

Advocacy Update

Featuring a conversation between CAEM President Bianca Kennedy and Beth Potter,
President & CEO of the Tourism Industry Association of Canada



Bianca Kennedy, President, Canadian Association of Exposition Management (CAEM)

Bianca Kennedy is the President of the Board of Directors of The Canadian Association of Exposition Management (CAEM) - a national not-for-profit association that represents producers of trade shows and consumer shows, exhibition venues, as well as suppliers of products and services to the industry. Since the start of the pandemic CAEM's priority has been to educate and raise awareness with all levels of government on the nature and operations of trade shows and consumer shows, and to advocate for the future of the exhibition industry. Bianca has been leading this work, both federally and provincially, with leadership support from CAEM's Exposition Recovery Taskforce and CAEM's public affairs firm Crestview Strategy. This includes advocating and planning for the safe and responsible reopening of trade and consumer shows, as well as advocating for tailored support measures for the business events' sector. In addition to serving as President of CAEM, Bianca also works full time in the exhibition industry – and has been for close to 20 years – producing some of Canada's largest B2B and B2C events. As Manager of Shows for Power Sport Services, in addition to overseeing the Quebec regional offices, she is also responsible for the profitable production and execution of the Quebec City and Montreal Motorcycle Shows - two major business-to-consumer events that annually attract more than 50,000 visitors and 200 exhibitors.



Beth Potter, President & CEO, Tourism Industry Association of Canada (TIAC)

Beth Potter is an accomplished leader with over 35 years of diversified provincial, national association experience, and close to 20 years in the tourism sector.

In March of 2021, Beth joined the Tourism Industry Association of Canada (TIAC), with a vision to heighten the awareness of the industry across Canada, and to strengthen the organization's advocacy objectives and results as the sector works through and post the COVID-19 pandemic.

At the international level, Beth is an active member of the World Travel and Tourism Council (WTTC) COVID-19 Taskforce and Government Affairs working group.

As a testament to her leadership in the industry, Beth was recently named one of the Top 50 Women in Travel by the Global Business Travel Association.