Corporation; Corey Vian-Stellantis,
 STELLANTIS
- 10 Introduction to Satellite Alteration Mapping
 Margaret McPherson, Photosat



Student Program at CIMBC22

The CIMBC22 student program opened doors to those seeking to learn more about the industry and launch their careers.

- Over 175 registered students and recent grads joined the program
- The speed mentorship event included **over 65 students and over 15 mentors** from different companies, roles and disciplines
- The student poster competition cocktail event featured **20 posters** submitted by students from across Canada. Eleven judges from across the industry appraised the entries
- Over 100 students attended the **student-industry networking luncheon**
- A CIM Convention first! The Meet the Recruiter event was a popular and well-attended segment.

Distinguished Lecturers Series

CIM Distinguished Lecturers are chosen on the basis of their accomplishments in scientific, technical, management or educational activities related to the minerals industry, and speak at CIM Branch and Student Chapter meetings across the country. The CIM Foundation, which sponsors this series, helps the mining community achieve excellence through education.

CIM FOUNDATION 2022-23 TRUSTEES

Tom Broddy President

Jacqueline Allison Trustee

Carlos da Costa Trustee

John Hoffert Trustee

Tracy Holmes Trustee

Joël Kapusta Trustee

Jessie Liu-Ernsting Trustee

Zoltan Lukacs Nathan Trustee

Stubina Trustee

René Dufour Trustee Emeritus

2021-2022 LECTURERS



Linking Cordillera Lithospheric Architecture to Mineral Deposits Craig Hart



Collaboration and Innovation in Mining and Metallurgy - There's never been a better time to join the party Gillian Holcroft GLH STRATEGIC

2022-2023 LECTURERS



Phillip John Mackey P.J.MACKEY TECHNOLOGY INC



Frank Cheng UNIVERSITY OF CALGARY



Steven Thorpe UNIVERSITY OF TORONTO



Lectures will be announced in August 2022



Supporting Communities with Mineral Resources Education Patricia Dillon MINING MATTERS



Upcoming Events	All events are in person except where noted.
Gold 2022 Applications of Gold in High-Technology	July 17-20 Québec, QC
International Congress on the Science and Technology of Steelmaking (ICS)	August 2-4 Montreal, QC
61st Annual Conference of Metallurgists	August 21-24 Montreal, QC
MeMO 2022 Perseverance in a New World	September 18-21 Sudbury, ON



recognizing excellence Celebrating and recognizing excellence within the mining and minerals industry is a tradition of which CIM is extremely proud. The CIM Awards honour the industry's finest for their outstanding contributions in various fields. Their achievements and dedication are what make Canada's global minerals industry stand out.





CIM-Caterpillar Celebration of Excellence

Through the CIM-Caterpillar Celebration of Excellence, we recognize those individuals and companies that drive the industry forward, draw focus on safety, sustainability and environmental, social and corporate governance as well as diversity and inclusion.

CAREER EXCELLENCE AWARDS

Distinguished Service Medal

Michael Cinnamond, B2Gold

Selwyn Blaylock Canadian Mining Excellence Award

Deborah McCombe, SLR Consulting Ltd Lukas Lundin, Lundin Group of Companies

Vale Medal for Meritorious Contributions to Mining

William E. Roscoe, SLR Consulting Ltd

CIM Fellowship Award

Maurice Tagami, Wheaton Precious Metals Corp. Phillip A. Cancilla, Heath & Sherwood Scott Martin, Glencore Technology

BRANCH AND SOCIETY AWARDS

District Distinguished Service Award - Western District

Katherine Ray, Molycop

Barlow Medal for Best Geological Paper

"Geology, geochemistry, and age of the Kwanika porphyry Cu deposits, British Columbia"

David Heberlein, Heberlein Geoconsulting

David Moore, Northwest Copper Corp

James Logan, Consultant

Richard Friedman, Retired

Robert Creaser, University of Alberta

Myron Osatenko, Retired

Hugh Samson, RBC Capital Markets

Julian Boldy Geological Society Service Award

Christopher Collins, British Columbia Securities Commission (ret'd)

Robert Elver Mineral Economics Award

Michael J. Bourassa, Fasken LLP

Mel W. Bartley Outstanding Branch Award

CIM Vancouver Branch

SAFETY AWARDS

Mining Safety Leadership Medal

Shawn Rideout, Ontario Mine Rescue

Stephanie Bleker, Vale

John T. Ryan Safety Trophies

National Coal Category

Coalspur Mine (Operations) Ltd, Vista Mine

National Metal Category

Rambler Metals and Mining Canada Ltd. - Ming Mine

Glencore Nickel - Mine Raglan

National Select Category

Mosaic Potash Belle Plaine, Solution Mine

Regional Metal BC/Yukon Category

Pretivm Resources, Brucejack Mine

Regional Metal Prairie Territory Category

Tantalum Mining Corp of Canada, Bernic Lake

Regional Metal Ontario Category

Nickel Operations, a Glencore Company Nickel Rim South Mine Operation

Regional Metal Québec/Maritimes Category

Agnico Eagle - Mine Goldex

Regional Select West Category

K&S Potash Canada GP, Bethune Mine

Regional Select East Category

Rio Tinto Fer et Titane - Mine Tio- Havre-St-Pierre



EXPLORATION AWARDS

A.O. Dufresne Exploration Achievement Award

Charles Greig, Consultant

J.C. Sproule Northern Exploration Award

Mark Rebagliati, Hunter Dickinson

EARLY CAREER AWARDS

Bedford Canadian Young Leaders Awards

Curtis Markwart, K+S Potash Canada Bethune Mine Emily Jepson, Westmoreland Mining Joao Zanon, Vale

SUSTAINABILITY AWARDS

Excellence in Sustainable Development Award

Skeena Resources

Julia Gartley, BBA

Mining Association of Canada - Towards Sustainable Mining Award

Community Engagement Excellence

De Beers - Gahcho Kué - Ni Hadi Xa Project

Mining Association of Canada - Towards Sustainable Mining Award

Environmental Excellence

Copper Mountain Mining Corp. – Copper Mountain Mine – Electric Trolley Project

SOCIAL RESPONSIBILITY AND EDUCATION AWARDS

Diversity & Inclusion Award

Donna Beneteau, University of Saskatchewan



fostering connections Through CIM National, Branch and Student Chapter events, we bring people together and provide them with opportunities to collaborate, explore ideas and share knowledge.

Student-Industry Luncheon at CIMBC22

Students attending the CIM Convention participated in a one-on-one networking luncheon with leaders, mentors and recruiters from Teck Resources Ltd and Hatch. For two hours, they discussed opportunities in a variety of roles and disciplines.

Teck HATCH





CIMBC22 Private CEO Luncheon - A first for CIM!

CEOs across the industry were invited to attend a private luncheon featuring Professor of Neuroscience and Keynote Speaker, Beau Lotto. Guests were treated to insights into how they could positively change the way the industry is perceived within society-at-large. The intimate gathering provided a unique opportunity for one-on-one knowledge sharing and business building with others who share a passion for leadership.



National Corporate Partnership

This new corporate level membership category is unique in that it offers companies a chance to personalize a package that leverages all the benefits CIM has to offer to their employees (including memberships, access to programs, job fairs, events, student sponsorships and more) while increasing their engagement and brand visibility across the larger CIM community.

The Komatsu Gala at CIMBC22

Networking can be fun! After a successful day of workshops and meetings, the Komatsu Gala provided a high energy, rollicking evening of music, dancing, conversation and an impressive fireworks show.





CIM Branches, Committees and Societies come back strong!

After navigating the virtual world for two years, CIM Branches, Committees and Societies are meeting in person again and engaging with industry, academic institutions and communities with renewed intention and enthusiasm. They are problemsolving at local and industry-wide levels through:

- Dialogue with local communities
- · Mentorship and career-building events
- Lectures that advance expertise

36 technical Sessions and Lectures

6 conferences



Diversity Inclusion Advisory Committee

Working to encourage diversity and inclusion within CIM and the mining industry at-large through workshops, publications and conferences.

Webinar Series

Working Toward Fair and Inclusive Collaboration

- · Indigenous Women Leaders Toward Fair and Inclusive Collaboration
- · Celebrating Indigenous Achievement: Fireside chat with Colin Webster
- Reconciliation

Survey

· Parenting in Mining

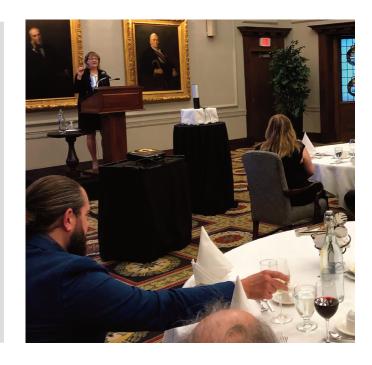
Social Media Campaign

#ThisLittleGirllsMe

Adapting with the Changing Face of Mining

The CIM Toronto Branch luncheon featuring CIM President Anne Marie Toutant was a hit. Discussion centred on the challenges wrought by a fast-changing world, public health concerns, the proliferation of modern engagement tools and the momentum to meaningfully include and engage those who have traditionally been absent from the industry.

Anne Marie shared their thoughts on CIM's journey of transformation, its increasing importance as a connector and conduit for critical insights and expertise, and the role of a modern technical institute within a rapidly evolving industry.





engaging society CIM liaises with academia, non-profits, governments and the CIM Foundation on key initiatives. Together, we encourage transparent dialogue on technological innovations, sustainable practices and community partnerships.

i-Scientist Program - Be Scientist for a week

CIM partnered with Professor of Neuroscience and CIMBC22 Keynote Speaker, Beau Lotto and Conference Chair, Doris Hiam-Galvez during the private CEO luncheon on the roll-out of an exciting educational initiative – a first in Canada – that will provide 16-18-year-old students at approximately 100 schools across Canada a chance to be "Scientists for a Week".

The I-Scientist Program will enable young people to directly engage in science by:

- · Reconsidering what science really is
- Becoming a junior scientist
- · Learning how to shift from linear-thinking to spiral-thinking
- Delivering unique research findings that explore and embody interdependence.



CIM-Science North Online Mining Game

CIM and Science North are thrilled to be collaborating on a fun, interactive and modern mining game designed for students, families and anyone who has ever been curious about the mining industry. The game, scheduled to launch May 2023, will be accessible online in English and French and will come with complementary bilingual resources for educators, including curriculum links, lesson plans, activities and other information for teachers to use in the classroom.

Through learning modules and game mechanics, the digital game will take users on a journey that demonstrates:

- · the essential contributions mining makes to society
- the breadth of careers in the mining sector
- the essential role mining plays in building a greener and more sustainable future



CIM Everywhere

AME Roundup and SME Mine Exchange Conference

CIM's presence at both events proved to be an important opportunity for companies to explore ways to transcend borders and build a business across Canada and the US. Both AME and SME were the first in-person events in two years, and attendees enthusiastically embraced a return to spontaneous connections.

CIM on Social

CIM's visibility has been amplified across social media through a dedicated strategy that targets specific goals, such as increasing overall brand awareness, encouraging event registrations and sharing important information (Comparing January to June 2021 to January to June 2022)

POST IMPRESSIONS

(The total number of times CIM content was visible to a larger audience)

Facebook >> 141.000 + 30% + 52% LinkedIn >> 500,000 Twitter >> 1,173 +1.7%

(key interactions)

LINK CLICKS

(The number of users clicking through to cim.org for more information)

Facebook >> 6.800 +108% 6,300 +90% LinkedIn >> Twitter >> 7,400 +81%



...the importance of saying not letting unfeasible and uneconomical projects

CIM Magazine

3.6K followers 1mo - 🕥

Post-pandemic record breaking attendance at

#CIMBC22. Hit like high if if you're one of the 6,00

Project Director for Kiewit

zine • 1mo • 🔇

ssage JP! Every stakeholder will benefit so much if more of the noves ahead with this approach. Better projects at a lower cos

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on-site today!



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Our man from GTA West Bayar Baatar in high CIM | Canadian Institu Mining, Metallurgy and Petroleum CIM Magazine style. #mineexcha