

# CORPORATE malFUNCTION

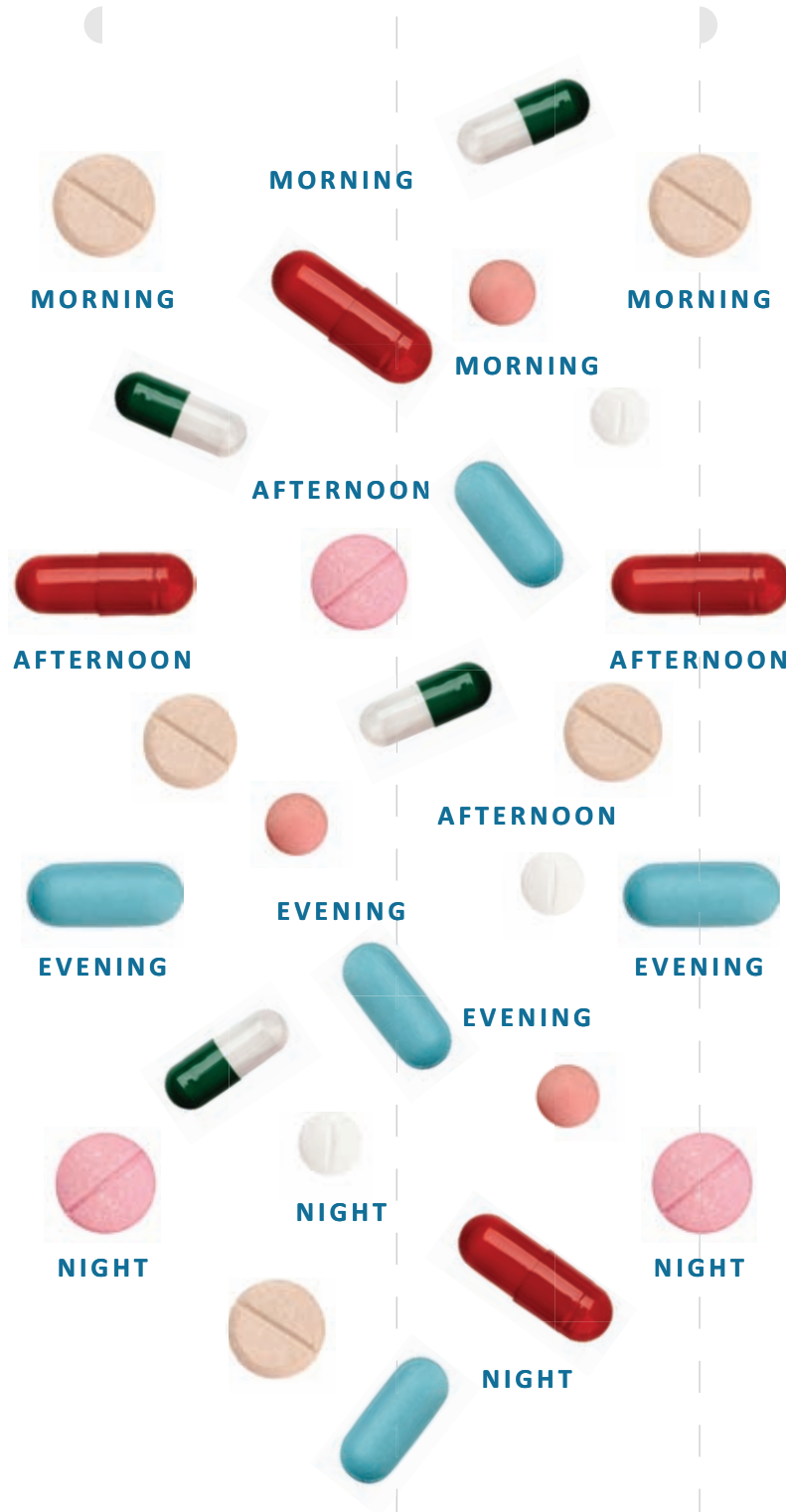
Professional event planners create events to remember  
(for the right reasons)

By Rayanne Brennan



Fold this section over to left.

Fold this section over to right.



Just sign up for a personal PROfile account and take the confusion out of taking medication.

We call it **PILL PACK PLUS.**

Take the right medication at the right time, every time.

**PROfile**

Sign up for free at:  
[LifeMadeSimpler.ca](http://LifeMadeSimpler.ca)

**Life is hard, but it can be made simpler.**

**Lawtons**  
DRUGS

**Gone** are the days when corporate functions were ‘rubber chicken’ affairs with name tags stuck to suit lapels. The demands of today’s business events are complex, the expectations of delegates are high and the stakes for host companies are even higher.

Consider the results of a recent study conducted by MPI (Meetings Professional International). Foundation U.S.: it found that 40 per cent of prospective customers were converted at in-person get-togethers, while 28 per cent of current business would be lost without face-to-face meetings. As these studies indicate, the success or failure of corporate functions can have significant make or break consequences.

That’s why a growing number are calling on event management experts to plan and promote their functions: the planning pros sort out the time-consuming and labour-intensive details while business leaders focus on other priorities. In doing so, businesses are saving valuable time and money, eliminating stress, and, most importantly, helping to guarantee an event to remember.

*Atlantic Business Magazine* contacted some of the region’s top event planning specialists to share their thoughts on what it takes to create meaningful and

impactful events. Their advice? Plan ahead. Promote early. Be creative. Stay within budget. Never lose sight of your goals. Know your delegates. Build relationships. Have fun and treat out-of-town guests to that trademark East Coast welcome.

All these elements contributed to the success of Atlantic Canada House (the region’s Olympic Winter Games pavilion) and Ruckus on the Edge (St. John’s’ Juno Awards pre-show). The two events provided the region with unprecedented opportunities to showcase its cultural vitality, economic diversity and genuine hospitality to national and international audiences of millions.

In addition to the traditional crowd-pleasers, event organizers employed outside-the-box thinking and web-based technologies to create buzz and drive traffic to their doors. In addition to Facebook and Twitter, Atlantic Canada House used press leaks, media tours and even a wrapped city bus that rolled through the streets of Vancouver 24-7 to build hype.

The result? Line-ups that stretched for city blocks; over 2,100 Facebook fans (the highest number, second only to Canada’s Hockey House); and, 500 mainstream and social media hits, including a “gold medal” from the Vancouver Sun. In total, 75,000 people, from all corners of the globe, visited Atlantic

Continued page 66



## Thank you to our valued Sponsors

### PRESENTING SPONSORS



### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



### IN KIND SPONSORS

Basil Audio Visual; Avon Valley; Rebecca Clarke Photographer; Sharon Ward Graphic Design Simple Touch; Via Rail



## BUSINESS BENEFITS OF FACE-TO-FACE MEETINGS

- 12:5:1 return on investment in business travel
- 4:1 return on investment in incentive travel
- 40%: Prospects converted to new customers
- 28%: Current business that would be lost without face-to-face meetings
- 17%: Profit average company would lose if it eliminated all business travel
- 95%: Percentage of Harvard Business Review surveys that saw face-to-face meetings as key to success for long-term client relationships
- 89% of those respondents considered meetings “essential for “sealing the deal””; 82% for negotiating important contracts;
- 81% for interviewing senior staff for key positions and 81% for understanding and listening to important customers.
- 80%: Percentage of executives who said incentive travel has significant impact on morale and job satisfaction

## ECONOMIC IMPACTS OF FACE-TO-FACE MEETINGS ON CANADA (2008)

- 673,400 meetings
- 69.8-million participants
- \$23- billion in spending
- 552,300 full-year jobs
- \$14.2-billion in tax revenues (local, provincial and federal)

## FUTURE TRENDS PREDICTED BY EVENT MANAGERS

- Greater focus on value, quality and competitive pricing
- Larger share of meetings closer to home
- Stronger demand for educational content
- Increased demand for experiential activities outside conference, e.g. whale watching
- Continuing shift toward virtual and web-based technologies, e.g. email marketing, online payments, website registration, blogs
- Increased emphasis on corporate social responsibility, e.g. sponsorship activities
- New interactive formats like Open Space, World Cafe
- Increased use of built-in metrics to measure return on investment
- More hybrid meeting formats that combine live and virtual options, e.g. teleconferences and webcasts

Sources: MPI Foundation, Oxford Economics, Harvard Business Review, Forbes Insights, Future Watch 2010, Plan Ahead Events, Confederation Centre of the Arts, Destination St. John's, Limeight Communications Group

Business  
as  
usual...



*Pesantez & Segovia*

Importers of fine wines

We also offer exclusive wine tastings and corporate events as well as wine tours.

709 754-7477

www.pesantezandsegovia.com

...if usual is  
extraordinary  
wines.

Clos del Pinell  
Crianza



D.O. TERRA ALTA  
\$26.96 - SKU 8474

Elias Mora  
2005 - 2006



D.O. TORO  
\$26.05 - SKU 6262

Niepoort LBV  
Late Bottled Vintage  
2004



D.O. DOURO  
\$33.42 - SKU 9192

Marques  
De Olivara  
2006



D.O. TORO  
\$24.70 - SKU 9590

Canevel  
Prosecco



DOC Valdobbiadene  
\$28.39 - SKU 7397

Herdade Dos Grous  
“Moon Harvested”  
2006



Alentejo, Portugal  
\$49.23 - SKU 8459

Available at select NLC stores.



## McCarthy's Party

NEWFOUNDLAND & LABRADOR TOURS  
and CONVENTION SERVICES

*Your Good Time In Good Hands*

- Full-Service Destination Management Company
- Entertainment Packages, Companion and Delegate Tours, Team Building Activities, Online and In-Person Registration, Executive Transportation and Shuttle Services

Need help planning your meeting or event?

1.888.660.6060

www.mccarthyparty.com



*See it, Feel it, Taste it, Live it!*

“We put the red carpet out for everyone... made sure their needs were taken care of... that things hadn't fall through the cracks, and that we would be that point of contact for service.”

Keith Healey, CEO, Destination St. John's

Canada House - named one of the top three must-see pavilions at the Games.

“The lesson for us from Atlantic Canada House is one of preparation,” says David MacKenzie, chief executive officer of the Confederation Centre of the Arts and the pavilion's lead logistics, marketing and entertainment co-ordinator. “When we opened up, the word was already out there that Atlantic Canada House was the place to be.”

That same lesson can be applied to corporate functions, notes MacKenzie who is now back at his usual post, working behind the scenes to ensure events at the Centre go off without a hitch. The Centre is among an impressive range of meeting facilities Atlantic Canada has to offer, with options to suit every meeting style and budget. Often these venues provide on-site catering, audio visual equipment, table and linen rentals as part of all-inclusive packages.

If events are being organized by in-house personnel, the support of municipal offices and tourist bureaus can be enlisted to contract services, line up accommodations, and to coordinate offsite leisure activities.

In St. John's, Newfoundland, that go-to organization is Destination St. John's. Its mission, in the words of CEO Keith Healey, is “to get heads on pillows and keep them there as long as we can.” When the Newfoundland and Labrador capital hosted Ruckus on The Edge earlier this year, his team was tapped by the Canadian Academy of Recording Arts and Sciences (CARAS) to put the event's many pieces in place.

“We put the red carpet out for everyone. We made sure their needs were taken care of. We made sure that things hadn't fall through the cracks, and that we would be that point of contact for service.” Healey says businesses can expect that same treatment when they



## Put the Wind Back in Your Sales!

*Jump aboard and let the crew at the St. John's Convention Centre assist you on an expedition of motivation, productivity and planning for your company or organization.*

*With over 55,000 square feet of combined meeting and convention space available we are the perfect solution for intimate meetings of 25 or a 5800 strong captive audience using the adjoining Mile One Centre.*

*Located in the heart of downtown St. John's, the Convention Centre and Mile One Centre can play host to local, provincial and national trade shows, conventions, consumer expos, receptions, meetings, special events and conferences. Come experience the warm hospitality that makes us a favourite meetings destination. Call now to make the St. John's Convention Centre and Mile One Centre your next port of call.*



50 New Gower Street, St. John's, NL A1C 1J3  
Tel: 709-758-1111 • Fax: 709-576-8467

hold their events in St. John's. Ruckus on the Edge contributed to a 10 per cent increase in visitors to St. John's for the first quarter of 2010.

A recent economic impact study, conducted by the MPI (Meetings Professional International) Foundation Canada, underlines the economic importance of the conference/meetings industry to the nation as a whole. It showed that 69.8-million participants spent \$23.8-billion at an estimated 673,400 meetings across Canada in 2008 alone, creating 552,300 full-year jobs and raising \$14.2-billion in tax revenues.

Kim George is immediate past president of the Atlantic Chapter of MPI Foundation Canada and founder and owner of Limelight Communications Group, a speaker and entertainment bureau based in Dartmouth, Nova Scotia. George has worked in the industry for 20 years, 14 of those as manager for Pete Lockett, the gregarious English grocer of Pete's Frootique fame. She describes the region's event planning industry as "alive and well" despite last year's economic downturn. In fact, over the past four years, George's firm has expanded 40 per cent.

Roberta Dexter took over the reins of the MPI's Atlantic Canada Chapter from George on July 1. She owns Canada's first Plan Ahead Events franchise, a full-service event planning firm, located in Halifax. As a former event planner for a large corporation, she knows the challenges of doing event planning "on top of the desk". The job isn't getting any easier, either.

The future holds considerable challenges and exceptional opportunities for event planning specialists like Dexter. Increasingly, businesses want their events to be environmentally friendly and socially responsible, with a hybrid of live and virtual meeting formats. They want extra learning and networking opportunities added to the line-ups, web capabilities to do email marketing and registration online and built-in metrics to measure the returns on their investments. And they want a wide range of tourism options included in event schedules.

As the emerging trends of the trade illustrate, it takes a lot more than a glue gun and a flip chart to pull an event together. Still, the results from the convention floor clearly indicate that well planned corporate functions are worth the effort and expense. | **ABM**

# Destination GANDER



## LARGEST CONFERENCE FACILITIES OUTSIDE THE AVALON

- Over 500 hotel rooms
- Beautiful Par 71 Golf Course
- Fine restaurants
- Live entertainment
- Previously hosted conference / events
  - Regional
  - Provincial
  - National

Destination Gander invites you to centralize, simplify, and to get at the center of it all by bringing your conferences to the Town of Gander because of its ideal location. Gander is your ideal choice both economically and travel time wise. Located in the heart of Newfoundland and at the center of the scenic Kittiwake Coast, Gander is the perfect place to host your next conference. Discover Gander, your international getaway to the best of Newfoundland. *Your destination is Gander.*

100 Trans Canada Hwy • Gander NL A1V 1P5  
 T: (709) 651.3763 • F: (709) 651.3773 • E: [info@destinationgander.com](mailto:info@destinationgander.com)  
[www.destinationgander.com](http://www.destinationgander.com)

## Lawtons Home HealthCare

[lawtons.ca](http://lawtons.ca)



**Feel free to test drive our vehicles  
before purchase or rental!**