



The Site Canada Spring Social 2014

Photos courtesy of The Image Commission

Welcome to the May edition of 'sitelines' your Site Canada Newsletter

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PLEASE NOTE: The Site Canada office has moved.

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

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President's Message

New Beginnings

I love Spring, as it is a time for new beginnings.

At our Chapter Meeting last week we officially launched our new Site Canada ICE Awards. These awards represent a new initiative by the Site Canada Board to ensure we recognize the incredible talent in our midst.

This new initiative is just one way in which we work to continue to elevate the Site Canada brand and the incentives industry in Canada by recognizing and rewarding the great work of our members. The meetings industry has done a good job of creating press about the "value of meetings" and that "meetings mean business." We need to ensure that we are communicating the value of incentive programs and initiatives. The ICE Awards are an excellent way to achieve recognition for the Canadian incentive travel industry.

The chapter meeting committee, under the direction of Lynne Coyne, is working to elevate the awareness of our industry with chapter meeting programming. Whether through educational content that shines a light on the inner workings of the incentives industry or creating meetings that are incentive worthy in their own right, Coyne and her committee are working hard to promote and highlight our industry.

At the May Chapter meeting guest speaker Jane Schuldt, past president, Site International Foundation and president, World Marketing Group, shared research on contingency planning and risk management for incentive programs in great detail. Her presentation of current and topical findings provided sound insight our members can utilize in their efforts to deliver safe and fiscally responsible programs in the global arena. Schuldt also spent some time promoting some of the amazing research material available to Site members through the Site International Foundation. For more details about the Site International Foundation and the studies, white pages and Site Index please visit <http://www.siteglobal.com/p/cm/ld/fid=58>

Coyne and Susan Bernad, our director of education, conducted a best practises conference call with several global chapters focusing on education initiatives. The results of this call will be sure to influence our planning for upcoming events. Whether at home in Canada, or through the Site Global community, the entire Board continues to work together – collaboratively – to ensure that we are offering exceptional incentive

calibre programming with meaningful educational and networking opportunities for our members specifically and with Site members around the world.

Do you have feedback on how we can elevate our industry? Ways that we can continue to grow as a chapter? Industry topics to be highlighted in future issues of *sitelines* or at a Chapter Meeting? I would love to hear your ideas, send me an email at jglynn@meetingencore.com and become part of the collaboration.

“Spring breathes new life into the world around us.”

Jennifer Glynn
President, Site Canada

Site Canada Social Swings into Spring



Photos courtesy of The Image Commission

The Annual Site Canada Social migrated to Spring, rather than its usual Summer time slot. Selling out in record time, the event was a stunning success. As an important event in the Canada Meet Week’s agenda it was the place to be seen after the first day of iBE Business Event trade show. We were pleased to celebrate with 230 incentive and travel industry professionals for a lovely cocktail reception, dinner and silent and live auctions.

Our incredibly chic venue—The Fermenting Cellar, located in the historic Distillery District, was dressed to the nines and offered the perfect backdrop to a delicious three course seated dinner and the opportunity to bid on fantastic vacation packages during the live auction. Hotly contested bids to destinations such as Southern California, Washington, Montreal and Malta, and two rockin’ raffle prizes offered up by Hard Rock Hotels All Inclusive Collection—our title sponsor—for a stay in one of their beautiful all-inclusive resorts was the perfect cap to a lovely evening.

The silent and live auctions brought in over \$20,000.00 Funds raised will support the Site Canada Chapter and the Site Canada Educational Reserve Fund (ERF). A special thanks to all of our generous donors who donated towards the silent and live auctions.



Thanks to all of our sponsors who made this event possible:

- Title Sponsor: Hard Rock Hotels All-Inclusive Collection
- Venue Sponsor: Distillery Events
- Décor Sponsor: Fresh Collaborative Events
- Silver Sponsor: Niagara Falls Tourism
- Silver Sponsor: Kelowna Tourism
- Table Wine Sponsors: Trius Winery at Hillebrand and Ravine Vineyard Estate Winery
- Videographer: Infinity Video Productions
- Auctioneer: Dave Shaw



An event of this magnitude requires the support of a dedicated and extremely talented group of volunteers. Thanks to:

- Liz Stewart, CMP, DMCP Canadian Chiropractic Association
- Natalie Lowe, CMM Celebrate Niagara
- Christy Wright, Maritz
- Nicola Harber, Ravine Vineyard Estate Winery

Jennifer Moir, CMP
Director Social

There's no better time to be a Site Member



Photos courtesy of The Image Commission

What value can you put on your Site membership? For those at the Site Canada Chapter Meeting on May 14, it was a great reminder of the association's commitment to Connect – Grow – and Lead.

As always, Site provided a great place to connect with one another. This month we were at the Toronto Board of Trade—a fantastic venue in downtown Toronto recently renovated with a fresh modern design.



Site Canada was honoured to welcome Jane Schuldt, immediate past president of the Site International Foundation as well as past president of Site global in 1991, to speak at our first meeting of the year. Schuldt has been a member of the association for 34 years, and she spoke powerfully on the value of Site. "There is no organization that brings the industry together like Site does. We are literally one degree of separation from each other as members."

Schuldt provided insight on the Site Index Annual Study released in 2013, which revealed the increase in incentive programs is at a four year high. Business meetings are also on the rise, showing the industry continues to strengthen after the uncertainties of the recession.



She also reviewed various white papers the Site Foundation has released in order to equip the industry with a wealth of information. A study on risk management provides members with key principles and areas to consider when managing risk. It acknowledges we are functioning in a very different world where long-term clients are not a guarantee and that legal action seems to be the default when things go wrong. Preparation and training are essential to mitigating risk.



A future white paper Schuldt encourages Site Canada members to participate in is a study on the cost of proposals. Developing and presenting proposals is a necessity of every business, yet much of the time and resource investment goes largely uncompensated by the end client. The Site International Foundation wants to gather some hard data on this particular challenge so that as an industry, we can better manage this increasing expense.

Site Canada would like to thank all our sponsors including Visit Myrtle Beach and Tourism Toronto for their support of this great educational evening.

STAY TUNED.....

Information about the July Chapter Meeting will be released soon! We are heading to Niagara for what promises to be an incredible evening at Ravine Vineyard. Save the date, July 18, 2014.

Melaya Horsten

Canada Meet Week 2014

Site Canada was proud to have played an integral part in the 2nd Annual Canada Meet Week from April 7-10, 2014.

BEICC – The ZONE

The Business Events Industry Coalition of Canada (BEICC) is an organization formed by industry associations, including Site, MPI, CanSPEP and others, to champion the advancement and promotion of the meetings and events industry.

On Monday, April 7, the BEICC held its inaugural fundraising event 'The ZONE' at the Storys Building in the Entertainment District of Downtown Toronto. This key event celebrated the opening of Canada Meet Week, and the success of the Events Industry in Canada, and, most significantly, 'The ZONE' provided an influential forum for the leaders of the Events Industry to gather, network and to engage the media. Uniquely hosted on two industrial chic levels, well attended, and with an active networking game, this event set the bar high for events to come throughout the week.

iBE – ignite Business Event Expo

In its second year, this contemporary trade show was held at the Direct Energy Centre from Tuesday, April 8 – Wednesday April 9. On trend, stylish and interactive, the show brought together exhibitors from near and far, hosted buyers, local planners, and celebrity and industry speakers. Responsive, flexible and personable, the iBE team showcased the best of Canada and beyond.

Site Canada Spring Social

At 6 pm on Tuesday, April 8, Site Canada hosted its first ever Spring Social at The Fermenting Cellar – same signature event, different season. Sold out at 220 with a substantial wait list, attendees were encouraged to explore the nearby shops and galleries of the historic Distillery District in Toronto before the event.

National Meetings Industry Day (NMID)

NMID, the last Canada Meet Week event, took place at the Metro Toronto Convention Centre on Thursday, April 10. Eight Canadian Meeting Professional International Chapters (MPI), in conjunction with local partner industry associations, including Site Canada, hosted this annual event with the goal of raising the profile of the business events industry and its benefits to communities and institutions across Canada. Declared "National Meetings Industry Day" by Canadian parliament, this year's theme explored The Impact of Meetings. The Value. The Power.

With more than 350 attendees in attendance, the event featured two irreverent and innovative CEOs (Iain Klugman, Communitech and Paul Chato, Your Web Department) as the panellists who dissected the evolution of the meetings industry and its impact on Toronto and global markets. Energetic moderator, Doug Bolger of iLearn2, emphasized the need for MICE professionals to post, share, tweet and raise our industry's profile. Facebook and the Twitterverse lit up with NMID news throughout this dynamic luncheon.

Hayley Bishop
President Elect

“Right on par” for the 6th Annual Site Golf Tournament

Join us once again for what promises to be another amazing day on the links. Home of Canada's most prestigious golf events, Angus Glen Golf Club in Markham will host Site Canada on August 18th with Allied PRA as our title sponsor.

Registration is now open for the “official” kick-off event to IncentiveWorks. As always, we will start bright and early with breakfast followed by a 7:30am shotgun start and then finish off the day with a luncheon.

The Site golf tournament is well known for its high-quality yet casually comfortable networking opportunities between planners and supplier partners and you can expect the same again this year— and let's not forget about all of the fantastic prizes!

Sponsorship opportunities are extremely limited so register today to secure your spot. Golfers should register early to avoid disappointment as this event traditionally sells out quickly.

Don't wait, register today please click here.

Thank you to our 2014 Title Sponsor



Education Day – October 29th, 2014

The magnificently restored modern event facilities at St. James Cathedral Centre will lend the perfect back drop for this year's Site Education Day. Established over 200 years ago, this venue is an iconic symbol of Canadian heritage. This venue is not only a meeting space with exquisite light, air and glass, but it also serves as a not-for-profit shelter, among a large number of other outreach programs. Site members are encouraged to bring along gently-used coats, hats and mittens for donation to support these initiatives.

More details and registration will be available soon so keep an eye on your Site Canada emails.

A Young Leader Perspective

The Ignite Business Expo took place on April 8th and 9th this year at the Direct Energy Centre—and it achieved its goal of being unique and bringing fresh ideas to the table. With over 400 exhibitors to see, it can be quite challenging to fit everyone in. However, the appointment system was an incredible feature as it allowed you to maximize your time with the exhibitors that you need to see. 20 minutes seems like a short period of time for a meeting, but it is ideal to begin a conversation and plant seeds of growth for future discussions. In addition to the meetings, having the floor open in the morning exclusively for planners with pre-scheduled appointments was an incentive to book meetings; having advance access to the floor and exhibitors ensured a quiet atmosphere which was conducive to conversation.

The marquee speakers and the sessions that took place in the Good to Know Theatre were informative and entertaining. As I am currently dealing with a couple of food allergies, I really appreciated the Allergy Alert panel on Wednesday. As a new addition to the incentive industry, I'm always interested in learning what the best practices are — but this hit close to home for me. Although allergies can be a challenge, and a bit of a frustration, for anyone in the incentive or event industry—it is nice to know that they are taken seriously, and that industry professionals are focused on finding the best way to address them.

Finally, iBE has found the perfect combination of space to socialize with colleagues and friends, and space for exhibitors and meetings. This tradeshow set itself apart from others by providing many different areas to pause for a moment.

In addition to iBE, I was also able to participate in the Site Canada Spring Social. As a member of the Social committee, I was able to see firsthand how this event came together from our first site inspection in December.

The evening had a theme of Spring Swing and the Fermenting Cellar was decorated with beautiful flowers and feather arrangements from Fresh Collaborative Events. The DJ that kept the evening moving along was Jody Litvack from Jet Entertainment — working as both an Emcee and DJ, he kept the swing vibe going throughout the evening.

“Fermenting Cellar is a beautiful space when properly dressed and it was amazing to see the transformation from early in the day to when the doors opened at the start of the event. Congratulations to Jennifer Moir and the entire Social committee for putting together such a great event!”

Huge thanks to Jason Boyer, Stuart Moulton, Nikki Wright and Leslie Wright from the Site Canada office for their organization and management of the silent auction. Without their expertise and attention to detail, it would have been impossible to compile all of the donations and ensure that the auctions closed on time.

Working with Jennifer Moir was an incredible experience. This is the first Site Canada event that I've had the opportunity to work on from beginning to end, and she was an incredible mentor. As a committee member, I'm looking forward to working on the next Site Canada Social.

Christy Wright, CIS

A Great Year Ahead for our Young Leaders

The Site Canada Young Leaders are pleased to welcome Marriott Canada as our sponsor for this year. With Marriott Canada's support we will be able to provide more impactful networking and educational opportunities for the next generation of incentive leaders.

We are very excited to have Marriott Canada on board and look forward to partnering with them this year. Thank you Marriott Canada!

Marriott
HOTELS & RESORTS
CANADA

Diane Alexander
Director Young Leaders

Gain InSite Gets Global Traction



Our loyalty program of members supporting members—Gain InSite is getting some traction outside of our chapter. Hayley Bishop, incoming president for Site Canada, announced that our Gain InSite program, launched in 2013 will be adopted by three global chapters very soon. Gain InSite encourages members to approach each other first when sourcing new products, destinations, DMC's or new services. Way to go Site Canada!

Spotlight ON Site Members



Stephanie Jackson-McVeigh
President
Strategic Incentive Solutions

Over my 21 years in the industry I have worked both as an independent contractor and vice-president for some large U.S.-based and Canadian incentive firms. In 2012, after a battle with breast cancer I decided to focus on my own brand—Strategic Incentive Solutions—knowing that I wanted the flexibility to provide services to companies based on their needs and not the

size of their contract, to be a solutions expert. We focus not only on the destination and venue but the overall objective and ROI for designing and executing an event.

I have a passion for motivational speaking, performance, inspiring others and designing strategic solutions for businesses to drive overall corporate performance. I believe companies contract people they like and trust, so I pride myself on developing long-term client relationships.

Jackson-McVeigh retreats to her horse ranch and barrel races with her kids every weekend. Her favourite destinations include mountains and beaches especially Vail Colorado, Cap Cana, in the Dominican Republic and Maroma Beach, Mexico and has Greece on her bucket list of destinations to see.

With a passion for networking, Jackson-McVeigh is thrilled to be a member of Site Canada and looks forward to meeting members during upcoming Site meetings and events.

Welcome New Site Canada Members

A very warm welcome to our newest Site members:

Brock Dale	Porter Airlines
Karen Gratzer	Conestoga College
Stephanie Jackson-McVeigh	Strategic Incentive Solutions
Reggie Lang	WestJet
John Legridakis	Le Centre Sheraton - Montreal
Dana Thibeault	Conestoga College

Upcoming Events...Save the Date

Friday, July 18, 2014

Chapter Meeting
Ravine Vineyard, Niagara

Monday, August 18, 2014

Site Canada Golf Tournament
Angus Glen Golf Course, Markham

Wednesday, September 24, 2014

Chapter Meeting
TBA

Wednesday, October 29, 2014

Site Canada Education Day
St. James Cathedral Centre, Toronto

Tuesday, December 16, 2014

Site Canada Holiday Social
Hotel InterContinental Toronto Centre

Thank you to our 2014 Strategic Partners