



# CAEM WESTERN SUMMIT

CANMORE, AB

**APRIL 24-25**

Coast Canmore Hotel and Conference Centre



## Schedule of Events

### CEM Course: Sunday, April 23<sup>rd</sup>

**CONSUMER SHOW MANAGEMENT** (Separate fee for CEM course)

**Instructor:** Charlotte Pearson, CEM, Sr. Business Development Manager, Freeman  
9:00am – 5:00pm

*Consumer (public) shows are exhibitions and events in which companies in a specific industry can showcase and demonstrate their latest products, services and activities to public consumers. Consumer show organizers must possess a working knowledge of the activities and functions related to consumer shows and master the skills to address this different set of logistics than those related solely to the management of a private tradeshow or event. This program provides attendees with the skills necessary to effectively produce a successful consumer show.*

### CEM Course: Monday, April 24<sup>th</sup>

**SECURITY, RISK & CRISIS MANAGEMENT** (Separate fee for CEM course)

**Instructor:** Mike Klemm, CEM, Sales Manager - Western Canada, GES - Global Experience Specialists  
7:30am – 3:00pm

*Protecting the financial integrity of exhibitions is critical, and an essential element of that goal is proper risk assessment and planning.*

*Risk management is a continuing process that identifies, analyzes, evaluates and addresses loss exposures and monitors risk control and financial resources for the purpose of mitigating the undesirable effects of loss. This involves evaluating the security needs for an event and if a crisis should occur, having a crisis management team in place to manage it.*

### Monday, April 24<sup>th</sup>

**12:00pm – 3:30pm Registration**

**4:00pm – 5:30pm Keynote Opening - “What will our Industry look like in the Future?”**

*Trade and consumer shows constantly evolve based on the changing needs of the audiences they serve. Shows also change because of exterior forces such as social media and available technological advancements; and change happens faster and faster. To ignore change is to disappear. Organizers and their contractors must constantly update our offerings in order to remain relevant with our exhibitors and visitors. Hear from three industry veterans whose organizations lead change and will help us face the future of show business.*

## Keynote Opening Moderator:

David Saef – EVP GES



DAVID SAEF, @DSSstrategy EVP, Strategy & MarketWorks. David is head of MarketWorks, a strategic and marketing advisory service from GES focusing on offering marketing intelligence, audience acquisition, integrated marketing, marketing technology and brand strategy services. David has led projects with leading U.S. companies and organizers to strengthen attendee segmentation and marketing, create compelling marketing assets, and identify other improvement initiatives through online surveys and focus groups. Prior to joining GES, David spent seven years with L.E.K. Consulting, a global strategy & consulting firm, in their London and Chicago offices.

David earned an M.B.A. from The Wharton School and a Masters in International Studies from the Lauder Institute at the University of Pennsylvania. He received his B.A. in Russian and Soviet studies from Harvard College.

## Keynote Leadership Panel:

Tim Reid – CEO Northlands



Although telling the story and writing the future of Northlands keeps him busy, Tim's portfolio extends into the day-to-day operation of Edmonton's largest entertainment and events supplier. With millions of yearly visitors, Tim's visionary leadership ensures that the delivery of events and services across all three venues – Rexall Place, Edmonton EXPO Centre and Northlands Park Racetrack & Casino – continue to run smoothly. Most importantly, Tim is driven to shift the staff culture at Northlands to one that ignites fun and creativity while maintaining that service excellence Northlands is known for.

Tim was named as one of Alberta's Top 50 Most Influential individuals by Alberta Venture Magazine in 2013 and one of Fort McMurray Magazine's Top 20 Influencers of 2013 in the Wood Buffalo Region.

Michael Barnett – CEO InGo



Michael Barnett is a social marketing entrepreneur and CEO of InGo, a company driven by a new vision for event marketing: creating advocates by empowering attendees to engage their friends with events they love, with the goal of making events more fun and more social.

Prior to starting InGo, Michael spoke around the world about using Social Media to start and develop grass roots organizations and often captured hundreds of supporters in a single day. Michael studied at Virginia Tech with a brief break to intern in Parliament for Nigel Waterson, the Member of Parliament from Eastbourne. He resides in the Washington D.C., area, where he actively leads InGo.

Nancy Drapeau – Director of Research  
Center for Exhibition Industry Research (CEIR)



Nancy Drapeau, PRC. A 24-year market research veteran with over 18 years in the business-to-business exhibitions sector. As CEIR's Senior Research Director, Ms. Drapeau conducts industry wide studies and reports on current trends in the exhibition industry. She holds a BA in Government from Georgetown University and a Master's in Advanced European and International Studies from l'Institut Européen des Hautes Études Internationales. She is an AC Nielsen Burke Institute trained focus group moderator. She is a well-respected industry speaker and an active member of the Marketing Research Association (MRA) as well as a participant of the International Association of Exhibitions and Events (IAEE) Future Trends Task Force and member of the Convention Industry Council's (CIC) Research Committee. She lives in Maine, is married with a 15 year-old son and a border collie named Zoey

**5:30pm – 6:30pm Opening Reception (Coast Hotel ) sponsored by *dmg events***

*Join the CAEM Summit planning committee and your industry friends and colleagues for a few cocktails before dinner. Come and meet new friends along with the CAEM Summit Committee, CAEM Board Members and the CAEM Executive Director in a relaxed and fun atmosphere.*

**7:00pm – Dinner at Blake Restaurant**

*Come and enjoy all that Canmore has to offer with beautiful pristine views and delicious food at Blakes Restaurant.*

**9:15pm – Karaoke at The Drake**

*Did we say karaoke? Yes we did. Enough said. Let the Show begin.*

**Tuesday, April 25<sup>th</sup>**

**7:30am – Breakfast - sponsored by *Superior Show Service***

*The most important meal of the day, after a night of karaoke. Superior Show Service is pleased to host a healthy buffet breakfast to get your morning of learning and sharing started.*

**8:30am – 9:45am (Session 1) – Featured Session: Sales, Marketing and New Industry Trends - Sponsored by Calgary Stampede**

**Presented by** Charlotte Pearson  
Sr. Business Development Manager – Freeman



**Featured Session – Sales and marketing:** Calgary Stampede is our sponsor for Charlotte Pearson's presentation on top trends that Freeman have seen doing over 5,000 shows. This presentation is all about 'what we see now' and what to expect in the future of events for 2017 and beyond. It will cover trends relating to key areas of expositions, including attendance marketing, sales strategy, sponsorship trends and elevating the delegate experience. Regardless of your role in an organization, venue, contractor or organizer, we all sell every day. Charlotte's fresh approach to improving your ability to sell your ideas and products.

**9:45am – Break – sponsored by *Goodkey Show Services***

*Goodkey Show Services invites you to come and enjoy a delicious coffee break. We recommend you stay off that phone and network with your colleagues.*

**10:00am – 12:00pm (Session 2) - Power Round Tables: Session topics include: Security and Risk, Sponsorship, Attendee Marketing, Exhibit Sales, Audio Visual Technology Trends, Community Engagement - Sponsored by *exhibitorinsurance.com***

*Based on the popularity in 2016, exhibitorinsurance.com is pleased to sponsor a series of round table discussions on topics we are sure to satisfy everyone in the room. You're invited to not just listen, but share your experiences insights too.*

**Roundtable: Security and Risk**



Mike Klemm, CEM  
Western Canadian Sales Manager at GES Canada

**Roundtable: Canadian Anti-Spam Legislation (CASL) and Digital Marketing Strategy**



Nicole Veronneau  
Marketing Manager – Digital Media at dmg events

**Roundtable: Sponsorship**



Jill Kivett  
Vice President at Marketplace Events

**Roundtable: Audio Visual Technology Trends**



Jeff Wilson  
Account Manager at FMAV

**Roundtable: Community Engagement**



Orest Iwanylo  
Facilities Marketing Manager at Calgary Stampede

**Roundtable: Event Marketing**



Heather MacRae  
Director of Events & Trade Shows for Landscape Ontario

**12:15 – 1:15pm Lunch - Sponsored by Conventions Regina**

*In addition to a delicious lunch sponsored by our friends at Conventions Regina, they also will share an amazing idea with us that is sure to spark some new launch ideas.*

**1:30pm – 3:00pm 3<sup>rd</sup> (Session 3) - Marketing for Success – Sponsored by Northlands Park**



**David Saef – EVP GES**



**Nancy Drapeau – CEIR**

**Featured Session – Marketing:** *Two of our guests have traveled a very long ways to share their amazing insights with us. Nancy and David are considered some of our industry’s brightest and best. This is not your regular old ‘marketing course’; everyone will have a take away that is sure to move your business well into the future. Thanks to Northlands Park for sponsoring.*

**3:00pm – Networking Break**

*Yes, another great networking break in case you need a sugar rush for the afternoon.*

**3:15pm – 4:30pm Closing Keynote 75 min – Speaker to be announced**

**4:45pm Optional Dinner - Sponsored by – 2018 Summit Host**

Join your colleagues and new industry friends for breathtaking views and incredible cuisine at Rustica Steakhouse, Silvertip Resort \$55.00

*Simply one of the nicest dining locations in all of the Rocky Mountains, Silvertip’s Rustica Steakhouse is a wonderful place to enjoy our last dinner together before we head back to our hectic schedules. Come and wind down, relax, share some laughs, and worry about heading home in the morning*

2018 Summit Destination to be announced

**Registration fees:**

- Members Summit only: \$325.00
  - Members Summit & Dinner on April 25: \$380.00
  - Non Members Summit only: \$425.00
  - Non Members Summit & Dinner on April 25: \$480.00
  - Optional Tuesday night dinner: \$55.00
- Registration fees for CEM Courses:**
- Members: \$325.00
  - Non Members: \$550.00

**Hotel Information:**

*Coast Canmore Hotel  
511 Bow Valley Trail  
Canmore, AB T1W 1N7  
Tel: 403-678-3625  
Fax: 403-678-3765*

*Book your hotel here: <http://caem.ca/LinkClick.aspx?fileticket=iY%2bK7dwY%2fxo%3d&tabid=209>*

**Shuttle Service – Calgary to Coast Hotel Canmore: <http://airportshuttleexpress.com/canmore.htm#banff>**



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# WESTERN SUMMIT

ALTITUDE WITH A NEW ATTITUDE

For Professionals in the event industry

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OR CLICK HERE FOR MORE INFO

Member:

**\$380**

APRIL

**24-25**

CANMORE  
ALBERTA

Non-Member

**\$480**

Coast Canmore Hotel and Conference Centre



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