



2019 CAEM Holiday Luncheon

Final Report

The 2019 Holiday Luncheon Committee members:

- Kelly Antonaros, CEM, ZoomerMedia Limited, Co-hair
- Jeff Drover, STRONCO, Co-Chair
- Tyler Hersco, MicroSpec/TIX123
- Simona Mazat, CEM, Workplace Safety & Prevention Services

The 2019 CAEM Holiday Luncheon was hosted on December 11, 2019, at The International Centre, in the Orion Ballroom.

It began with a networking reception over hors d'oeuvres and beverages, with the opportunity to participate in the Reindeer Raffle prizes, door prizes, and a 50/50 draw.

This was followed by plated lunch including a buffet dessert & DIY coffee/hot chocolate bar, all of which were extremely well received by the attendees.

We had a total of 255 registrations, composed of 88 members, 8 non-members, 126 group registrations, 2 Honored Life Members and 31 host registrations (from the International Centre).

The total revenue for the event was \$29,085, with a profit of \$13, 877
(\$167 over the budgeted number.)

Unfortunately the sponsorship goal was not reached this year, but the committee managed to raise \$5,315 from the Reindeer Raffle draw on site, as well as the 50/50 draw. (50% of proceeds from the 50/50 draw went to the winner, and a cash tracking template was used this year, as per request of the auditors.)

The feedback/reason for sponsorship level not being reached was that potential sponsors had run out of funds to put towards this event at the end of the year.

Some feedback from the survey post the event, which was based on 52 responses:

95% of the attendees rated the overall program and value of the Holiday Luncheon a 4 or 5 (out of 5)

90% of sponsors rated their goals being met a 4 or 5

These sponsor goals included:

- Helping CAEM, providing support for events to happen
- Exposure & Brand recognition for the sponsor
- Supporting networking opportunities for the industry

A few other important notes from sponsors:

- 100% of sponsors would recommend the experience to a colleague
- 100% of sponsors would be interested in supporting future Holiday Lunch events



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Other general important feedback to note was to offer complimentary beverages, and to shorten the program.

One particular opportunity that was mentioned and that should be considered for the future events, was that the committee should arrange for additional networking following the luncheon, perhaps over additional coffee and/or dessert.

Overall, the Holiday Luncheon of 2019 was a successful & memorable event, and the International Centre as a host venue really went above and beyond the call of duty. They provided beautiful and festive decor, amazing take-away centerpieces at each table, an opportunity for attendees to “pay it forward” to a charity of choice, by providing a \$10 cash start (a new initiative), and a Santa with sleigh and real reindeer! The space was warm and inviting, and the lunch service was excellent.