



2019 CAEM Power Education Day AGM Report September 16th, 2020

Committee members: Mikey Singer, Kent Mascotti, Heather MacRae

The 2019 Power Education Day was hosted on Thursday, October 3rd at the Beanfield Centre

5 lighting talks: Sponsorship, Economic Impact, Community, The Buyer Journey and Engagement

This was CAEM's first live-streamed CAEM event. The event welcomed a total of 91 registrations, 71 In-Person Registrations, 20 Live Stream Registrations, and 23 Non-Member Registrations.

The event welcomed 5 speakers talking on relevant topics to enhance our industry; speakers included were the following;

- Jory Amar – Sponsorship Growth and Creating Engaging Proposals
- Heidi Welker – How to Gauge the Economic Impact of your Event
- Randy Frisch – Stream On or Tune Out: Personalize your Buyer Journey
- Alana Kayfetz – How to Foster and Engage Community
- Steven Wood Schmader – Moment of Engagement in our Industry

From a budget perspective, this event was very successful.

- 2019 Actual Profit: \$3,425
 - 2019 Budgeted Profit: \$3,145, Variance: +\$280
 - Revenue: \$15,022
 - Budgeted Revenue: \$9,945
 - Secured \$8,000 in sponsorship
 - Opportunity to increase ticket prices for 2020
 - Promoted registration to members with CEM designation as 5 re-certification credits were awarded for attending the event either in person or via live stream
 - Expenses: \$11,596.98
 - Budgeted Expenses: \$6,800
 - Catering prices at Cerise Fine Catering
 - Travel and expenses were paid for one speaker
 - Hardwire internet connection was offered complimentary from the Beanfield Centre along with their venue sponsorship
 - Beanfield Centre had production labour fees that were an additional expense of \$1,36
 - Member Feedback:
 - “The best CAEM event I have attended, I hope it will be an annual event”
 - “I think that offering live-streaming events is a great way to attract people who are away from the hosted area. I loved it, please do it again!”
 - “We had 10 people in our office actively participate in the live stream – loved that option”
 - “Well done! This was a refreshing change from the 101 level education provided in the past. Keep up the good work”
 - “PED offered the perfect quality of content that all CAEM events should deliver”