

Society for
Incentive
Travel
Excellence**site** Canada**SITE***lines*

Personal Connections on a Global Scale

December 4, 2017



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Education Day 2017

President's Message

Thank you for a Fantastic Year!

by Diane Alexander

It's amazing to me that 2017 is nearing its end and though it sounds cliché, I'm astounded by how quickly it went. When I assumed the role of SITE Canada President in January, the months ahead looked bright and full of promise, and it truly has been an incredible year. I'd like to start by thanking our Board of Directors and all of our members for entrusting me with this role in 2017; it has been such an amazing experience working with all of you! I have had the opportunity to connect with a good number of you at our events throughout the year and it has been a pleasure getting to know you and learning about what is most valuable to you as a member.

Our accomplishments as a Chapter have been plentiful: we've donated thousands of dollars to charities supporting Indigenous Canadians, children in sports and ECPAT International through our Spring Social and chapter meetings; and our upcoming Holiday Social will support Red Cross efforts in helping with hurricane recovery efforts. We hosted our first live educational event in Vancouver that surpassed our expectations and we celebrated our Chapter's 30th anniversary with a beautiful summer event. Our annual golf tournament and Education Day events both continued the long-standing tradition of excellence and though our committees

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*SITE*lines is published five times a year to keep you informed of what's happening in Canada and around the world, what's new, upcoming events and linkages to members and other SITE Global Chapters.

Please contact Sandra Eagle, Director of Communications with feedback, suggestions or comments. sandra@ignitemag.ca

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SITE Canada Calendar

December 12, 2017

Holiday Social
Shangri-La Hotel Toronto

January 12 – 14, 2018

SITE and MPI Global Forum
Rome

February 21, 2018

AGM, Volunteer Reception

April 18, 2018

Chapter Meeting

June 6, 2018

Summer Social

August 13, 2018

10th Annual Golf Tournament

September 26, 2018

Chapter Meeting

November 7, 2018

Education Day

December 12, 2018

Holiday Social

make it look easy, these projects are certainly a lot of work. All of our success is attributable to the fact that we had over 60% of our members engaged on committees this year, which is incredible! Thank you to everyone who contributed on a committee this year, your efforts have made a difference and we look forward to working with you next year.

The 2017 Board of Directors has been a phenomenal group of people to work with. Their experience, insights and personalities combined to create a fantastic synergy that help us achieve so many outstanding results. My sincerest thanks to **John Crowe, Joanne Hall, Ellie MacPherson, Joanne Keating, Heidi Baillie-David, Gabrielle Spanton, Sandra Eagle, Lynne Coyne and Marcella Zuniga**. It has been a pleasure serving with you on the board and I appreciate all of your support, guidance and perseverance to achieve all of our goals.

Looking ahead to 2018 I am filled with excitement of what's to come. SITE Canada is a strong chapter with a solid history and we are tasked with continuing that legacy. Our incoming Board of Directors is a dynamic group of people and I am looking forward to working with them to not only continue our success but to build on it as well. We are currently conducting a member survey to help guide our initiatives in 2018, so if you haven't had the opportunity to complete it yet, please take a moment to do so. We are serious about adding to the value of your membership and appreciate your input on how to do so. If you need the link for the survey, please contact **office@sitecanada.org**. You can also leave your email address and receive a \$5 Tim Horton's gift card!

Thank you again for the opportunity to lead this incredible Chapter and I look forward to partnering with you all in 2018!

Have a safe and happy holiday season,

Diane

Love being a SITE member?



Share your pride and help recruit new members by joining the movement.

Upload a photo of your SITE friends, share why you became a member, or talk about your favorite SITE moments to help us spread the word about the value of SITE membership. #SITEUnite

SITE + MPI Global Forum

For the first time, the joint SITE + MPI Global Forum will welcome both incentive travel and meeting professionals to Rome in early 2018 to provide a collaborative atmosphere to learn, network and exchange best industry practices.

Both SITE and MPI will host joint activities, while incentive or meetings focused learning tracks will allow conference delegates to customize their educational experiences.

Pre- and post-tours of the surrounding countryside will feature Puglia, Milan, Florence and an exclusive private opening of the Vatican Museums and the Sistine Chapel.

Get Certified

The Global Forum is your chance to earn industry certifications.

Pre-conference classes include:

Certified Incentive Specialist (CIS)

Emergency Preparedness for Meetings & Events

CMP Master Class: Preparing for the Exam and Applying it at Work

Women in Leadership: Executive Leadership Skills

Get even more inspiration with a look at just some of the innovative breakout sessions offered to achieve incentive travel success.



Slow Travel: A model for Sustainable Tourism

Behind every destination lies the stories and gastronomic traditions of artisanal flavours and time-honoured practices that have been constructed over centuries.

Presented by Federico Mattei, technical writer and project manager, Slow Food.

The Role of Creative Communication

Relationships are the key to success in the incentive travel industry. Looking outside our professional industry is not the usual recourse for solving problems, but it may spark interesting ideas.

Presented by Ken Lyons, director, KL Communications.

Designing Meaningful Human Experiences

Discover the world of Experience Design, with a focus placed on the quality of the user's experience through services, events and environments.

Presented by Astrid Pruitt, collaborative process designer and facilitation, Kaospilot.

site + MPI

GLOBAL FORUM

Connecting Event and Incentive Travel Professionals

12-14 JANUARY 2018 • ROME, ITALY

SITE Education Day 2017



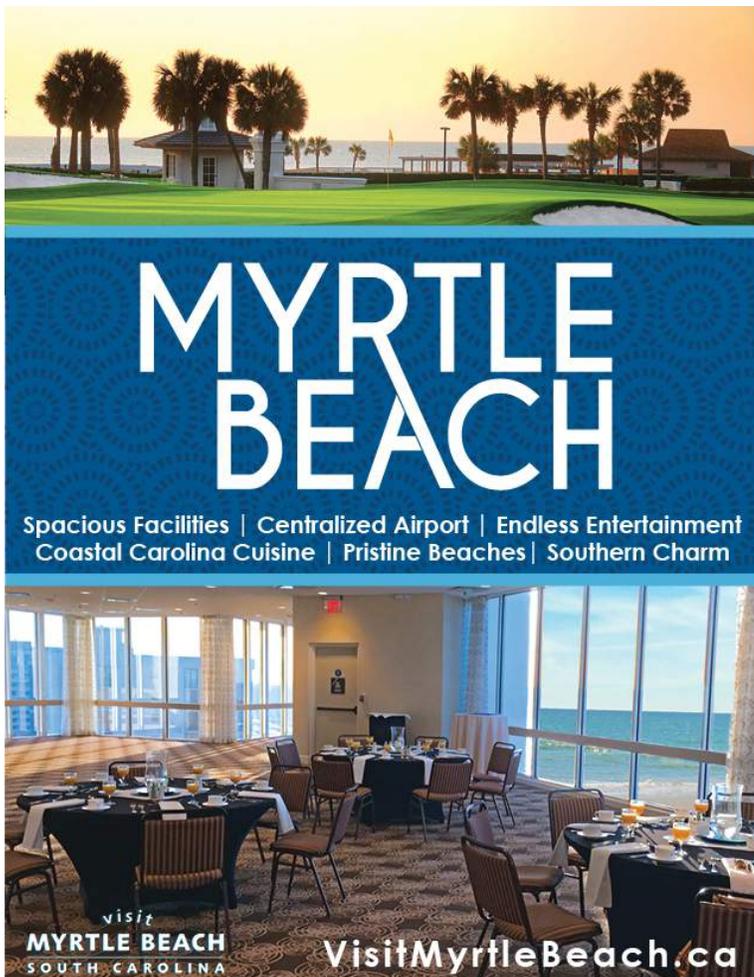
Education Day director, Heidi Baillie-David.
Photos credits: The Image Commission

by Heidi Baillie-David

The beautiful lakeside location of The Boulevard Club was the site for Education Day 2017. The goal, as always, was to provide quality education with a focus on the incentive industry and professional and personal development in a setting that offers valuable networking.

With the support of our sponsors, Vancouver Tourism and Freeman Audio Visual, we were able to broadcast a live webcast. Our colleagues out West were hosted at the Vancouver Tourism offices for an early morning start and were in continuous communication with our Toronto team and engaged throughout the event.

Due to high demand, this year's supplier showcase expanded to seventeen exhibitors. Exhibit time was increased during both the morning and afternoon breaks and a longer lunch provided a great opportunity for all attendees to meet with each



participating supplier. EventMobi added a gamification component for the day. Guests who collected all the game codes provided by each exhibitor were entered into a draw. A leader board displayed during the breaks kept the competition going. Stacy Thorpe of CWT Meetings & Events won the grand prize of a trip to New York City. Her experience will include a two-night stay in a suite with breakfast for two provided by the Omni Berkshire Place, roundtrip airport transfers and dinner for two at The Palms restaurant provided by Briggs DMC and a \$500.00 gift card sponsored by Meeting Encore.

Our keynote speaker, Tony Chapman, sponsored by National Speaker's Bureau, proved insightful.



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Chapman's personal experience in the incentive industry and success with his marketing firm showcased a different way to approach selling incentives. His message to start storytelling instead of selling, hit home with an audience yearning for a way to compete in a price-driven world. The day also included three options for breakout sessions. Wendy Burgess, of InnPro Solutions took us through the challenges of revenue management by putting ourselves in the other person's shoes. Kathryn Peterson from McCluhan and Davies taught us how to think on your feet when faced with having to make sales pitch in unexpected circumstances. Claudia St. John from Affinity HR, showed us some insightful ways to learn about the people on our teams and how to resolve issues and



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appreciate our differences. The afternoon began with a slightly different session that focussed on personal development. Jill Hewlett, a Brain Fitness expert, taught the audience simple ways we can keep our brains healthy and active. Claudia St. John closed the day with her session on how to engage an audience with an incentive and why a travel incentive is still the most successful motivator.

We are extremely grateful to our sponsors who believe in the importance of education and contribute to the success of our event. I am grateful to have worked with a team of professionals who volunteered their time and effort to make this day a success.

This year's Education Committee included Rebecca Alexander, Jan Zandboer, Cate Banfield, Karen Fiorini, Eileen Hart, Eva Aimable-Kosovo and myself, Heidi Baillie-David.

Mark your calendar; next year's Education Day will be on November 7, 2018.



Holiday Social



Join industry friends and colleagues as we celebrate the festive season and the wrap of another successful year for SITE Canada.

Our new location at the Shangri-La Hotel Toronto is ready to welcome you and there will be a silent auction and raffle for some great last minute holiday gifts.

Our charity of choice for this year is the Red Cross. So many of our colleagues have been hit hard in the Caribbean and your donations will help get the region back on their feet.

Be sure to get your [tickets](#) now, as this event always sells out.

Volunteer Champion Award

Volunteers are the lifeblood of any successful chapter and we encourage you to nominate a deserving peer for the Volunteer Champion Award.

The nominees will be posted on the SITE Canada website and the winner will be announced at the SITE Canada AGM.

To download a nomination form, please [click](#) here.

After the ballot deadline of January 19, 2018 the nominees will be forwarded a nomination form to complete and return.

Please note, SITE Canada Board members are not eligible to be nominated for Volunteer Champion.



Chapter Resource Council

by John Crowe, CIS

SITE Global has enjoyed significant growth over the last few years through increased membership and creating new chapters in countries and regions around the world. As new chapters develop, they face many challenges and require guidance as they grow and establish themselves. SITE Global has recently created the Chapter Resource Council (CRC), a committee of members to monitor and support chapters to aid in their overall performance.

The goal is to monitor the ongoing health of SITE chapters and proactively provide resource support and mentoring to those who need assistance in operational program areas.

Annual Goals include:

Determine the effectiveness of the chapter health report process and recommend changes to this process.

Review prior quarterly reports.

Connect with chapter leaders to gather input on the metrics in the report.

Develop an annual chapter self-assessment tool.

Review examples of tools from other associations to develop a SITE-specific tool.

Conduct an annual self-assessment of all chapters.

Determine which information should be disseminated to international committees such as Membership, Young Leaders, or others to act on, and which issues should be addressed directly by the CRC.

Provide guidance to previously identified SME's who are working with distressed Chapters.

Review custom chapter remediation plans and provide feedback.

Connect with distressed chapters to raise awareness of this new committee.

I'm pleased and excited to be a part of this new committee and looking forward to providing updates as we move towards building a larger and stronger global SITE community.

SITE Canada 2017 Strategic Partners



ICE Awards



Since 1980, the SITE Crystal Awards program has served as the global benchmark for excellence in travel incentive programs, and is regarded as the highest honour in the motivational events and incentive travel industry.

The SITE Canada ICE Awards will complement the spirit of the Crystal Awards by providing a local Canadian focus, and are designed to give members the opportunity to receive industry acclaim for the world-class travel incentive programs which they regularly design and deliver. Special attention will be paid to programs that excel in the design of unique, memorable experiences that deliver measurable benefits for their clients through the use of unique group and individual incentive travel experiences.

SITE Canada ICE Awards will be presented annually in two categories: Program Excellence and National Excellence. Please note you may enter the same program under both categories if they meet all of the criteria.

Program Excellence will recognize an incentive program, designed and managed by a SITE Canada member, and applies to both group and individual travel incentive programs.

National Excellence will recognize a creative and impactful initiative developed by a SITE Canada member, aimed at promoting the growth of the incentive travel market as a whole. Special consideration will be given to promoting collaboration with the destination, and showcasing cultural and other unique elements.

The qualifying period for eligible incentive programs is January 1, 2017 to December 31, 2017. Submissions will be accepted until January 23, 2018.

To download criteria and submission forms [click here](#).

New Members

Be sure to extend a warm welcome to our new members of SITE Canada at upcoming events.

Lorie Blackwell, Marriott International

Maxime Cretin, Pursuit

Kathryn Dalzeil, Tourism Toronto

Ruda Lu, Tourism Toronto

Samantha Mele, JPD Destination Management

Sophia Nikolov, Tourism Toronto

Melanie Swenarchuk, Travel Manitoba

SITE Canada is Social!

