



The Site Canada 2013 Summer Social
Photo courtesy of The Image Commission

Welcome to the July edition of 'sitelines' for 2013 your Site Canada Newsletter

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'sitelines' is published six 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.

published July 5, 2013



President's Message

Your Site Canada chapter continues to exceed expectations. We have many accomplishments to brag about in this 2nd Quarter.

The Site Summer Social - Rock The Night, our 25 year anniversary celebration, sold out almost 2 weeks before the event took place. What a fabulously successful masterpiece - quarterbacked by Hayley Bishop, Vice President, Social and her dynamo team. Special thanks to Natalie Lowe the Chair of the Summer Social and committee member Jennifer Moir. The committee was ably supported by our outstanding Young Leaders Jessica Petrakis, Kate Short and Melaya Horsten. In addition, new Niagara College graduates joined the team - Caitlin Hughes and Kristen Empey. And, finally, on the day of the event, student volunteers from Ryerson University joined the cast to create the final decor touches in the room. With limited funds, and unlimited imagination, the venue was elegantly prepared - to rock the night away.

Jason Boyer and the team at Fletcher Wright Associates make silent and live auction logistics look easy. However, we all know that they are running behind the scenes to keep the event moving at lightening pace, ensure the prize packages are complete and attractively displayed, and that the winners receive and pay for their prizes. Making it look seamless, is their signature. Well done and thank you - again!

Our goal for the Summer Social is to raise \$25,000. A portion of the proceeds go to support Childhood Cancer Canada and our scholarship fund. I am delighted to report that the final amount raised was over \$28,000. That's fabulous!

'Gain InSite' - On June 19th, during the Summer Social, we launched our Chapter's new loyalty program - 'Gain InSite'. As you will read in this newsletter, the program is designed to help prove ROI to our members - 'Think Site, Buy Site, Gain InSite'. Supporting each other will strengthen our organization and your own business. Remember to source and refer business to fellow Site members - and tell them that you are doing so.



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...President's Message continued

This includes buyers buying from suppliers, but also buyers buying from other buyers and suppliers buying from other suppliers. For example, hotels buying photographers, buyers recommending hotels to fellow international buyers, DMC's recommending cruise ships, global sales offices recommending member DMC's, or production companies recommending hotels. As the logo implies, buying and selling from each other will travel a full 360 to benefit the members.

Our Value Proposition, enhanced with the launch of the Gain InSite initiative will help you:

- **Connect** with new members in a new way
- **Grow** your relationships and business by sourcing from within the Site community.
- And **Lead** your career and company.

Connect. Grow. Lead.

The Gain InSite Committee chairs, Cathy O'Connor and Liz Akey led the challenge to develop the branding guidelines and the launch. The Brainstorm Group, a boutique advertising company, about to engage in their own re-branding as "Bob's Your Uncle", volunteered their creative talents at no cost to Site Canada. We are grateful to Meetings + Incentive Travel as the inauguration sponsor who donated the funds to support the launch expenses. We will be reaching out for more volunteers to embrace and grow the Gain InSite program. Let me know if you would like to get involved.

The first Gain InSite activity to prove your ROI is the Token Challenge which will be rolled out at the Site Golf Classic and IncentiveWorks, August 19 - 22. Participate and be eligible to win free registration to Education Day.

The Business of Wellness, held at the Elmwood Spa was an insightful Chapter Meeting, where we had two impactful presentations. Exercise Bytes is an innovative series of short video exercise movements that can be performed as a break during meeting presentations – no fuss, no sweat, and designed to re-energize the audience. Elmwood Spa reinforced the business value of spas and how to incorporate the spa experience as an integral part of a meeting and event. A great networking event with huge value add. Thank you Sandra Eagle, Director of Chapter Meetings.

Site Canada celebrated the **40th anniversary of Site Global at National Meetings Industry Day** on April 18, 2013. In the company of 8 other sister industry associations, the speakers focused on the enormous economic impact of meetings and events, and helped to raise the profile of this important economic engine. Together we make a difference.



Keep up to date by following us on **Twitter** @sitecanada and @SiteCanadaPres Jennifer Glynn, President-Elect, is leading the charge in our messaging.

What's Next?

Join us for the **Site Canada Golf Tournament** on August 19, the next **Chapter Meeting** on September 25, and our famous **Education Day** on November 13. Watch the website for our fall event in **Montreal**.

The first Canadian location for the training and writing of the entry level industry certification called **Certified Incentive Specialist, CIS** takes place on August 16 and 17 at the Westin Harbour Castle – a great opportunity for education and to write the exam. www.sitecis.com

The Site Global conference takes place in Orlando, Florida, December 7th-10th. Registration is now open. www.siteglobal.com/p/cm/ld/fid=112. Gotta love the pre- and post-tours!

I look forward to seeing our members and prospective members in the coming months - embracing our Value Proposition and the new Gain InSite initiative. Together, we all GAIN!

Pam Graham, DMCP
President, Site Canada

Members Musings

Welcome New Site Canada Members

A very warm welcome to our newest Site members:

Shelley Bartle-Reed, Starwood Hotels & Resorts
Melanie Cook, MGM Resorts International
Nicole Desjardins, Marriott Gateway on the Falls
Kathrine Faubert, Independent
Danielle Fox, Wickaninnish Inn
Jackie Frederick, Northwest Territories Tourism
Sean Hoff, Moniker Partners
Marsha Jones, Scottsdale Convention & Visitors Bureau
Claudia Jonsson, LaPlaya Beach & Golf Resort
Julie Kang, Element Vaughan Southwest
John Lawlor, Unique Vacations C/O Sandals & Beaches Resorts
Jane Mark, New Castle Hotels and Resorts
Jennifer Moir, White Oaks Conference Resort & Spa
Andree-Anne Sauvageau, Tourisme Montreal
Andrea Thornton, Discover the World Marketing

Filipe Nepomuceno passes away



It was such a shock. Many of us saw Filipe and his wonderful smiling personality at the iBE Expo in Toronto the previous week, and then suddenly he was taken away a few days later, on Tuesday June 25th, at his home in Montreal, succumbing to a massive heart attack.

Filipe was a long time and very active member of Site Canada for many years, serving on the Board in 2009. He also attended several Site International Conferences. He, his warmth, and his counsel will be sorely missed by everyone, not only in Montreal, but around the Site Canada and Site Global communities.

Site Canada was represented at his funeral, and many personal condolences were conveyed to his family on behalf of us all. Rest in Peace, Filipe.

Life is so precious, and so fleeting!

Below are a few of the many tributes paid to Filipe:

"It is with such sadness that we learn of Filipe Nepomuceno's sudden death. He has been a dear friend of mine, my Company, and of Site's for as long as I can remember. His ever-present smile and laugh were his signature. No task or request was ever too much. He cherished his French and Portuguese roots, and wanted to share the love and passion with everyone he touched. On behalf of the Site community, we have sent flowers and a card to his office and family and will create a long-lasting recognition in the near future. Au revoir, my dear friend"

Pam Graham, DMCP

"It truly is with great sadness that I learned we lost our friend, Filipe. I only can say we all had the joy of having known him and that he touched our lives. I am so sad, to lose such a gentle friend, colleague and I am really going to miss him. Life is not fair sometimes; Filipe was way too young, and was known and loved by so many people."

Susan Prophet

Site Canada announces 'Gain InSite' Program



Site Canada has had some excellent visibility on the announcement of the 'Gain InSite' program.

A feature article from Site Global appeared on June 20th 'Pam Graham Talks About the Success Behind Site Canada, Introduces Gain InSite'

Click here to view the article:

<http://www.siteglobal.com/p/bl/et/blogid=1&blogaid=136>

It's worth a read.

Site Canada issued a press release same day, which is reproduced below:

Site Canada Announces 'Gain InSite' Program to Increase Business Opportunities for Buyers, Suppliers & Sponsors

Pam Graham, President of Site Canada launched the Chapter's 'Gain InSite' loyalty program in Toronto, Canada to the sold out audience at its Summer Social fundraiser event.

"The 'Gain InSite' program will provide opportunities for members to connect with each other, and encourage them to source, propose and buy services from other Site members' organizations first. For example, it benefits not only incentive buyers who may purchase room nights from a hotelier member, but also benefits suppliers, who may need the services of an audio-visual company or photographer, or a trade publication looking for additional advertising opportunities" said Pam Graham. "The program is aligned with our Chapter's business proposition of "Connect. Grow. Lead." which builds on the fundamentals of the Site Global organization; 'Global Connections, Motivational Experiences and Business Results', and will produce measurable business activity and proof of ROI.

From a survey of Site Canada members across Canada, over 50% of respondents said that they considered their fellow Site members first when sourcing new business. Typical feedback indicated that 'stronger relationships have been forged by creating awareness, and gaining access to suppliers who previously may not have been in

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...Gain InSite continued

our database'. The goal is to further improve value for members and sponsors alike, and to get members to automatically "think Site". The Chapter will conduct periodic surveys to measure the impact of the 'Gain InSite' program.

To create awareness and excitement, an incentive program, the 'Gain InSite' Token Challenge, was also announced. At each Site Canada event, Supplier members will award 'Gain InSite' tokens to Buyer members for any new industry contacts made. Buyer members with the largest number of tokens by October 13 will be awarded a complimentary registration to Site Canada's highly coveted Education Day in November.

The 'Gain InSite' initiative is an example of value that Site Canada provides to its members and sponsors. On a daily basis, Site members are immersed in the incentives and meetings industry, and are alert for the latest market trends and educational offerings to benefit their clients. 'Gain InSite' is an innovative tool for Site Canada members to increase their business and improve ROI. It is also a testament of their commitment to growing the industry in an ethical and professional way.

When asked about the proprietary nature of the program, Pam Graham said: "I encourage other Chapters and Site Global to embrace our program and copy the brand guidelines, operational features and Token Challenge. The Site community will exponentially benefit if the program grows beyond Canada".

2013 Upcoming Events...

August 16-17

**Certified Incentive Specialist (CIS)
Program Toronto**

Monday, August 19

Golf Tournament

Wednesday, September 25

Chapter Meeting

Wednesday, November 13

Education Day

December 7-10 2013

Site Global Conference - Orlando

Thursday, December 12

Holiday Social

Wellness at the Elmwood Spa

Photos courtesy of The Image Commission

What better place to learn about wellness than at the iconic Elmwood Spa in the heart of Toronto? The recent Site Canada chapter meeting took place in the fourth floor Terrace Room of the heirloom building on Elm Street. Networking over Thai-inspired nibbles and a signature mango cocktail, with spa tours arranged by Elmwood staff, the evening segued into a full Thai buffet courtesy of the Bangkok Garden chefs and staff.



Dr. Kim Bercovitz, president of X-Bytes Inc., showcased a new way to keep attendees at conferences and events energized and focused with a mind-body break. Her short five minute videos were created to encourage sedentary attendees to do five minutes of exercise (in business attire) to stimulate and harmlessly work all major body muscles at conferences and events. Members stood at their tables and went through the short program. Bercovitz explained that even a small work out energizes and improves blood flow to the brain, encouraging learning retention. Marie Picton, executive manager of the Elmwood Spa, says spas are increasingly popular with both men and women and are a coveted element of many incentive programs.



Many thanks to our Chapter Meeting Committee members, Donna Filion, Trina Arjoon and Lindsay Rudyk.

**Sandra Eagle
Director Chapter Meetings**

Young Leaders update

We are delighted to have such a wonderful Young Leader group that consists of extremely talented and passionate professionals. While managing their own very busy jobs, they are also helping out and volunteering in various ways including our Site Summer Social and the not to be missed Site Canada Golf event.

One of our Young Leaders, Diane Alexander, who has contributed several articles to SiteLines and has most recently been on the 'Gain InSite' Committee, was deservedly featured in a Site Global interview this Spring. For those of you who may not have seen it please see the interview below.

Yola Marshall
Director Membership

Site Young Leader Spotlight: A Conversation with Diane Alexander, Business Development Manager



Site Young Leader Diane Alexander is a Business Development Manager with Meridian Incentive Consultants in Toronto, Ontario, Canada. She is responsible for finding new opportunities, preparing and presenting proposals, and maintaining relationships with Meridian clients. She also manages the Operations teams assigned to her clients' programs to ensure that everyone's needs are being met.

Diane studied Event & Meeting Management at George Brown College in Toronto and has been with Meridian since she graduated. She is actively involved with Site Canada, contributing on several different committees.

Site Source: What are your career aspirations?

Diane Alexander: I chose this industry because I genuinely enjoy making good things happen for good people. All of our clients are working hard to put together something special for their guests and I find it very fulfilling to help them achieve that. I also enjoy traveling and meeting new people and experiencing new cultures, and the opportunities to do so in our industry are endless.

I worked in Operations for several years before moving into Business Development and I really enjoy what I am doing now, working with our clients and our internal teams, and I intend to continue this for the foreseeable future. I am not interested in a management position that would not allow for face-to-face con-

tact with clients; I prefer to build those relationships and witness the pay off when objectives are achieved. I want to stay "in the trenches" with everyone!

Site Source: What or who motivated you to join Site?

Diane: I work with Joanne Keating who is Site Canada's Immediate Past President. Joanne has been a big inspiration over the past six years that I've known her; she has great enthusiasm for our industry. Through Joanne I discovered Site and what a welcoming community it is. My interest in Site coincided with Site Canada's focus on building its Young Leaders program, so the timing was perfect for me to join. There were many helpful individuals who encouraged my participation in various committees and projects, and it was that feeling of welcoming that motivated me to become a member.

Site Source: What do you feel are the most valuable benefits of being a member of Site, specifically Site Young Leaders?

Diane: One of the best benefits of being a Site member are the connections I have made within my own Chapter and globally, both in general and in the Young Leaders program. I have met so many fantastic people, veterans and YLs both, and those relationships are a great reminder of the power of our industry. I think it's incredible that Site has such an interest in developing the next generation. As a Young Leader I feel that my opinions and suggestions are heard and considered in the same way that a veteran's would be, and not all associations are like this.

National Meetings Industry Day 2013

This summary of National Meetings Industry Day is reproduced courtesy of MPI Toronto

National Meetings Industry Day (NMID) was held on April 18, 2013 in Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal and Halifax. This homegrown initiative celebrated its 17th anniversary this year with the primary goal of raising awareness of the meeting industry in Canada and to communicate the value of the industry to the broader business community.

Every year, a different theme is created together by the chapters to focus their events on, and this year's theme was, "The Meetings Industry: Champions of Human Connections." In total, there were more than 1000 attendees who celebrated NMID at the various events across the country.

Attendance numbers by city were:

British Columbia: 86
Calgary: 151
Edmonton: 170
Manitoba: 23
Toronto: 325
Ottawa: 120
Montreal & Quebec: 84
Atlantic Canada: 85

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The largest meeting was held in Toronto, and was well represented by Site Canada members and by BEICC (Business Events Industry Coalition of Canada). Here are highlights from that event

Vitality of the Meetings Industry

Over 325 industry professionals gathered together in Toronto to network, connect, and learn on Thursday, April 18, 2013 to celebrate National Meetings Industry Day at the Metro Toronto Convention Centre. The theme "Meetings Means Me Because..." was carried throughout the event and highlighted in the panel discussion on the economic impact of the meetings industry.

The meetings industry is a \$71 billion dollar industry in Canada, which highlights its importance, not just to the economy, but to the vibrancy of the country. The meetings industry is about collaboration between industries and spreading the message of the economic impact and creating awareness of how meetings can create change. The esteemed panel outlined the economic impact of meetings and how it impacts other industries through the creation and execution of meetings and events. The panel was moderated by Bob Parker, Chair of BEICC and President Elect of CAPS, whose wit brought about roars of laughter.

Due to poor weather conditions in Chicago, unfortunately Kevin Hinton, Executive Vice President of Associated Luxury Hotels International and Chair of the International Board of Directors for MPI, was unable to participate. Fortunately, Grant Snider, President of JPD Toronto & Niagara, was able to take his place and provide insight into the world of destination management. "We need to celebrate the overall contribution of the economic impact from meetings," stated Lori Wagner, Charter & Group Sales Manager of Porter Airlines, who was proud to accept the NMID Influence Award on behalf of Porter Airlines. Porter recognized the meetings industry as their own sector and the potential it had on the future growth of their business model. This brought about change in their business strategies in order to expand the Porter network to new destinations and create more opportunities to enhance the meetings industry through their offerings.

Lisa McDonald, Chief Operations Officer of Prospectors & Developers Association of Canada and President of Canadian Association of Exposition Management, highlighted the importance of using the meetings industry to influence policy and decision making to create a starting point to connect with politicians and lobby for a change. She states, "Events are a platform to add value to businesses and enhance the mission of the organization."

David Whitaker, President and CEO of Tourism Toronto, touched upon the impact of the Microsoft Conference in 2012 on the Toronto economy where 26,000 cups of coffee were sold, 1,000 lbs of apples and 28 lbs of potatoes consumed, 27,000 pastries purchased at the Air Canada Center, leaving a monumental impact on a variety of industries.

As mentioned by Deborah Sexton, President and CEO of Professional Convention Management Association, the meetings industry is about connecting people globally, whether it is face to face or virtually, and educating communities, countries, and families on the importance of the industry. This message was reinforced by Grant Snider in building connections between industry members and other organizations touched by the meetings industry.

Through twitter, industry professionals were able to tweet their questions live to the panel to delve further into their unanswered questions. Discussion topics on building a casino in Toronto and its impact on Niagara Falls were raised along with the future implications of green meetings and initiatives. Each panelist brought forth their insight and expertise to answer the questions posed by the attendees.

Looking forward to 2014 in Toronto, we hope to raise the level of conversation higher to attract a broader audience as well as the attention and attendance of government officials. Be sure to continue the conversation on Twitter using Hash tag #NMID14.

The committee was fortunate to work with other local industry organizations on the creation and development of content for this event. Thank you to these partners:

Business Events Industry Coalition of Canada (BEICC)
 Canadian Association of Exposition Management (CAEM)
 Canadian Association of Professionals Speakers (CAPS)
 Canadian Hotel Marketing and Sales Executives (CHMSE)
 Canadian Society of Association Executives (CSAE)
 Trillium Chapter Canadian Society of Professional Event Planners (CanSPEP)
 International Special Events Society Toronto Chapter (ISES Toronto)
 Professional Convention Management Association (PCMA Canada East Chapter)
 Site Canada

Special thanks to the NMID sponsors: Ottawa Tourism, Ottawa Convention Centre, Metro Toronto Convention Center, Meetings & Incentive Travel, Nothers, Ignite Magazine, AVW Telav Audio Visual Solutions, Showtech Power and Lighting, GES, The Image Commission, and D.E. Systems.

Bits & Bites

New Site Member Orientation Webinar - August 7, 2013

Throughout the past year we have been thrilled to welcome 35 new members to Site Canada.

If you are new to Site, make a plan to participate in the New Member Orientation Webinar on Wednesday, August 7th to learn about the organization as a whole, and about your new member benefits. To make sure you are added to the invitee list, please contact site@siteglobal.com.

Trade Show Feature: IMEX, AIBTM and iBE

The business of tradeshow has accelerated and grown over the past five years. The concept of growth may seem counter intuitive in a time when most companies are looking to reign in marketing and travel costs. With the migration of workers to remote or home based locations, the tradeshow booth is the new office meeting place and the show floor functions as the global 'water cooler'. If you want to meet and connect with past, present and future contacts, there is no better means than a global meeting & incentive tradeshow.

IMEX: A must attend

The IMEX trade show in Frankfurt, Germany takes place every May, and continues to go from strength to strength. Coupled with IMEX America, which comes to Las Vegas in October, these two shows have become the benchmark from which all trade shows in the meetings and incentives business around the world are measured. Based on IMEX data, this year's IMEX in Frankfurt had 3,500 exhibiting companies from 157 countries and ended with a record 65,000 appointments between buyers and exhibitors, a 33% increase from last year...how's that for visibility and growth! What is more the IMEX hosted buyer programme brought over 3,900 buyers from 75 countries. That's very impressive, and the feedback has been that there was much profitable business conducted.



What an improvement for the ability of Hosted Buyers to set appointments with suppliers. In previous years my e-mail server was clogged with up to 2600 requests for meetings, and there were only 30 time slots available during the three days of the show! Now, for the second year IMEX has established a single email inbox on its own network, where it is now much easier to respond to invitations and to arrange meetings with your personal selection of suppliers. That's a big step forward and good responsiveness to participant feedback. The show itself was a hive of activity over three full days, and the opportunity to meet and network with industry leaders was completely energizing.

Two events held at IMEX Frankfurt this year stood out. **The Politicians Forum, and the Exclusively Corporate @IMEX session.** These were two vital initiatives by IMEX to help grow the industry, and were very well received.

The Politicians Forum brought together 36 political delegates from 28 countries, including highest-level Ministers of Tourism for Mexico, South Africa and Egypt. It was an important opportunity for leaders in the global meetings, incentive travel, and events industry to meet with government ministers, policy makers and other political representatives. The politicians were urged to sign a Declaration of Support for their Governments to understand the full economic importance of the industry in their communities. The purpose of the Declaration also served to highlight the industry's frequently undervalued role in building and sustaining local knowledge economies, creating full and part-time employment, encouraging regeneration and stimulating infrastructure investment.



While broad support from the assembled politicians was forthcoming, it did come with some strings attached. South Africa's Minister of Tourism, Hon. Marthinus van Schalkwyk, made several key points from which there are important learnings. He said that the Declaration needs to include a reference to social cohesion. Tourism of any kind requires a global governance framework which achieves consumer protection, and which demonstrates that those who previously have not enjoyed the fruits of economic growth will do so, especially in developing countries. Particularly poignant was his statement that if industry wants closer alignment with government then it must outline social, as well as economic benefits that business events can facilitate. He issued a warning to the industry's representative bodies to improve on their organization and representation to government. This Declaration shows a stepped-up level of importance and influence for the industry, and together with JMIC (Joint Meetings Industry Council) and other industry partners, IMEX says it intends to use this momentum to carry it forward to IMEX America, and to help build advocacy efforts there. IMEX and its partners are aiming to secure 100 signatories for the declaration by the end of 2013.

This seems like a perfect benchmark for our own BEICC (Business Events Coalition of Canada), plus TICO and TIAC to advance their lobbying with the Canadian Provincial and Federal Governments on our industry's behalf.

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Equally, the first **Exclusively Corporate @IMEX** was extremely well received by the 70 corporate executives and planners attending – of which 70% were new to IMEX. There were education sessions, an Open Space forum, and a lively panel discussion about the role of the planner, changing technologies in the industry, the value of Strategic Meetings Management (SMM), and the role of procurement in the incentive and meetings business cycles. There are excellent videos on this panel discussion on the IMEX website, <http://www.imex-frankfurt.com/exclusively-corporate.html> and viewing them is time very well spent.

The panellists were very experienced and knowledgeable, and included Meredith Smith, Director Travel and Meetings, Asia Pacific and Japan, Merck and Co (USA); Des Duggan, Manager Education and Staffing, IBM Inside Sales Europe (Ireland); Alise Long, Manager, Corporate Events and Meetings, DSM (Netherlands).

For anyone involved in our industry, attending IMEX in Frankfurt or in Las Vegas is a must-do sooner rather than later. It is the largest and most comprehensive trade show, and as IMEX itself expounds, the event stands for: valued-added innovation, combined with strong business, education and networking for all. A worthwhile investment of your time. "It's packed, it's noisy, and it's great!"

Vlad Haltigin, CITE, CIS
Director Communications

AIBTM...Brain food and more

Reed Exhibitions has taken on the role of curating travel industry tradeshows in all corners of the world. On the North American incentive & meeting tradeshow circuit is AIBTM, held at Chicago's McCormick Place June 10 – 13, 2013.

AIBTM did not disappoint. This year, the theme of "Defining the Future of Meetings... Together" brought record attendance from buyers and exhibitors.

To support the growing need for face-to-face meetings, AIBTM's first keynote speaker packed the ballroom to capacity. J. Walker Smith, Executive Chairman of The Futures Company, spoke and counseled that the meetings and events industry needs to be in the business of delivering "social currency."

The subject of Walker's speech was "The Kinship Economy," which he described as one of the key trends in today's economy. "Relationships are the ultimate commodity," Walker said. "We have to foster the ability for people to come together. Enhance it, and offer them an exceptional experience. Keep running your meetings as you always have, but you need to incorporate the social interaction experience. It's all about relationships."

Developing global relationships was front and centre at the show this year. The prime real estate at the show entrance was dominated by Dubai and Argentina, plus Spain, South Africa, Jordan,

Thailand, Costa Rica and Panama. All enjoyed a grand show floor presence, clearly vying for North American congress and incentive sales.

To seed these global relationships, speed-networking events were held 45 minutes before the show floor opened each day. Called 'Marketplace Focus', exhibitors from Europe, Latin America and Asia made the rounds with host buyers who had specified an interest in these areas of the world.

Education Day, held one day prior to the main exhibition, featured sessions that proved valuable for personal career growth, and practical business advice.

Teachings from Rebecca Katz, Executive Chef for the Center for Mind-Body Medicine's Food-As-Medicine Training Program led a session called 'Brain Food'. Ms. Katz highlighted the need for planners to pay close attention to menu selections, and how they can make, or break the energy level and engagement factor in your meetings.

The brain food theory was put to the test through the gourmet boxed lunch entrée selection served to all 1,000 participants. Shaved turkey breast sandwich on multi-grain, oriental salmon on Soba noodles, and vegetarian wraps made up the core of the brain food meal selections.

Animated afternoon sessions such as Site's Young Leaders session on 'Winning the Bid', and 'The Best Sales People are Meeting Planners' got rave reviews from the attendees, clearly indicating that the theory behind brain food is worth paying heed to.

On day two, the floorshow opened to keynote speaker Seth Mattison speaking on "Rocking the Workplace: Managing and Leading the Four Generations."

Defining the four generations that are currently in the workplace: Traditionalists, Baby Boomers, Generation X, and Millennials, Mattison summed up "This is a two-way street. We are operating in a world where four, and soon to be five, generations will be working shoulder to shoulder. You have to get with the program. Not only can we do great work together, but we can even have a little bit of fun doing so."

Diversions from the show floor were well executed, and judging from the reaction of attendees, very much appreciated.

The Refresh Zone, sponsored by AlliedPRA was a perfect chill and recharge area. Defining 'recharge', this was a super area to get a massage, refreshment or, most appreciated, recharge your electric devices.

Future Events Experience kept attendees abreast of leading meeting & incentive trends, along with a strong focus on technology and how it can be best utilized to enhance the meeting experience of the future.

The reoccurring Lecture Theatre allowed for subject matter experts and industry leading personalities to take the floor and provide their industry perspective and opinion.

Chicago rolled out the red carpet to event attendees, with a night at Wrigley Field with the Chicago Cubs, an opening party at Navy Pier, as well as an exceptional AIBTM ground crew that ensured participants were very well cared for.

Next year, the event moves to Orlando June 10 – 12, 2014. AIBTM may be the baby sister of the European EIBTM show, or small in comparison to the IMEX shows, but there are inherent advantages to being smaller in size. The tradeshow floor was well laid out and manageable. Education Day sessions were creative and useful. Keynote messages were reinforced throughout the two-day event via the Future Events Experience as well as the Lecture series.

To get the best return on your time and budget, give this newcomer more than a glance on next year's tradeshow circuit.

Dallyce Macas

iBE 2013...the changing face of trade shows

The Ignite Business Event Expo (iBE) took place for the second year at the Direct Energy Centre in Toronto June 19th & 20th, as part of 'Industry Meet Week' which featured events by MPI, CanSPEP, and ISES, as well as our own very successful Site Summer Social. Last year, iBE set out on its mission to create a fresh approach to business events industry trade shows, and to create a fun, informative experience for attendees. Feedback on that first show indicated that despite some initial hiccups, it was a unique and stylish show, and an excellent start.



Photos courtesy of The Image Commission

In its second coming this year, there were 248 booths which was a sell out. Over 500 business event suppliers from around the world were represented, and planner attendance was up 80 percent over 2012. In a smart move, iBE used the IMEX concept of inviting Hosted Buyers to maximize the interaction between buyers and suppliers; almost 200 attended from as far as Washington, DC, Florida, London England, and Germany.

iBE kept the successful elegance and unique carpeted layout of the trade show stands, as well as the comfortable environment for visitors, with many places to sit and refresh themselves in comfortable surroundings. Visitors could participate in some excellent education-on-the-go in the Good to Know theatre. There were also the App Bar to get a demo on the hottest apps from industry experts, and a creative design contest, Diva on a Dime, to create unique tabletop displays on a limited budget. Throughout the show, there were many networking opportunities for suppliers and meeting planners; always very useful and welcome.

There was the Marquee Theatre which featured some high visibility presenters such as Canadian, Cheryl Cecchetto whose event company in Los Angeles has designed sets for several Academy Awards' Governors Balls. She took us through her unique and creative thought process to set up the events... oh, to have even a part of the budget that she had for flowers! Nevertheless, some super benchmarks, processes and ideas for



us to use on our comparative shoestring spend. Her message of 'create, connect, convince' was most appropriate to industry professionals.

Jesse Hirsh, the well-known CBC broadcaster and internet strategist focussed on the culture of digital technologies today, and how best to use them, and how to incorporate it into your life. They are now an inherent part of the business and personal culture in today's world. He likened smart phones almost to a modern day fashion accessory...he isn't far wrong!

Other speakers included Frank Warren of Post secrets.com and adventurer George Kourounis.

The feedback on this year's iBE show was quite positive. Comments such as 'I liked the feel from the moment I walked in'; 'so unlike a typical trade show with the concrete aisles and lines of booths, the entire show floor just exuded cool chic elegance'; 'it was manageable, relaxed and welcoming'; 'I connected with some new suppliers, saw so many colleagues, and learned a lot'.

iBE was another most interesting industry event for Canada, and judging from this year, there are more fascinating iBE's ahead.

Vlad Haltigin, CITE, CIS
Director Communications

Site Summer Social... 'Rockin' On'...



Photos courtesy of The Image Commission

We made it! Our team is a little more rested and a lot more focused on our "real" jobs, but we moonlighted with our industry's rock stars, and feel like celebrities.

After collaborating all year with our unbelievably dedicated team, a visionary and creative title sponsor, Gina Tsirmpas of Hard Rock Hotels – All-inclusive Collection, and the countless supporters, strategic partners, sponsors and donors, the Site Canada Summer Social was a rockin' success.

The Stats...

- 6 months in the making and 5 hours "live"
- 1 chic event space at the Liberty Grand with 1 amazing team
- 3 event sponsors, 5 in-kind sponsors, 5 strategic partners, 100 auction donors, and 277 guests
- A volunteer committee of 7, including: an unbelievably dedicated Chair – Niagara entrepreneur and long-time Site member, Natalie Lowe; 3 incredibly talented and invested Young Leaders – Jessica Petrakis, Kate Short, and Melaya Horsten; 2 just-graduated (Niagara College) student members – Caitlin Hughes and Kristen Empey; and a new Site member and huge first-year contributor, Jennifer Moir
- 6 hours of on-site installation with 10 Ryerson Hospitality Students' help, and 2 hours' of tear-down
- 2 on-site AV techs, 1 interactive DJ, 1 photo booth, and 2 KISS tattoo artists
- 24' x 36' stage, 6 dancers, 2 musicians, and 2 techs from the single best send-off by Decades at night's end
- And the reward...Upwards of \$28 000 raised through the live and silent auctions and raffle tickets !!!

The energy was amazing. The Artifacts Room alive. Our team en pointe. And we cannot thank our collaborators enough.

Cheers to still rockin' after 25 years...

–Hayley Bishop, CMP

By night: Vice President Social, Site Canada

By day: Corporate Sales & Hospitality Manager, Stratus Vineyards

Those were the words of the team leader, Hayley Bishop...now the team deserves their moment in the spotlight...

Thoughts from our Talent Manager...

This year's Site Canada Summer Social Committee was a team of all-stars with whom I had the privilege of working for 6 months to bring together this annual event. It was by far the best volunteer committee I have ever worked with.

A large part of our success for this event comes from the leadership and passion of Hayley, who tirelessly lobbied for our needs and honoured the creative vision she had for the night. I can't explain how we did it, except that as in every great team, when someone needed to duck out due to work demands, the rest of the team seamlessly stepped in.

My sub-committee for the auctions comprised two of the Young Leaders' best and brightest, Kate Short of Wynford and Jessica Petrakis of Event Spectrum, plus White Oaks Resort loaned us one of their rock stars, Jennifer Moir.

Kate helped to coordinate the Live Auction items and worked with the amazing Vicki Zeppa of ignite and Site Board Member Maria DaCunha to secure our live auction prizes. Jason Boyer at the Site office oversaw a great deal of, well, everything and he and Kate made sure Jim Wall of Conference Imaging Services had material to create videos for our live auction prizes.



Jennifer tirelessly made phone calls and acted as courier for our silent auction prizes – she was organized, dependable and methodical – and no matter what we threw at her, "call these 16 people, can you pick up these 11 items?," she got it done.

Jessica, of the 3 AM emails, slogged through the production details with a fine tooth comb, and handled changes and additions to her show flow like a pro – including losing her DJ the day of the event (congratulations, to Jody and his wife on their new addition!) without breaking a sweat. It was always: "I've got that".

I hope this experience gave everyone on the committee new skills that we can take back to our "day jobs". We gained a larger perspective on our industry and a sense of community from their fellow committee members. It was certainly my privilege to be Hayley's Chair for the 2nd year and to work with this incredible team – thanks!

–Natalie Lowe, CMM

By night: Site Summer Social Chair 2013

By day: President/Owner, Celebrate Niagara DMC

Backstage InSites...

"Pulling together the silent auction tables for the biggest Site Canada event of the year was certainly a daunting task at first glance. I was almost afraid to come forward to say "How am I going to be of help here?" But the truth is, it came easy. With the help of my colleagues the Donors List just kept adding up, and with some pretty fabulous donations, I might add! Finally, I realized the recipe of amazing members, generous donors and Site Canada, equals success!

–**Jennifer Moir**

By night: Site Summer Social Auction Committee

By day: Sales Manager, White Oaks Conference Resort & Spa



"It was such a pleasure planning the decor for this year's Site Summer Social! With a fantastic lead sponsor in Hard Rock Hotels, it made sense that we bring out our inner rock star as we celebrate Site Canada's 25th anniversary.

The design was inspired by a stylish hotel room featured at one of the Hard Rock properties. Black and metallic silver were our jumping off point colours, with the vibrant Site Canada red as an accent. Branded velvet rouge cushions and rock glam gems enhanced the lounge spaces while luxurious red roses filled the space for a sexy, smooth look."

–**Melaya Horsten, CMP**

By night: Site Summer Social Theme & Décor Lead

By day: Account Manager, Moore Carlyle Consulting

"With this being my first year as a Site Canada Member, I was very privileged to be a part of the Site Summer Social committee. My role on the food and beverage sub-committee was made quite easy by the staff at The Liberty Grand. They provided us with an affordable dinner menu with so many wonderful Canadian ingredients. The food was amazingly well received on the night of the event. The dinner consisted of a Lake Huron White Bass appetizer with Cauliflower & Yukon Gold Purée, Golden Beet Brunoise, Vine Roasted Cherry Tomatoes & Orangeville Goat's Cheese Cream. The main course was a Québec Cornish Hen filled with Wild Rice, Pear & Pink Peppercorn Stuffing, Chutney, Natural Chicken Jus served with Artichoke & Roast Garlic Mash, Ontario Asparagus, Patty Pan Squash & Baby Carrots. To finish off, we were served a delicious Maple Vanilla & Chocolate Truffle Torte with Saskatoon Berries with a specially branded "Gain InSite" chocolate medallion."

–**Caitlin Hughes**

By night: Site Summer Social Food & Beverage Committee

By day: Hospitality Associate, Stratus Vineyards

Certified Incentive Specialist (CIS) Program coming to Toronto

The new CIS Certification program is coming to Canada August 16th/17th, and will be held at the Westin Harbour Castle Hotel in Toronto.

The following is the communication from Site Global inviting you to attend. Invest in your future and Increase your standing in the industry with this important certification ...it's worth your time and effort.

"As the leader organization in the incentive travel industry with presence in more than 90 countries, Site is proud to present the certification program: CIS, Certified Incentive Specialist the Entry level certification of the motivational travel industry. Very focused towards emerging professionals who wish to rapidly advance their credentials and their knowledge of the Incentive Travel Industry.

The CIS Education Program will give certified individuals a greater understanding and advantage in the theory and practice of creative and effective Incentive Programs and Incentive Travel. Executives will reach a very significant level of comprehension in the process."

Site members/non members are welcome, no need to have previous experience.

Non Site members will receive a one year 2013 Site membership fee included in their CIS registration fee.

APPLICATION STEPS

1. Fill out the online application link: http://www.sitecis.com/application_form.htm

2. Pay the program fees.

Please note that the presentations will be in English

Details: sitecis.com

Contact: marketing@sitecis.com

It's worth the drive to Angus Glen....

Site Canada 5th Annual Golf Tournament
Monday Aug 19, 2013
Angus Glen Golf Club

As the date for Site Canada's annual golf tournament draws near, registration is selling fast. Currently there are still some foursomes available, so go to the link below to register to play... Hurry, as we are almost sold out. You will be guaranteed a great day with networking opportunities, and a chance to win some great prizes. Shuttle service is provided to and from the course from the InterContinental Toronto Centre Hotel for those who require transportation.

To Register: <https://secure.pra-reg.com/sitecanadagolftournament/main/golfRegistration.cfm>

Sponsorship opportunities are almost sold out, too. Any remaining sponsored holes can be found by clicking on this link: <http://www.pra-reg.com/SiteCanadaGolfTournament/main/sponsorRegistration.cfm>

See you there!

John Crowe
Director Golf

The first 'Tweet' for Site Canada

Following a member survey earlier this Spring, the Site Canada Communications Committee (Dallyce Macas, Kate Short, Jason Boyer, Jenn Glynn and Vlad Haltigin) evaluated the large response from Site Canada members. The purpose of the survey was to find a better way to connect with all our members across the vast expanse of Canada, and with Site members across the world, using real time social media. It was intended as an additional way for members to maximize the value of their membership in Site.

Members' feedback indicated that the preferred method of social media communication in a business environment is Twitter. Twitter provides the most effective way of sharing dynamic and time-critical information. And what's more, Twitter is very effective in promoting Chapter events, the vital support from sponsors, news of members, and lots more.

LinkedIn was also mentioned as being perfect for promoting and storing industry information, interesting articles, incentive experiences, and facts about destinations.

Members felt that overall that Facebook was best as a personal way of communicating with friends and family. However, it does have value in our social environment, and can be a good vehicle to promote, for example, photos of our events.

With this feedback, the team received Board agreement, and Site Canada's first entry into the world of social media was to set a Twitter site @sitecanada, which had now been activated for everyone to use. The historic first tweets from Jenn Glynn and our President, Pam Graham are below... we're on our way! A LinkedIn site will be set up and is expected to be active in Fall 2013.



Naturally, the management and maintenance of social media sites becomes important. As we are a volunteer organization, it was quickly seen that it's up to all of us as members to use these social media resources regularly and effectively, so that we make them useful for us in our professional business roles, and as self-managing as possible for our Site community.

In addition to Twitter, Instagram is also powerful visual tool for promotion. You can hash tag photo posts in Instagram in the same way, and, if an account is linked, it will also appear in Twitter feed.

Here is an example of an Instagram photo of the special 'Gain InSite' logo'd dessert at the Site Summer Social dinner.



Your additional ideas and thoughts on how best to make our venture into social media even better is always welcome. In the short term, Tweet on, everybody!

Vlad Haltigin, CITE, CIS
Director Communications

Site Canada 2013 Scholarship opportunities to attend Site Global Conference

Orlando, Florida - December 7 – 10, 2013

This year we are pleased to offer the following scholarships for qualified members of our Chapter. Watch your e-mail in the coming weeks for details. Deadline to apply is Thursday, September 12th .

Site Young Leader Scholarship.

This is a wonderful opportunity to gain international exposure for our Young Leaders to attend the Site Global Conference in December. This year's conference will feature a special Young Leaders and Student component. Eligible members must be a Young Leader in good standing with the Site Canada Chapter.

Education Scholarships

This year our association is celebrating its 40th anniversary. Join your fellow Site members and connect with our global community in Orlando. The conference will offer educational sessions that will focus on the latest global industry research and trends, and allow plenty of time to connect with fellow members while experiencing all of the magic that Orlando offers.

Joanne Keating
Immediate Past President

Our Sister Chapter... Site Florida expands its region to include the Caribbean

On 9 June 2013, the Site International Board of Directors approved a change in the bylaws of the Site Florida Chapter to expand its region to incorporate Site members in the Caribbean. The Site Florida Chapter will now be officially known as the Site Florida & Caribbean Chapter.

"Site Florida is delighted to expand and have the Caribbean join us as we form a cohesive Chapter called Site Florida & Caribbean," stated Jane van der Bol, Chapter President and Executive Director of Cayman Islands Tourism Association. "Florida has always been known as an excellent incentive travel destination, topping Incentive Magazine's 'domestic' list for 2012. Internationally, the Caribbean leads that list. Results from the World Travel & Tourism Council have shown that the Caribbean is the most tourism-intensive region in the world, with Travel &

Tourism contributing 14% of the GDP in 2012 and that expected to increase in the upcoming years. By joining these two regions, Florida and the Caribbean, our Chapter will become one of the most dynamic for incentive travel programs."

With more than 100 members, the Site Florida and Caribbean Chapter is one of the largest and fastest growing chapters in the global Site community. In December, the Chapter and Visit Orlando host the Site Global Conference 2013 at the Loews Portofino Bay Hotel at Universal Orlando®. More than 500 local delegates from 40-plus countries are expected to attend and will be treated to the best of Florida motivational experiences with a blend of entertainment extravaganzas, networking opportunities and tour options.

"The creation of the Site Florida & Caribbean Chapter is a natural and dynamic progress for this powerhouse incentive region. It leverages all the strength and history of the Florida leadership, strategic knowledge and tools to deliver great member value within the region," said David Sand, Site President 2013. "I am particularly excited about the current Chapter leadership's open-minded vision for collaboration in the region and the many positive impacts this will have. Today in the association world it is moves like these that make Site nimble and relevant."

Site|Florida & Caribbean Educational Workshop 2013

Thu - Aug 15, 2013 9:00 AM

UCCI (University College of the Cayman Islands)
Center for Professional Development/Building "L"
Grand Cayman, Cayman Islands

Site Florida & Caribbean is working with the Cayman Islands Tourism Association (CITA) to host the Educational Workshop 2013. We will offer a full day of facilitated interactive sessions for those involved and interested in the incentive travel industry.

DESTINATION MEETS INCENTIVE TRAVEL 101

Incentive and destination travel takes an interdependent environment with many businesses working together. Join us for these facilitated interactive sessions where the collaborative brain power of the attendees, become the teachers along with expert presenters in the field.

For more information click on the following link: <http://siteflorida.tixclix.com/266?eid=c0452221c1fb5b30c5087dab477bbb54>

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