



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

MARKETING & COMMUNICATIONS COMMITTEE
AGM REPORT
Monday, June 24, 2019

Presented by: Tony Gallagher, Mike Russell, Bianca Kennedy, Nancy Milani

Purpose of the Marketing & Communications Committee:

- The Marketing & Communications Committee is responsible for the promotion and branding of CAEM.
- The goal of the committee is to increase membership engagement, while also increasing the awareness of the Association amongst all event professionals across Canada.
- By increasing member engagement and awareness of CAEM, the Association hopes to increase attendance at all of the signature events held throughout the year.
- The Marketing & Communications Committee allows CAEM to streamline this process by merging membership, advertising, website and promotions under one umbrella.
- All initiatives in these 4 key areas are driven by working teams that report back to the overall committee on a regular basis to ensure continuity and efficiency.

Accomplishments in 2018/2019 to meet the objectives of the Committee:

- We are pleased to report that the new website has been extremely well received by members and prospective members alike. Since July 1, 2018, the CAEM website has welcomed over 8,700 users, who have visited almost 79,000 pages, spending an average of over 2 minutes on the CAEM website per visit. We are extremely proud to share these results with you today. Along those lines the committee strives to continue developing new content for Expo Ready that informs, entertains and inspires.
- CAEM's new digital advertising program for members has been a success. Through website banner ads, members have been able to capitalize on CAEM's strong website traffic, by putting their brand directly in front of their target audience, in the right place, at the right time. Members have taken advantage of this advertising program and have been experiencing good click rates on their ads per month.
- In addition to website banner ads, members have been able to send dedicated email blasts to CAEM members, in order to market or promote their products and services. With an average open rate of over 55%, dedicated email broadcasts through CAEM are a great way to ensure your message gets delivered and read. If you are interested in learning more about these advertising opportunities, please pass by the CAEM booth at ExpoCan.
- The promotions team has been working diligently to create modern, fresh and consistent visual messaging to promote CAEM's signature events, as well as the CEM program, across Canada. We communicate regularly with members and the industry at large, by email, as well as through

social media. If you do not already follow CAEM on Instagram, Twitter, Facebook or LinkedIn, please give us a like on your favorite platform to receive the most up-to-date industry information and news.

- The Membership Committee has just launched a new initiative, the CAEM Mentorship Program has launched with mentors and mentees being connected. The Mentees were paired with 2 mentors; one from the expo side and one from the associate side. So far the response has been very positive and the program is off to a great start.
- In addition to the launch of the Mentorship program the Membership Committee has revisited the goal of connecting with youth interested in Event Management careers. The committee has already reached out to and have spoken at some Post-Secondary programs and will continue working on the opportunity to speak at more of the post-secondary schools that are offering event management courses as the school year starts up again in the fall and into 2020. It is our goal to continue increasing the value of membership in CAEM and to allow everyone to experience the many benefits of CAEM.