



caem CANADIAN ASSOCIATION  
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE  
de GESTION D'EXPOSITIONS

**AGM REPORT  
TO THE CAEM  
BOARD OF DIRECTORS & MEMBERSHIP**

**September 16, 2020**

**Presented by:** Laurie Paetz, Power Sports Services  
Jennifer Allaby  
Co- Chairs 2019 CAEM Conference

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The 2019 CAEM Annual Conference took place at the Westin Calgary, in Calgary Alberta, on June 23-25, 2019.

**2019 Committee Members**

**CO-CHAIRS**

Jennifer Allaby, Canadian National Sportsmen's Shows  
Laurie Paetz, Power Sport Services

**EXPOCAN COMMITTEE**

Dion Burt..Lange,  
Brad Hellas. SHOWTECH Power and Lighting  
Russ Jackson, SHOWTECH Power and Lighting,  
Mireille Tessier, CEM, Tessier Exhibit and Show Services

**EDUCATION COMMITTEE**

Sandra Martin, CEM, The International Centre  
Rahul Goel, Pheed Loop  
Michelle Koffman, MRK Communications

**PROMOTIONS COMMITTEE**

Bianca Kennedy. Power Sport Services  
Kyle Dugan, CEM, Conexsys

**SPONSORSHIP COMMITTEE**

Brittany LaBrosse, CEM, Power Sport Services,  
Shannon Trotter, TWI Group

## Participants

- 150 Full Delegate Registrations
- 93 Associate Members, 57 Expo Members

## Programming

The 2019 program spanned across 3 days and included:

- CEM Courses: Strategic Planning and Management and Conference and Meeting Management
- Facilities Meeting (Sponsored by EY Centre)
- First Timers Reception (Sponsored by GES)
- Welcome Event at The Big Four Roadhouse (Sponsored by Calgary Stampede)

### Conference Day One

- AGM (Sponsored by Informa Exhibitions)
- Opening Keynote: Shawn Kanungo Strategy in a world of Disruption (Sponsored by Quebec City Business Destination)
- Concurrent Sessions: a. Hamish Knox: Setting Yourself Up for Consistent Sales Success and b. David Hurley: How to Effectively Promote Events and Network on LinkedIn (Sponsored by onPeak)
- ExpoCAN Tradeshow including lunch on the tradeshow floor (Sponsors: Official General Contractor – Superior Show Services, Lead Retrieval – PheedLoop, Host Bar- Freeman, Grand Prize – SHOWTECH, Signage – STRONCO, Lunch - Chilliwack Heritage Park and Tradex)
- Opening Night Dinner at Ranchman's (Sponsored by The International Centre)

### Conference Day Two

- Associates Meeting (Sponsored by Landscape Ontario and Power Sport Services)
- Show Managers Meeting Breakfast (Sponsored by Enercare Centre)
- Morning Keynote: Industry Panel Discussion – Common Ground: Harnessing the Potential of a Multigenerational Workforce
- Morning Concurrent Sessions: a. Fotini Iconomopoulos: Persuasion and Negotiation (Sponsored by exhibitorinsurance.ca) b. Shane Gibson: AI & the Future of Sales & Marketing
- Sponsor and Volunteer Recognition Lunch (Sponsored by TWI Group Canada)
- Afternoon Concurrent Sessions: a. Fotini Iconomopoulos: The Power of Pause to Get What you Want b. Shane Gibso: Leveraging Technology for Sales Growth (Sponsored by Prospectors & Developers Association of Canada)
- Closing Keynote – The Evasons The Power of Mindfulness (Sponsored by BBW Event Staffing & Conexsys Event Registration)
- Closing Night Dinner at The Bank & Baron (Sponsored by MTCC)
- Other Sponsors included: Edmonton Expo Centre, EY Centre, FMAV, Levy Show Service Inc., MarketPlace Events

## Budget

2019 Actual Profit: \$38, 085

2019 Budgeted Profit: \$60,264, Variance: \$22,179

Revenue: \$150, 446

Expenses: \$112,361

## Education

### Keynote Presentations

In order of preference: Shawn Kanungo, Industry Panel, The Evasons

Delegates found that Shawn Kanungo was a great speaker who was very passionate about his topic and The Industry Panel was well received and delegates found that it was very well prepared and that the stream was very clear. The Evasons were a fun way to end the conference and had terrific energy.

### Concurrent Sessions

In order of preference: Fotini Iconomopoulos, Shane Gibson, David Hurley, Hamish Knox

Fotini was a great presenter that left delegates with ideas they could implement right away. David had great content but could work on his presentation skills. Shane was informative and had great takeaways while Hamish had a strong sales presentation

**Survey Feedback**

Post Event Survey sent following the conference received results from 71 delegates

84% of delegates rated the overall program, venue and Keynote Speakers with 4s and 5s

74% of delegates rated the Concurrent Sessions value with 3s and 4s

70% of delegates rated ExpoCAN with 3s and 4s

67% of delegates rated the meals, social and networking opportunities with 4s and 5s.