



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

**MEMBERSHIP COMMITTEE
AGM REPORT
Wednesday, September 16, 2020**

COMMITTEE MEMBERS:

Melissa McQuillan, CEM (Co-Chair)
Brad Styba, CEM, Tradex (Co-Chair)
Catherine MacNutt, Master Promotions Ltd.
Mireille Tessier, CEM, Tessier Exhibit & Show Services
Lerna Gurunluoglu, CEM, Restaurants Canada
Bev Hill, onPeak | GES
Robert Halasz, CEM, Freeman
Owen Hickey, TWI Canada

Purpose of the Membership Committee:

- Engaging the membership to promote CAEM;
- Recommending retention and growth strategies;
- Recruiting new members and encouraging completion of application forms;
- Educating members on the requirements and benefits of membership;
- Developing membership-building programs;
- Identify groups that would benefit from belonging to CAEM but currently do not;
- Monitor and evaluate trends in membership;
- Developing and overseeing the implementation of membership satisfaction surveys;
- Promoting volunteerism and diversity amongst the CAEM membership;
- Advising and making recommendations to the Board of Directors as to how best to serve the membership;
- Partnering with other committees as appropriate on matters of common interest;
- Reviewing CAEM affiliations and make recommendations regarding possible strategic partnerships; and
- Overseeing the mentorship program, assist with recruiting mentors/mentees and developing messaging

Accomplishments in 2019/2020 to meet the objectives of the Committee:

- Committee members responded to requests from CAEM office for volunteers to speak at various post-secondary institutions:
 - Trebas Institute – September 9th – Event & Venue Management – Marcela & Robert
 - Humber College – October 2nd - Event Management – Marcela and Melissa

- Seneca College – November 4th, Event Management – TBC + CAEM Office
- University of Fraser Valley, Event Tourism & Hospitality - November - Brad
- Langley Continuing Education, Event Planning Program – Fall – Brad
- Mentor/Mentee Program was reviewed and continued under the same timeline as the previous year with a slight extension due to external circumstances.
- In conjunction with the Marketing and Communications Committee, we moved forward with three “Connecting with colleagues Over Coffee” events that were held through Zoom.
- Due to circumstances, outreach to lapsed members and post-secondary institution information sessions were put on hold.

Having launched numerous complimentary initiatives, such as COVID-19 resources, the Exhibition Recovery Taskforce, advocacy campaigns and virtual networking opportunities, CAEM has seen 81 new, non-member email subscribers over the past five months.

Latest membership numbers:

- Expo Initial – 46
- Expo Additional – 53
- Associate Initial – 58
- Associate Additional – 95
- Honoured Life Members – 8
- Total = 260