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CSE SHOW ISSUE

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spring 2015

ISSUE

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Cover Photo: Embassy Grand Convention Centre for Efisia and Anthony's Shakespearean Wedding

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We are all used to spring in the event world. There is that gentle calm at the start of the year, as we recover from holiday madness, followed by a slow and steady rise into the busy season. However, according to our readers coast to coast, word on the street is that the pace in Q1 has already become somewhat hurried. With the BC market set for a record breaking convention season and Toronto getting into Pan AM fever, there's a buzz we are all thrilled to hear. With all this fresh new business, I can't think of a more fabulous time to host CSE Live! and welcome our planners from across Canada to explore the show to find inspiring new ideas and resources.

At Canadian Special Events we're also having a banner year. 2015 kicks off with our CSE Live! show, taking on a new name, new partners, new dates and new energy that's creating all kinds of opportunities. Who would have thought that a little over a year ago a simple conversation over bagels and coffee could have turned into the most innovative and inspired tradeshow and conference for the special event, meeting, convention, and inventive travel markets in Canada. We couldn't be more excited to share this with our co location partners at Ignite Magazine and want to thank them for taking this journey with us. The team, led by Richard & Debbie have taken a little idea and turned it into over 160,000 sq ft. of BIG IDEAS! Thank you as well to every vendor, supplier, sponsor and guest who turned out to support this mega game changing venture.

For our CSE brand, keep an eye out for us to build on this momentum with the re launch of our website in May. This new POP Up version of our site features an interactive forum, user populated weekly newsletter and more cool techy tools.

Speaking of techy.... We are so incredibly proud to announce the launch of EventTech Canada, the country's only publication and online destination dedicated to helping to bridge the gap between the labyrinth of emerging digital and production event technologies and the planners who use them. Look for your free premiere issue this summer and the first ever Canadian Event Technology Conference this fall.

Huge kudos to all the nominees in the 18th Annual Canadian Event Industry Awards, the judges who laboured over hundreds and hundreds of entries and of course our incredible event partners for putting on the show of shows, April 16, hosted by the fabulous team at Artscape.

As you plan away this year, I sincerely hope that you will let us join you by inviting along the way, by using our exciting tools and resources to make your best events.... even better!

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The Epitome of Engaging Events



Partnering for SUCCESS



The very best events are a collection of individual moving parts that come together under the direction of the planner or producer to create one seamless experience. It's impossible to do this alone without working with partners, suppliers and sometimes even competitors. Even within specific categories.

This is especially true in the world of event software. You want your clients to be able to offer their delegates the best possible event experience and that often means looking for a company that's willing to work collaboratively. Gone are the days when one company could be "everything to everyone" There are just too many pieces and invariably the company that insists on exclusivity regardless of their strengths will lessen the experience of your delegates.

Look for an event technology company that surrounds itself with what could be considered the "best of breed" solutions in areas outside their core strengths. Then make darn sure these companies share your expectations. The key to success is not just having partners that are willing to work together, but those that share your desire to "wow" the client.

Time invested in researching who will be the best partner for a particular role that you can't fulfill yourself will ultimately be time well spent, as the client looks at you to provide best practices, ideas and innovation. They won't differentiate between your company and the "partner" if something goes wrong - you are the one that will cop the brunt of it!

Here are some thoughts on a few key areas that make for a great partnership and what to look for in potential partners:

- The partnership needs to offer mutual benefits for all parties - that is you, the partner and most importantly the client (and in some cases ultimately their clients)
- The value of the partnership needs to be apparent - look for complementary partners, with not too much overlap if you can help it, otherwise this can cause some confusion and friction
- Focus on being the best at whatever they are offering
- A proven track record in playing well with others - remember, often you are the one recommending these folks so it's going to affect your reputation too!

One company that genuinely embraces this approach is **etouches**. They understand the most important thing is the experience of your client. When done correctly and with the right partners, it can mean an actual increase in revenue because of happier clients while offering a wider and better offering on top of your core competencies!

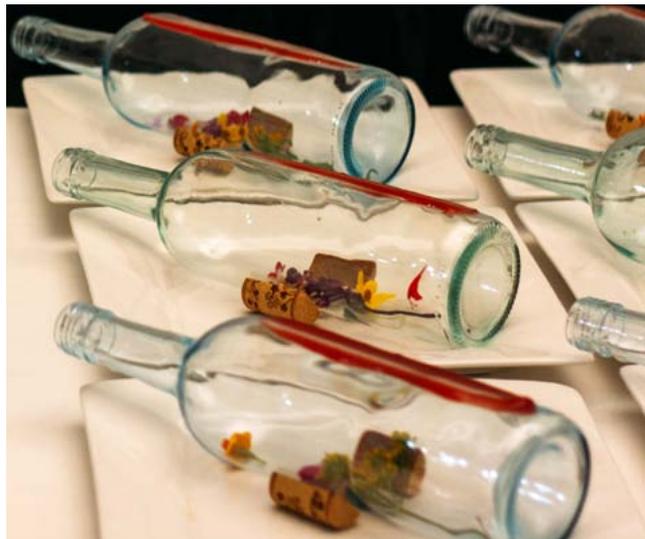
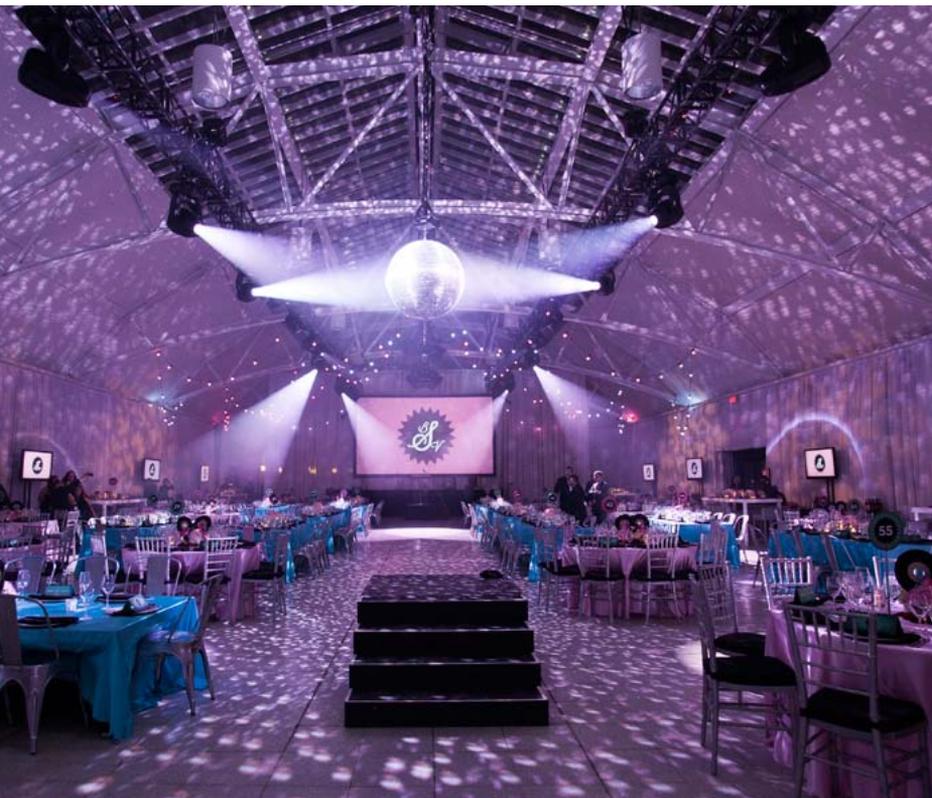
the event platform

The logo for etouches, featuring the word "etouches" in a lowercase, sans-serif font. Above the letters "o", "u", and "c" are three overlapping semi-circles in green, yellow, and purple respectively.

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eye candy

A selection of some of the most impressive events of 2014 from across Canada. Feast your eyes and indulge your imagination.



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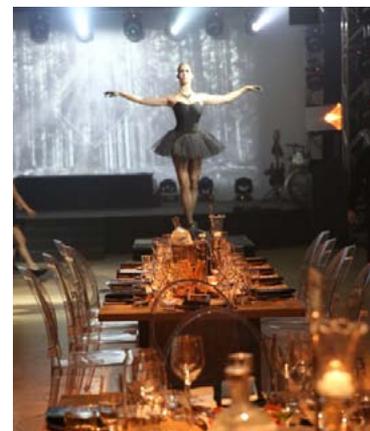
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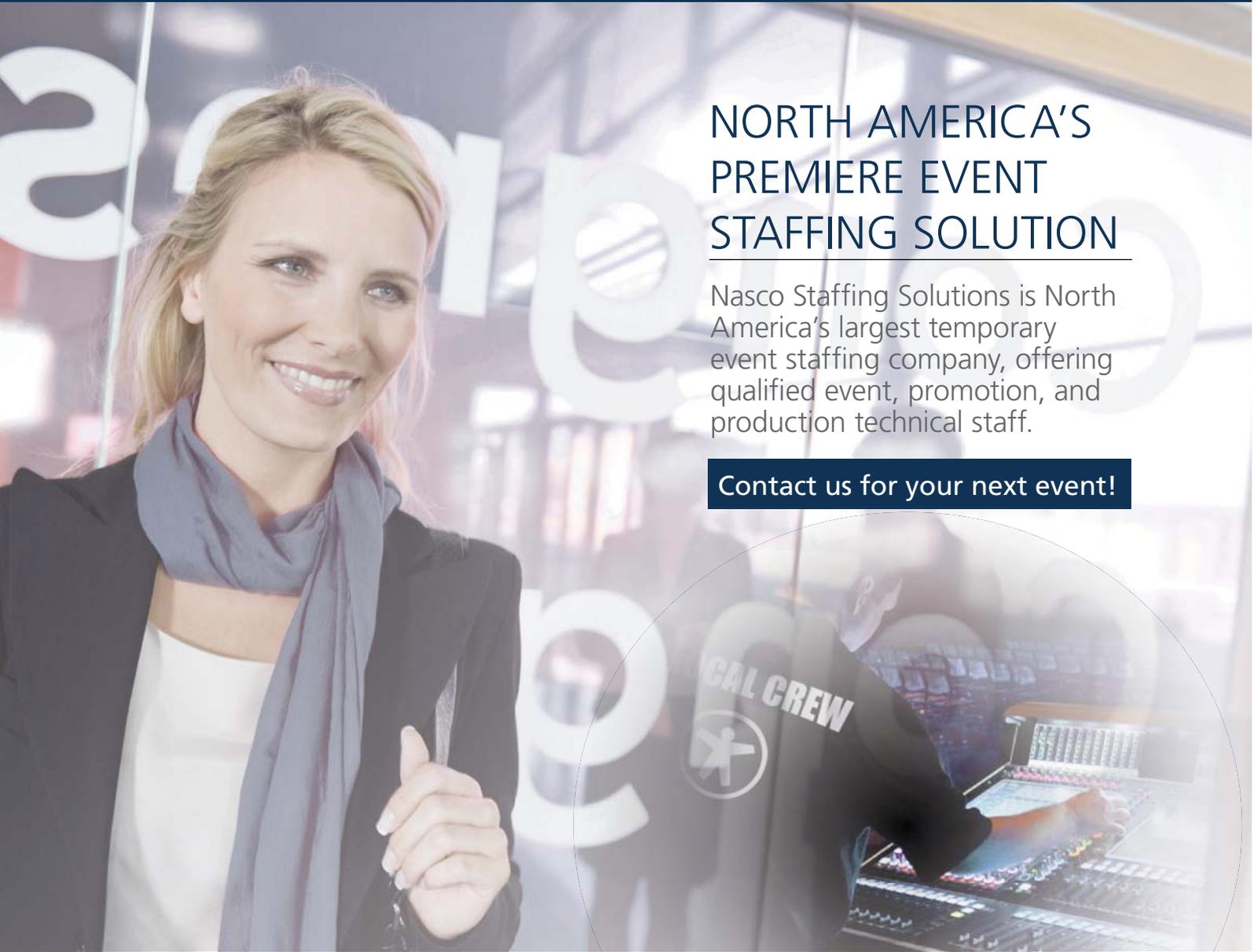




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THE CARLU

VENUE SPOTLIGHT

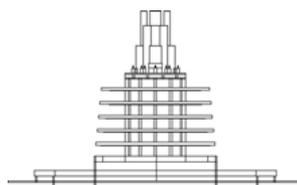
The Carlu, an architectural landmark and luxury event venue at Yonge and College has new ownership for 2015. In January, Oliver and Bonacini bought the iconic venue and added it to their already impressive lineup of stellar event spaces.

The venue is steeped in history. In 1930 the matriarch of the Eaton family, Lady Flora McCrea Eaton, was a member of Eaton's Board of Directors, and the Eaton's restaurants were one of her responsibilities. She retained the noted French architect Jacques Carlu to design the seventh floor of the edifice, which was to contain the 1300-seat Eaton Auditorium, the Round Room restaurant, lounges and a private dining room. All of the facilities were to be connected by a long foyer, designed in the style of the ocean liners of the day. From 1931-1965 the theatre was home to the Eaton Operatic Society. Over the years the Auditorium played host to the major performers of its day, including Billie Holiday, Duke Ellington and Frank Sinatra. The first performance of the National Ballet of Canada was on the stage of the Eaton Auditorium. Canada's own Glenn Gould, fond of the Auditorium's excellent acoustics, used the hall for a number of his recordings.

In 2003, the space at 444 Yonge St. in College Park was reopened as "The Carlu" event venue, and after an extensive restoration, led by Jeffry Roick and Mark Robert, it quickly catapulted to become one of the most elite venues in town.

Still recognized as one of Toronto's best examples of Art Moderne architecture, The Carlu has been designated as a National Historic Site of Canada, and has played host to royalty on several occasions, as the preferred space for high profile social fetes, conventions, and corporate celebrations.

The future of this great venue is secured by the passion and dedication of the new owners to maintain the Carlu as one of Canada's foremost event venues.



CARLU

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"We're leaving it as an event venue — there's not going to be a restaurant," said Oliver.

"I've kind of had my eye on The Carlu for the last five years."

(Toronto Star Jan 13)

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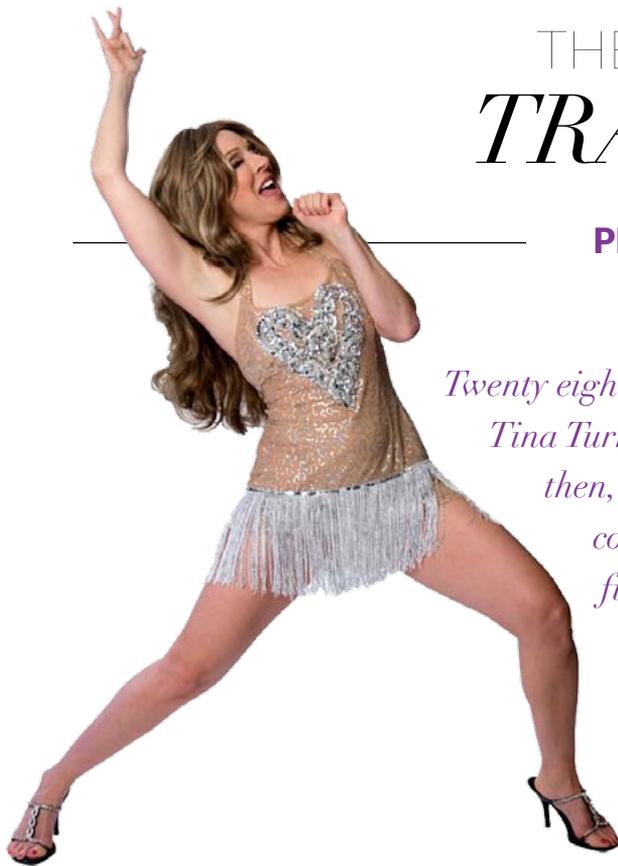
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THE MANY FACES OF *TRACEY BELL*

PERFORMER SPOTLIGHT



Twenty eight years ago, Tracey Bell stepped into the spotlight with a Tina Turner impersonation that brought down the house! Since then, she has performed thousands of one-woman shows for corporate events, awards functions, family parties, charity fundraisers and other special events.

Monroe, she sang 'Happy Birthday' to Kurt Russell and also photo-doubled as the actress in the TV series, *Dead Like Me*. Tracey is the star of the award winning documentary, *Impersona*.

Tracey Bell has hosted and performed at the Power Within, Microsoft Impact Awards, Consumer Choice Awards, Best Buy Awards, and many other corporate award shows. Wherever she goes, Tracey Bell continues to make an impression.

Tracey Bell is best known for her interactive, quick-change impersonations of Cher, Marilyn Monroe, Celine Dion, Liza Minnelli, Madonna, Janis Joplin, Tina Turner, Dolly Parton, Julie Andrews, Judy Garland and other fabulous divas. In her critically acclaimed high-energy show, "8 Divas in 44 Minutes", she inspires audience members to become part of the act; clapping along, dancing, playing guitar and improvising corporate-appropriate comedy.

In 2005, Tracey Bell was recognized by the Canadian Special Event Industry with the "Entertainer of the Year" award. In 2009 she was presented with another "Entertainer of the Year" honor at the BC Event Industry Awards.

In 2012, Joe Clark was an enthusiastic participant in Tracey Bell's performance, making him the second Canadian Prime Minister after Pierre Trudeau to be featured in one of her shows. As Cher, Tracey guest-starred on *The X-Files*. She photo doubled for the actress in Ben Affleck's movie, *Reindeer Games* and Robert Wagner's film, *Becoming Dick*. As Marilyn



◀ **Tracey Bell as herself.**

TRACEY IS THE PROUD CO HOST OF THE 2015 CANADIAN EVENT INDUSTRY AWARDS AND THE EMCEE FOR THE 2015 CSE LIVE! MAIN STAGE





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“The architecture of how we live our lives is badly in need of renovation and repair. What we really value is out of sync with how we live our lives. And the need is urgent for some new blueprints to reconcile the two.” ~

Arianna Huffington

The event business and its economic uncertainty & competitive nature can be tough. As a result we all tend to worry. Even if it's not your nature to worry, it comes with the game; we worry about our professional sustainability. In doing so, we create and support self-sabotaging behaviors which in the end serve to thwart our efforts for success. So the question on the table for all of us busy planners/parents/business owners/employees/bosses... How do we survive, how do we grow?

Do you remember a time when businesses were closed on weekends and they still thrived; when we didn't have cell phones, social media, computers or selfies. We ate dinner with our families, made time for the people we loved and took much better care of ourselves. Technology has made us accessible 24/7 to the detriment of our own health and quality of life. We are living in a time where burnout, stress, depression and anxiety are at epidemic levels worldwide. Ativan, Zoloft and Xanax are household names. So let's explore some healthy habits and philosophies to better that quality of life, both personally and professionally.

1 “I’m So Busy”.

“It is not enough to be busy: So are the ants. The question is: what are we busy about?”

~ Henry David Thoreau

The glorification of busy must stop. We live in a society that uses money and power as the gauges to measure success. There actually isn't any real value in saying you're busy and more often than not, it's used as a display of that “success” or it's an excuse to either make us look productive or gracefully bow out

of undesirable obligations. Living to work is a thing of the past and it's a habit we must correct if we're going to live healthier, productive lives. Try this for a few weeks and see how your perspective changes: instead of answering "I'm busy", you could say "I would love to but I take my son to swim on Wednesday nights. How is Monday for you?" or "I am feeling worn out from the week, could we plan an alternate night?" Not only is this the truth, but it promotes communication (therefore creating a connection or intimacy) between parties as a brush off is not being given, but a response of actual substance.

2 Scheduling and Time Management.

"The greatest gift you can give someone is your time because when you are giving someone your time, you are giving them a portion of your life that you will never get back." ~ Anonymous

We have to be cognizant of where our time is being spent. Time once given away, cannot be regenerated and is the most valuable resource at all. How many times a day do you find yourself being pulled in various directions, on calls for far longer than they should take, checking social media or perusing the internet? If your time is scheduled, you free yourself up and enable yourself to feel a sense of accomplishment. It's a well-known fact that successful people keep "to do" lists and schedule everything in their lives in terms of paying bills, medical appointments, kids/family activities, meetings and more. Forcing yourself to prioritize the emergencies that you're bombarded with enables you to remain task or project focused which is key to achieving success.

3 There is a YOU.

"It's not selfish to love yourself, take care of yourself and to make your happiness a priority: It's necessary." ~

Mandy Hale

YOU are a person that needs to be fed, watered and nurtured just like our clients, businesses and loved ones. To neglect you is to walk around with the proverbial half-empty cup. Because of the societal need to be busy and the constant state of "emergencies" in our daily life, we end up feeling guilty for taking time (if we ever do) to not taking any time resulting in burnout and apathy. Often cognitive behavioural therapists recommend that each individual take one half hour to one hour per day to dedicate completely to themselves. (This doesn't count as your ride home in the car.) This means allowing yourself a nap, to read a book, enjoy a massage or spa day, create (paint, sculpt, draw),

watch tv or play a game – all while shutting off the outside world (ie no phone or computer) during this dedicated alone time.

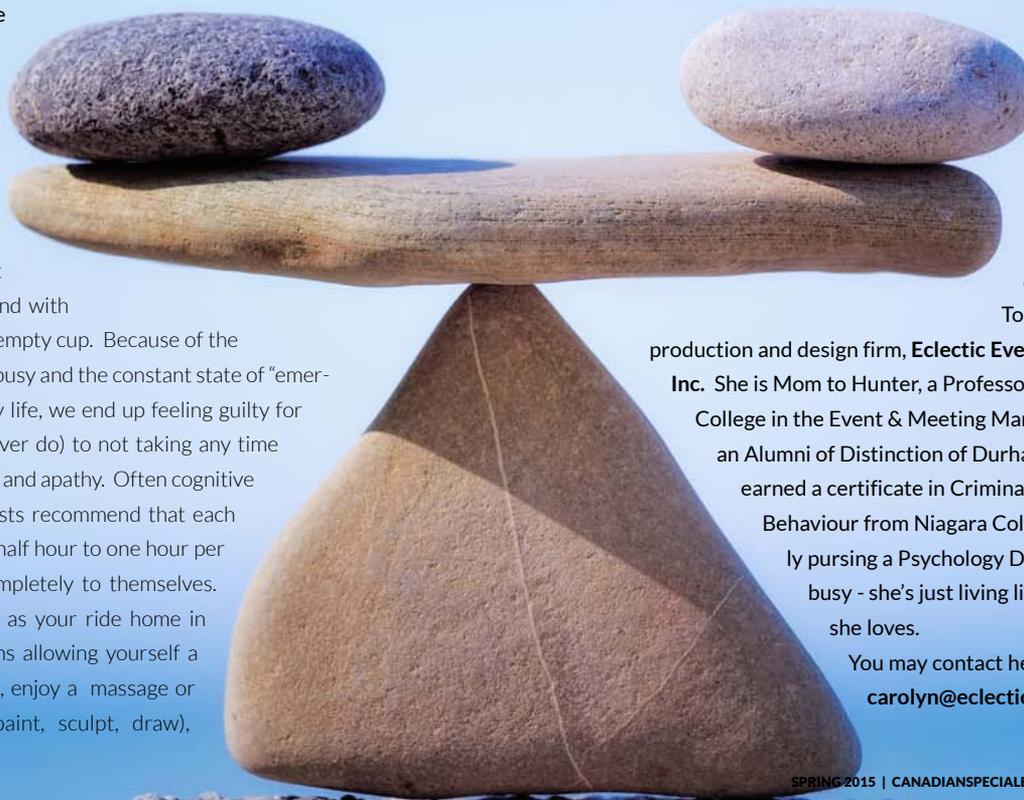
4 Social Media and Narcissism.

"When you're good at something, you'll tell everyone. When you're great at something, they'll tell you." ~ Walter Payton

We all fall victim to the deception that runs rampant throughout social media and we often create negative feelings or outlooks in comparing ourselves or our businesses using social media as the tool and this is highly detrimental to success. Feeds are not raw and unedited, quite the contrary. Posts are always structurally engineered to reflect the way that the individual or business wants to be portrayed and seen, creating narcissism in massive proportions. People generally don't post about the pitfalls and hiccups that life bestows upon them. As a result, we often feel inadequate after viewing false positivity or narcissism. Use filters in your social media feeds to better your own outlook and thinking. Subscribe to what makes you feel good and hide or unfollow what doesn't. Don't compare yourself or your business to what others strategically state on social media.

5 Make connections.

We are referring to the lost art of intimacy - spending time, sharing conversation and creating deep connections with people. Do you ever go out to dinner and see a group of people at another table and every single one of them is staring at their phones. When did we as a society develop a preference for implied connection via technology over actual connection via intimacy? (This goes back to stopping the glorification of busy as well.) Next time you are out, be it with your group of friends, a client or colleague, your partner or your child(ren) – PUT THE TECHNOLOGY AWAY.



Carolyn Luscombe, CSEM, CSEP, CMP is the President & Chief Event Architect of award-winning, Toronto-based event

production and design firm, **Eclectic Events International, Inc.** She is Mom to Hunter, a Professor at George Brown College in the Event & Meeting Management program, an Alumni of Distinction of Durham College and has earned a certificate in Criminal Psychology & Behaviour from Niagara College. She is currently pursuing a Psychology Degree. She's not busy - she's just living life and doing what she loves.

You may contact her directly at carolyn@eclecticevents.com



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WORKING IMPROV™

What do you get when a former Microsoft executive, a seasoned events professional and an ex-pharmaceutical sales rep walk into an improv class? You get the makings of a hot new approach to leadership and communications training. That's what the team at Working Improv are bringing to the market. A "business first" spin on an already popular training method.

When you think of Improv the first thing that pops to mind is "Who's Line is it Anyway?" or a comedy show at the local pub. Improv has a great history of funny people "making things up on the spot" or "being quick on their feet", but it turns out that there is more going on than the audience may realize. Improv is actually grounded in a set of powerful, time tested communication and awareness techniques. Taking these techniques off the stage and applying them to everyday work situations can help achieve amazing business results and that is what Working Improv is doing.

Founded by Kimberly Beaune, Shann McGrail and Nancy Watt, **Working Improv** is already making its mark in Toronto and beyond. Having spent years as executives in high pressure businesses while at the same time studying and performing Improv, these dynamic women have gained a unique understanding of how introducing Improv in the workplace can set up a range of big time benefits. Not only is it fun to improvise with your colleagues, but according to Shann McGrail it also leads to:

- Stronger team dynamics resulting from better listening and communication skills
- More creativity, innovation and problem solving
- Increased strength, resiliency and capacity for leadership
- Reduced stress and higher levels of employee engagement

At the core of Working Improv's approach is what they call the Three A's :

Accept represents preparation and the power to focus on listening and observation.

Acknowledge is learning to be fully present and open to the possibilities in the moment.

Accelerate is about reacting spontaneously and seamlessly to present new ideas and perspectives.

These are the foundation for all they teach.

The gang at Working Improv believes that you can have your cake and eat it too by bringing fun back to work on the way to results. One of their most popular workshops is, *Play for Creativity*. This program introduces participants to the power of play and fundamentals of improvisation to tap into new levels of creativity. They recently did this workshop for Engineers Without Borders as part of their National Conference. "It was amazing to see these analytical thinkers break out of their shells and give in to their instincts, by the end everyone was surprising us with their creative spirit" says Kimberly Beaune.

Working Improv's fun and highly interactive session, *Trust N Teams (TnT)* centers on the concept of leading with "yes", the benefits of deep listening, and the value of communicating with clear intention. According Nancy Watt "No one gets anything done alone, which is why strong teams with a high level of trust are like dynamite that can blast through any obstacle. Without a foundation of trust, teams lack the speed and agility required to compete on today's world stage."

This Working Improv group has something for everyone, they create, they collaborate and the even know a thing or two about selling. Their aptly named *Spontaneous Genius* workshop is the result of the tips and tricks the Working Improv ladies have picked up along their way to help the quota carrying contingent seal the deal and make them smile at the same time. With projects like the MPI Toronto Educational Conference and Microsoft World Partner Conference in Florida already on the calendar this new venture has some pretty good reason to skip right to Accelerate with a big "Yes...and!"

www.workingimprov.com

Kimberly Beaune (L) & Shann McGrail (R)



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for the *Love* of *Swag*

Conference bags are like bridesmaids dresses. We trot about for a day or two in brightly colored uniformity in something we would not usually ever buy, then it goes into the trunk or back of the closet and there it lives until cleaning day... when it ends up in a giveaway or throwaway pile. Everyone seems to have at least a dozen of these things stuffed in the back of the closet or holding Christmas ornaments in the basement. But it doesn't have to be this way... We can stop this madness and make way for a simpler, more user friendly swag bag. We can learn to love our swag again. Here some ways to help.

Invest IN the BAG

Choose a stylish bag in a neutral color, in a fabric that you would want to wear, because a bag of any kind is clothing by extension. It can make a strong first impression.



Make it about the delegate

Match the gifts to the audience and make it personal. Choose gifts and useful products that let them know you put thought into it. Create 5 or 6 different swag bag insert sets, this allows you to get closer to customization even if you don't have the budget to make every one personal.

Don't Date Stamp it

This one should be obvious but if you must place a date or logo on the bag, use logo tags instead of printing on the bag. This encourages post event use and you can save money by buying in bulk for future events.



designer tea

Lighten the Load

Your guests have to carry these around all day. Think about size and weight. A smart choice for today's savvy planner is to give just the basics at check in and have them pick up their gift on the way out at the end of the day. OR, better yet, deliver the bags to the hotel whenever possible. This allows your delegate to use the bag to carry personal items as well to the event like a sweater or water bottle and leave the gifts behind.



seed packets

Great Ideas for Useful Filler

- Electronics
- Scarves
- Chocolate
- Mobile Chargers of any kind
- Blue Tooth Speakers
- Location specific items are always a hit
- Seed packets for herb gardens or unique plants
- Chip Bag Clips... because who doesn't need this?
- Designer mints
- Designer loose leaf Tea
- Mini one cup tea diffuser
- Hand Sanitizer
- Lip Balm
- Retractable headphone/earbuds
- iPod USB



Don't send your swag bag to the closet. Steer your planning team in the right direction at the start of the planning process and give it its due time and attention and don't leave it till the end as an after thought.

designer mints



Ask Your Sponsors to Step It Up

Ask your sponsors to help you make the bags and contents more appealing by giving them guidelines and color palettes to work from. This can apply to everything from food items to collateral. The more appealing it is the more attention it will get.

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For those looking for an upscale guest experience designed for corporate entertaining, Lucky Strike Toronto is an easy choice. The luxe, 25,000 sq ft entertainment venue, includes 22 state-of-the-art lanes, big screen tvs, four tournament-quality billiard tables, a 50-foot bar and a private room. This venue is Toronto's first upscale bowling alley and the perfect spot to be social and let loose with your friends. Eat, drink, bowl, enjoy the Private Party Suite, gourmet menu and first class fully stocked bar. The venue has experienced event coordinators to help plan every aspect of your business social function.

www.bowluckystrike.com (905) 760-8307

RINX: AN ACTIVITY FOR EVERYONE ON YOUR TEAM **Toronto**

RINX is Toronto's only private event entertainment venue, meaning they are not open to walk in public so when you book an activity, your group will have its exclusive use. At RINX, everything is under one roof. Split the team into groups and rotate through a myriad of interactive games, like bowling, Laser Tag Maze, Billiards, Time Freak, Balladium & Cosmic Mini Golf. RINX also has small, medium and large fully equipped meeting rooms with Wi-Fi accessibility, projectors and screens. For corporate team building or business events where an interactive break is part of the day, RINX is the perfect solution. It's business and pleasure all under one roof!

www.rinxtoronto.com (416) 410-7469

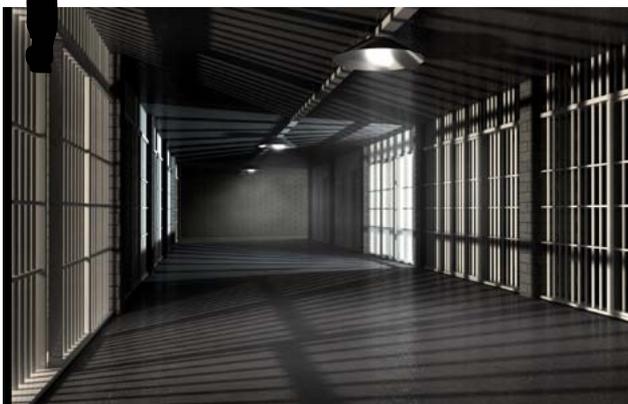


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The idea of living the free-fall experience indoors dates back to the 1960s and evolved until 1998, when the first generation of the vertical wind tunnel was introduced. It has since operated with great success and exceptional reliability. Imagine a 14-foot cylindrical diameter vertical tube, 45 feet tall with air-stream passing at a speed of 175 km per hour. Once inside the wind tunnel, guests actually have a real sense of what skydivers experience during the free-fall portion of their jump, which is generally done from 13 500 to 3 500 feet at a speed of 200 km per hour. Ifly offers your group this thrilling epic experience, all while never leaving the ground (well... almost never) Book your corporate party or team building event and experience the sensation of free-fall in an environment that is so secure that it is even accessible to children aged 4

years and older. www.iflytoronto.com

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TRAPPED **Vancouver**

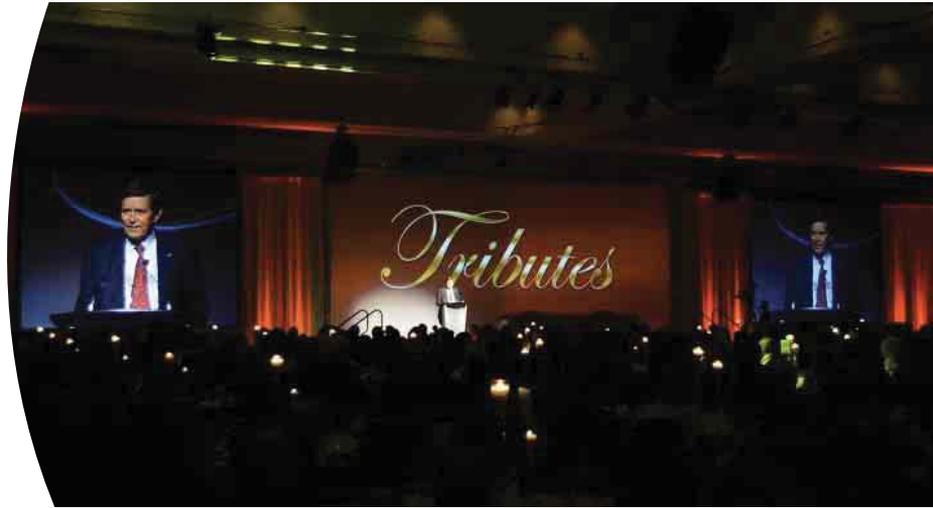
Trapped offers people a chance to participate in an emerging world phenomenon. The facility offers a chance for teams to work together to solve mysteries and undertake exciting sleuthing which in turn gets them out of sticky situations. Guests literally get trapped inside meticulously designed rooms, in which they need to challenge their intelligence with a variety of different missions, find clues and solve the riddles in order to find a way out. Let's face it, few things are as exciting as the thrill of completing a mission in a trapped environment! When guests are done solving the case.. a cool and chill entertaining zone awaits to eat, drink and relive the experience.

www.trappedvancouver.com (604) 285-6558



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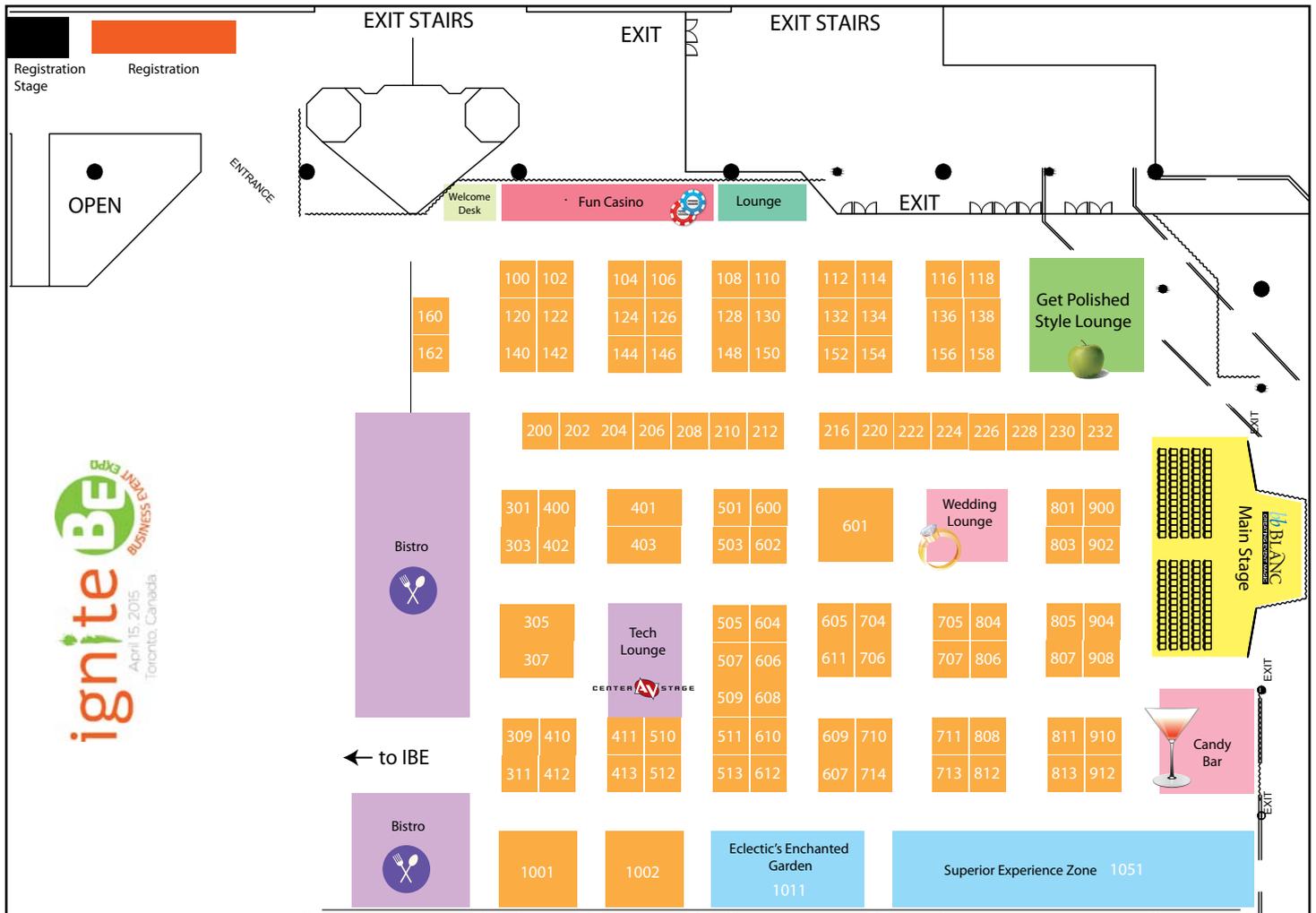
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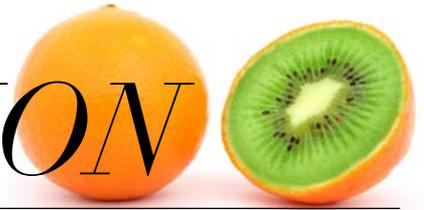


APRIL 15, METRO TORONTO CONVENTION CENTRE

Get ready to share your passion for planning! Spend two days, creating new ideas, inspiring new ways of doing business and discovering ground breaking new technologies, you can use to take your events and marketing programs to new levels of success. Browse the Trade Show Floor, listen to award winning speakers, thought leaders, business professionals and your local peers, sharing stories, insights and strategies on the business of special events. Enjoy, connect and discover!

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FLOORPLAN





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April 14, 2015
Room 206 CDEF

REGISTRATION OPENS AT 9:00

10:00 AM **The Intersection of Technology & Design**
Chris Tampin, President, The Event Factory



Chris Tampin



Janice Cardinale

12:15 PM **KEYNOTE LUNCHEON - The Idea Hunter's Top Event Trends for 2015**
Janice Cardinale, President, The Idea Hunter

3:00 PM **THE PANEL: The Future of Event and Meeting Technology**
Moderated by **Alicia Roachford Brathwaite**, Brafford Technologies
With Special Guests: **Kathleen Roberge**, VP of Global Sales, etouches
Shannon DeSouza, Manager, Event Strategy, eventmobi
Angela Giacchetti, Metro Marketing Manager, Eventbrite



Alicia Roachford Brathwaite



Kathleen Roberge

11:00 AM **Best Practices: Are You Really Covered? Advanced Liability & Risk Management for Today's Events**
William J. Genereux, B.A. J.D. Genereux Law Professional Corporation – Sponsored by PAL Insurance



Shannon DeSouza



Mary Louise Doyle

11:30 AM **Where Inspiration Lives: Inside The Designer's Mind**
Stefani Dunn, Director of Event Coordination, Decor & More Inc



William J. Genereux



Stefani Dunn

1:30 PM **Monetizing Your Mobile; Using Your APP to Generate BIG Event Revenues**
Jon Garner, Sales Executive, Cvent

2:00 PM **Same Event, Two Budgets, The Art of Maximizing Your Spend**
Craig Gruzd, Owner and Creative Director, DT Floral & Décor



Jon Garner



Craig Gruzd

2:30 PM **How to Use Your Event Data to Improve Your Events**
Kathleen Roberge, VP of Global Sales at etouches

11:00 AM **Why FOMO is an Event Marketers Dream**
Angela Giacchetti, Metro Marketing Manager, Eventbrite, New York, NY



Angela Giacchetti



Sébastien David

11:30 AM **Money.. Money.. Money...What to Charge & What to Pay For Events**
Sébastien David, President, Senik and **Nicholas-Olivier Caron**, Vice President, Senik

1:30 PM **The Art of Digital Event Marketing**
Arthur K, President, Fusion Events



Nicholas-Olivier Caron



Arthur K.

2:00 PM **Lines & Trends & Numbers Oh My, What Event App Analytics Can Tell You About Your Event**
Shannon DeSouza, MBET, Manager, Event Strategy, EventMobi

2:30 PM **Projection Mapping, The New Design Frontier**
Graham Fillier, General Manager, Center Stage Audio Visual

April 14, 2015
Room 205 CD

April 14, 2015
Room 206 AB



Hosted by **WORKING IMPROV™**

- 9:00 AM** **Embrace or Expire – The Future Depends on Engaging Millennials**
Jesse Jones, President & Chief Innovation Officer, TEN81 Lifestyle Inc
- 9:30 AM** **Design Re Defined**
Aaron Kaufman, CSEP, President, Fifth Element Group
- 10:00 AM** **The Evolution of the Experience**
Craig Belcher, Executive Vice President, Brand Momentum
- 10:30 AM** **The Pink Poodle Theory 2.0**
Keri Miller, CSEP, CEO & Creative Director, e=mc² events
- 11:00 AM** **Top Breakthroughs in Event & Meeting Technology**
Tahira Edean, Manager, Event Marketing, QuickMobile



Graham Fillier



Chitra Anand



Jesse Jones



Aaron Kaufman, CSEP



Craig Belcher



Keri Miller, CSEP



Maestro Fresh Wes Williams



Renee Strauss



Frank O'Dea



Youngsong Martin



Tahira Edean

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CREATING EVENT MAGIC

MAIN STAGE

CENTER AV STAGE

TECH STAGE

- 12:30** **Stick to Your Vision**
Maestro Fresh Wes Williams
- 1:30** **Brand Building; Turning Fans into Clients**
Renee Strauss, Star, TLC's Brides of Beverly Hills
- 2:30** **Humanizing the Digital Experience**
Vincent Bruneau, CEO, Magency, Paris
- 3:30** **A Strong Business Foundation & Successful Brand**
Frank O'Dea, co-founder, Second Cup
- 4:30** **Turning a Creative Spark from Concept to Reality**
Youngsong Martin, Entrepreneur, Wildflower Linen, Los Angeles CA
- 5:15** **CANADIAN SPECIAL EVENTS READERS CHOICE AWARDS RECEPTION**

Event Technology – Rapid Sessions

- 11:30 etouches
- 12:00 EventMobi
- 12:45 Brafford Media & Technologies Group Inc.
- 2:15 EvenTastic
- 2:45 initLive
- 3:15 EventBrite
- 3:45 Cvent
- 4:15 Fluid Event Management Solutions
- 4:45 My Event App



APRIL 15, METRO TORONTO CONVENTION CENTRE



Absolute | Booth 803 & 902

Absolute Tent & Event Services is a full service tent and event rental company specializing in large scale festivals, corporate events, weddings and sporting events. Absolute offers an extensive list of services from expert tent installations, event equipment rentals including full tableware, to carpet to signage; HVAC solutions, portable power generation and VIP Portable Restroom trailers. 416-203-8332 www.absolute.to



Airmagic Special Effects | Booth 206

AirMagic has been in "The Show Must Go On" business since 1988, supplying special effects for corporate events, product launches, galas, sports events, stage, television and video. Their palette includes pyrotechnics, fireworks, smoke, fog, flame, fire, snow, confetti, CO2 water fountains, and animated water features. 416-703-0425 www.airmagicfx.com



Airstar Canada | Booth 120

Airstar Canada is the exclusive Canadian distributor for Airstar event lighting and decor solutions, as well as Industrial lighting applications and balloon lighting to the Cinema, TV & Photography productions. 416-208-9814 www.airstar-light.ca



All Things Cling Ltd. | Booth 160

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Artscape | Booth 220 & 222

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Backdrops Beautiful | Booth 611

Backdrops Beautiful is your ultimate source for high quality backdrop rentals and sales. Our backdrops are extremely versatile and enhance decor at any special event! 1-858-300-2100 www.backdropsbeautiful.com



bb Blanc Audiovisual And Entertainment | Booth 309 & 410

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Better Lounge | Booth 158

Better Lounge is providing impressive, unique and creative services for events by renting high quality robotic massage chairs for trade shows, conferences, special events and corporate programs. 647-700-0404 www.betterlounge.com



Bonnie Gordon College | Booth 805 & 904

Bonnie Gordon, director of Bonnie Gordon College of Confectionary Arts, is an internationally acclaimed cake designer and educator, known for setting new stylistic trends and innovative teaching styles. Her passion and skill has expanded into Bonnie Gordon Culinary Events, where she has developed social and corporate focused events that use the fun and challenging backdrop of baking and design for team building and skill strengthening. 416-440-0333 www.bonniegordoncollege.com



Brafford Media & Technologies Group Inc. | Booth 208

Brafford, through our web portal Caribbean Event Suppliers Network, provides planners with an online directory showcasing Caribbean event venues, event service providers and destination management companies. In addition we design technology solutions for clients from the events and hospitality industries including the creation of virtual property tours and mobile event apps. 613-790-7619 www.braffordgroup.com



Canadian Special Events Magazine | Booth 307

Canadianspecialevents.com is an online resource designed to connect the Canadian event industry with the latest and greatest products, ideas and resources to help them make their events more rewarding and effective. The website boasts over 34,000 subscribers and is just getting ready to re-launch in a fresh, pop up – mobile friendly format, making it even more accessible for planners on the go. With a focus on the business of special events, the website and our annual live conferences ; CSE LIVE in Toronto and Western Canada, are exceptional tools for suppliers to showcase new and innovative products and services, as well as share valuable and insightful content. Submissions are highly sought after, so if you have a great idea, story or event to share, let us know. In the spring of 2015 National Event Marketing Group, the publishing umbrella for canadianspecialevents.com is launching EventTech Canada. The first and only magazine of its kind in the country solely focused on the live and digital event technology. Pick up your preview issue at the CSE booth on the show floor at CSE Live!
1-877-212-3976 www.canadianspecialevents.com



CARAVAN CANOPY | Booth 610 & 612

Caravan Canopy & Event Marketing Products has been helping companies enhance their brand with custom canopies, flags and banners, since 1999. Beneath the protection of a Caravan Canopy, friends and families come together, fans rally and events unfold. Caravan Canopies offer superior strength and durability; quality craftsmanship, ease of set up and a two to 10 year limited warranty (depending on model)-- all at a competitive price! 1-877-922-6679 www.caravancanopy.com



Center Stage Audio Visual | Booth 305

Center Stage AV is a full-service audio visual company that was founded in 1997. They provide tailored audio visual solutions and presentation technologies to assist clients with their live events objectives. With their extensive industry experience and resources they are focused on providing the very best in lighting, video, audio, set design, multimedia and other elements in 'corporate theatre'. Their customer centric philosophy makes them second to none in customer satisfaction. Trust them to bring your next event front and center! 905-282-2444 www.centerstageav.com



Coyote Promotions | Booth 507 & 509

Coyote Promotions is a full service promotional marketing company, which specializes in the distribution of branded promotional merchandise. 905-332-5118 www.coyotepromos.com



Creative Twist Inc. | Booth 156

Creative Twist is a full service planning firm offering a range of creative services including; event production, decor/design, and event animation. We have a passion for collaboration and love to bring creative ideas to life! What ideas can we collaborate on together? 416-970-2044 www.creativetwist.ca



Cvent | Booth 200

Cvent, Inc. (NYSE: CVT) is a leading cloud-based enterprise event management platform, with more than 1,450 employees and more than 12,650 customers worldwide. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, e-mail marketing and web surveys. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events. 866-318-4358 www.cvent.com



Dance Floor Décor | Booth 114

Dance Floor Décor is the hottest new decor feature in the industry. They specialize in creating stunning custom dance floor decor for any event, including weddings, special occasions, charity events, and corporate functions. Their dance floor designs are customized according to your event needs. With designs ranging from pure white wedding dance floors with personalized initials, or themed floor décor according to a social or corporate function, the possibilities are endless 905-669-1888 www.dancefloordecor.com

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Décor & More Inc. | Booth 301 & 303

Decor & More Inc. is Canada's largest and most awarded event design & decor company. With 25 years of creating leading edge events in Toronto and beyond, we offer a broad range of services and expertise to help make your event distinct and memorable. 905-844-1300 www.decorandmore.com



Detailz Chair Couture | Booth 228 & 230

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DT floral & décor | Booth 118 & 138

Craig Gruzd owner and creative director of DT floral and decor Inc. established in 2001 is an award winning designer in the event and decor industry. Well known for his passion and creative genius. Craig specializes in all areas of the event industry, from Wedding, Mitzvahs, Bridle and Baby showers, Corporate events as well as private parties or events. His passion for creativity is so great that no matter what theme a client may request, he does his utmost best to let his creative juices flow limitlessly in order to meet with the request. 905-669-9993 www.dtfloralanddecor.com



eAwards Canada | Booth 106

eAwards is global provider of internet based awards and recognition service and solutions to a broad range of markets including business, tourism, health, energy, non-profit associations and government. Processing approximately 80,000 annual online submissions of various forms and file sizes. eAwards is a key leader in all the markets that it serves. 416-725-3885 www.eawards.ca



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etouches | Booth 401

etouches is a leader in cloud event management software. Founded in 2008 by event people for event people, the company has 15 modules designed to ease every major function in the event planning life cycle. The multilingual, multicurrency software offers registration, event website creation, survey, email marketing, scheduling, speaker/exhibitor/sponsor management, seating, project management, budgeting, venue selection, booth purchasing, social networking and mobile app creation. Organizations large and small use etouches to organize, streamline, and execute events around the globe in virtually every language. 203-403-9470 www.etouches.com

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Event Graffiti | Booth 202

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Eventastic | Booth 714 & 710

Eventastic provides technology designed to maximize your attendance and fundraising at any type of event. Their unique revenue generating features like ticketing, silent auctions, donations, and event merchandise ecommerce are all easy for your guests to locate quickly and buy. Using features such as Gamification or adding an online ticketing kiosk to your site or social pages can increase sales and raise more money, with social media tools will drive your event exposure like never before. 519-241-8833 www.eventastic.com



EventMobi | Booth 413

EventMobi makes it easy for event organizers to create custom registration and event apps for meetings, incentive trips and events. Simple, yet powerful registration allows information to flow directly into the integrated app where attendees can engage with the event and each other. Everything organizers and attendees need in one seamlessly integrated platform saving time and money. 1-888-296-8415 www.eventmobi.com



EventTech Canada | Booth 307

This sleek and engaging new magazine and online destination has been created with the mission to close the gap between today's emerging event technologies and the planners that use them. Developed with the help of some of the world's foremost event and meeting tech experts and written by people who understand the language of planners this exclusive new planning resource will guide readers through the mine field of today's evolving online, digital and live production technologies and help them create more cost effective, unique and innovative experiences for their clients, teams and key stakeholders. With regular columns and features, interviews and product reviews, EventTech Canada will educate entertain, inform and connect on this this rapidly growing segment of the event industry. Phone 1-877-212-3976 www.eventtechcanada.ca



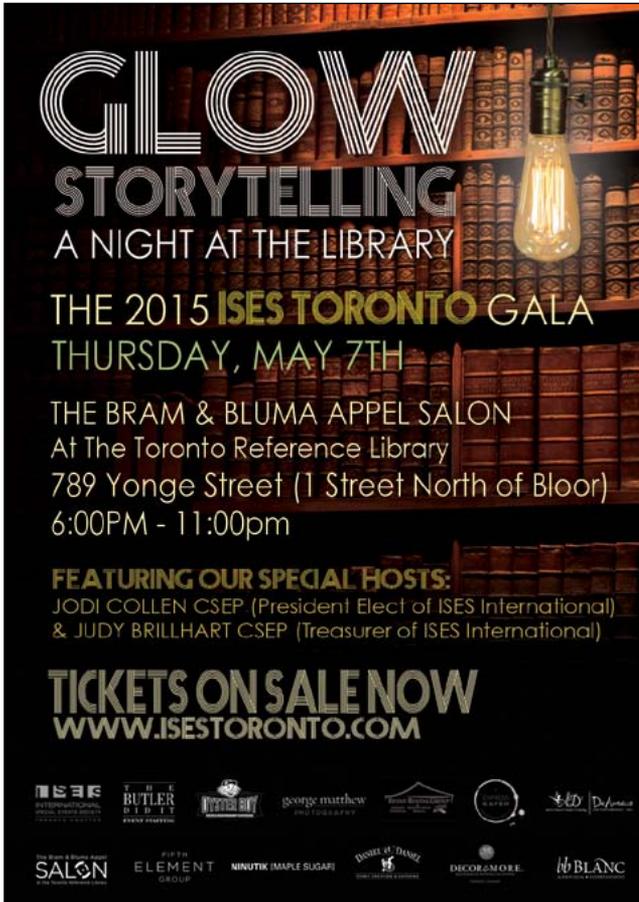
Fluid Event Solutions By TS Solutions | Booth 311 & 412

TS Solutions has been creating registration software for clients since 1996. We have specialized in onsite and online event registration for over 18 years. As an experienced information technology consulting firm we can provide a comprehensive solution for your registration needs. TS Solutions has experienced unparalleled success in serving the conference, tradeshow and special event community. As a premier event registration provider, we utilize the latest technology and wealth of event management experience to provide exceptional event service to our clients. Building solutions is what we do. 1-866-663-5631 www.ts-solutions.net




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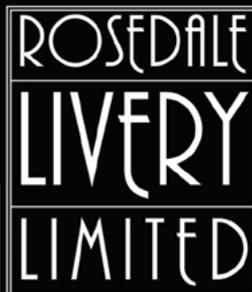
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Incredible Novelties | Booth 403

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InitLive Inc | Booth 204

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Iris Blu | Booth 807 & 906

Iris Blu is a national event staffing agency that strikes the perfect balance between large scale capacity and boutique-style service. We provide event staffing, management and wardrobe services to a wide range of corporate and promotional occasions. From brand ambassadors, hosts and models, to presenters, dancers and actors, our talent creates meaningful, live interactions that produce desired results. 1-888-235-8495 www.irisblu.ca



ISES Toronto | Booth 142

ISES was founded in 1987 to foster enlightened performance through education while promoting ethical conduct. ISES works to join event and meeting professionals to focus on the "event as a whole" rather than its individual parts. ISES has grown to involve over 5,500 members active in over 50 chapters throughout the world. 866-729-4737 www.isestoronto.com



It's My Potty | Booth 1001

For over twelve years It's My Potty has been providing clean quality toilet rentals to the film and special event industries. We were the first to introduce southern Ontario to upscale portable toilets and have continually added new products lines from the start. The It's My Potty brand has now become the benchmark in the industry. 1-866-768-8948 www.itsmypotty.com

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WEB: www.bbblanc.com





J. Company Designs | Booth 112 & 132

J Company is a full service event decor company serving a diverse corporate clientele in Toronto and the GTA. From theme parties and galas to corporate nights out, the J Company team brings intimate style, glamour and professional excellence to your event. We offer draping, furniture rentals, ceiling decor, backdrops, lighting, linens, centerpieces as well as fresh flowers. 905-795-8394 www.jcompanydesigns.com



JMA Talent | Booth 104

JMA Talent is a full service booking and consulting agency for artists, purchasers and venues. We exclusively represent a variety of Juno award winning artists in genres ranging from Rock, Blues, Family, Folk and beyond. With an extensive network of contacts across North America, it is our priority to ensure that our clients are handled with the utmost of care and professionalism. 647-847-4177 www.jmatalent.com



Juggling Is Awesome

Lacey Lucidity | Booth 116

Lacey Lucidity enjoys performing her specialty circus act for corporate and special events, as well as offering educational corporate workshops. Using crystal balls, she performs a rarely exposed art called Contact Juggling, and corporate workshops are geared toward fun and relaxation. 514-601-3589 www.laceylucidity.com



Lucky Strike | Booth 512

Lucky Strike Vaughan is a destination spot for all your entertainment needs. Imagine modern and plush décor with a full service restaurant and bar, 22 state-of-the-art lanes, 4 tournament-quality billiard tables and a private event space. Event packages available for 8 or more guests and conveniently located in the Vaughan Mills Shopping Centre. 905-760-8307 www.bowlluckystrike.com



LUXE Rentals | EXPERIENCE ZONE 1002

LUXE Rentals is Canada's premier high-end contemporary furniture rental company. They pride ourselves on creating polished environments that reflect the occasion, and as such offer a complete package of illuminated bars and towers, sofas, tables, chairs, stools, rugs and accessories for the special event industry. 416-745-0808 www.luxerentals.ca



Massage On Wheels | Booth 108, 110, 128 & 130

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Meet Street Inc. | Booth 704 & 706

Meet Street is a mobile live broadcasting, video conferencing and meeting solution which provides revolutionary technology. Want to know what MEET STREET can do for you? Give us a call and find out how we can deliver your imagination in action! 416-489-6848 www.meetstreet.ca



Mega Magic - Magician Mike D'Urzo | Booth 608

Mike D'Urzo is an international award winning magician & mentalist. As the founder and creative director of Mega Magic, he performs in hundreds of shows annually for some of the largest corporations, theatres, festivals and television networks across Canada. Mike was the "Entertainer of the Year" at the Canadian Special Events Star Awards in 2014 and received the "Performer of the Year" award presented by Festivals & Events Ontario. 416-910-2674 www.MegaMagic.ca



MyEventApps | Booth 505

Ottawa-based MyEventApps' mission is to make it easy for event based organizations to go mobile because we know it will help them prosper, and that makes us happy. We're helped more than 350 associations, corporations & festivals take that step by making it as easy and affordable as possible. 613-799-6300 www.myeventapps.com



Mystic Drumz | Booth 134

Mystic Drumz has been performed at over 8000 events over the last 20 years in Canada, U.S.A. and Mexico. Our unique brand of family entertainment and interactive hands-on drumming circles works great for all ages and any special event. Whether it's team building at your next conference, retreat, holiday party or the corporate BBQ we will make it an event to remember. 416-638-5949 www.mysticdrumz.com



Nasco Staffing Solutions | Booth 224 & 226

Nasco Staffing Solutions is the largest, full-service, temporary event staffing company in North America, offering qualified conference, event, promotional, food & beverage and production technical staff. Since 1993, we have partnered with thousands of meeting and event planners, production companies, DMCs as well as promotion, marketing and technical service providers. Our proven systems, industry expertise, and high quality people make us the ideal choice for any event. 1-888-227-8444 www.nasco.ca



Ninutik Maple Sugar Ltd. | Booth 607 & 609

Ninutik handcrafts distinctive maple sugar gifts and single-serving treats for a variety of corporate functions including conferences, seminars, meetings, business trips, receptions, openings and award galas. Ask us about our popular 'Taffy on Snow' & our new 'Maple & Cheese' dessert stations. 647-280-4473 www.ninutik.com



Nothers Signs and Recognition | Booth 806

Nothers Signs and Recognition is the leading provider of awards for the corporate, not for profit associations and sporting industry across Southwestern Ontario. We are the recipient of the Consumer Choice Awards the past 3 years in London and Toronto for Best Promotional Company. Our main goal is to make a memorable experience for all award recipients and to be able to provide the gift of time for all event coordinators. 519-663-9440 www.nothers.com

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PAL Insurance Brokers Canada | Booth 910

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Paquin Artists Agency | Booth 605

Paquin Artists Agency is one of Canada's premier entertainment companies with offices operating out of Winnipeg and Toronto. The agency proudly represents world-class artists on a national and international level, covering a wide spectrum of art forms. Spanning from music to theatre to dance, its roster is home to over 150 artists including Serena Ryder, Randy Bachman, Tegan and Sara, Buffy Sainte-Marie, The Sheepdogs, and Darcy Oake. 416-962-8885 www.paquinartistsagency.com



PARAS EVENTS

PARAS Events | WEDDING LOUNGE

Established in 2003, PARAS Events is a full service event design and decor consulting firm specializing in luxury weddings worldwide. Brand extensions include: PARAS Destinations (destination weddings), PARAS At Home (interior decor and styling), and the PARAS Events Mentorship Academy (business coaching for the wedding industry). Creative Director, Paras Mehta has established a highly respected design firm that is focused on luxury wedding productions, design education, and elevating the profession of event design through a personal and professional development blog developed for the Canadian wedding industry. 905-450-0090 www.parasevents.ca



P&L Catering & Events Inc. | Booth 148

P&L Catering & Events is committed to offering the very best in catering and full service event coordination for any type of function. Creativity is paramount in making your event a complete success...and we want to be a part of it. 647-748-2929 www.partsandlabour.ca



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PartyPix is a full service photography company, specializing in photo marketing and immersive photo experiences. We offer classic photo booth rentals, green screen photography, red carpet event photography, step and repeat photography, corporate and special event photography, hashtag printing stations and more. Our attention to detail and top of the line staff ensure we understand your objectives and work with you to create and memorable and successful event. 647-831-1687 www.partypix.ca



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Pixperience | Booth 400 & 402

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Q Productions | Booth 126 & 146

The constant change in technology is one of the most exciting elements in our industry. Moving from analog to digital has given us more software based driven equipment, i.e. media servers, ipad /iphone control, which allows us to produce more creative and engaging events. Whether it's the introduction of 4k Ultra HD resolution or finding creative ways to use augmented reality, the only constant is change and it's our job as AV Professionals to keep up on new technology to give our client's and their attendees an unforgettable experience" 905-760-5552 www.Qproductions.ca



Quest Audio Visual | Booth 212

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Rêve Event Design | Booth 140

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Rosedale Livery Ltd | Booth 216

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Sentinel Security | Booth 136

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snap TIX | Booth 152

Are you in need of event exposure in print, online and through social media? Do you need help with online ticket creation and sales, smart marketing solutions or social media expertise? snapd specializes in connecting you to your community and leveraging its network to give you, your desired results. 905-953-7977 www.snapd.com



Snapshot Photobooth | Booth 501 & 600

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Speakers Gold | Booth 122

Speakers Gold is well known for representing some of the world's top thought leaders to organizations who are looking for both inspiration and solid information. As the founder and Past President of the Atlantic branch of the Canadian Association of Professional Speakers, owner Cathleen Fillmore knows the speaking industry and the big players from both sides of the fence. She determined from the inception of her bureau (in 2000) that she would only represent speakers who provided exceptional value to the clients. She stands 100% behind every speaker represented by Speakers Gold. 416-532-9886 www.speakersgold.com



Stardust Events | Booth 801 & 900

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The Fashion Academy | Booth 154

The Fashion Academy offers art-inspired programs and event entertainment throughout the year large or small. We offer creative workshops, and event programming that is sure to delight children of all ages. 416-732-0139 www.thefashionacademy.ca





The Idea Hunter | REGISTRATION STAGE

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The Wedding Planners Institute of Canada (WPIC) | WEDDING LOUNGE

The Wedding Planners Institute of Canada is an educational institute of higher learning for wedding professionals. With over 5000 members worldwide, WPIC is also an association and source of continued learning for its members. 905-474-9292 www.wpic.ca



Ticketpro Canada | Booth 124

Ticketpro Inc., a Canadian company, has been a leading provider of event solutions in Canada since 2003. The Ticketpro team has a vast array of experience with event services and with our software as well as our onsite services we can help manage your Conference Registration, sales and admissions for fundraisers, dinners, seating and/or processing R.S.V.P.'s. Winners of the FEO 2014 and 2015 Service Excellence Award we continue to pride ourselves on giving our best to our clients and being the system provider for all their event needs. 1-888-655-9090 www.ticketpro.ca



Toronto Special Events/TSEvents | Booth 602

Toronto Special Events is a Toronto based publishing company serving the information needs of the business and special event industry. TSE Guide is the annual must-have event planning resource and a who's who of event venues, resources, ideas and more. All online @ tsevents.com plus a winning mix of info and ideas delivered via TSEvents e-news. 905-877-1113 www.tsevents.com



Tracey Bell | Booth 808

Tracey Bell performs a quick-change celebrity impersonation show, inspiring audiences to play along with her high-energy musical numbers and unique style of improvised comedy. In her award winning show, "8 Divas in 44 Minutes"; Tracey impersonates Cher, Marilyn Monroe, Celine Dion, Janis Joplin, Tina Turner, Dolly Parton, Liza Minnelli and Madonna. She also hosts events and works with event planners to produce customized shows with other impersonations and original characters. 604-682-0104 www.traceybell.com



Vango Photo Booth | Booth 912

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Variation Music | Booth 811 & 813

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Wellington Music | Booth 210

Wellington Music provides live music entertainment for private and corporate and functions. Describe us the ambiance you prefer and we will provide a memorable musical touch for your wedding day. Our ensemble will be attuned to your desire and complement the style you wish to create for your special event. 416-410-5365 www.wellington-music.com



Working Improv | Booth 156

Working Improv is a business focused leadership training organization that uses the skills and techniques of improvised theatre to help participants enhance their communication and situation management skills to achieve results. Our "Business First" approach comes from a solid foundation of business and management experience. Our facilitators are established business professionals who have discovered how improv has positively impacted their confidence, leadership and communication abilities. We offer both custom designed and set program workshops developed to address common business challenges. 416-970-2044 www.devreve.com/PeopleAndPotential/WorkingImprov.html



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YOU will LOVE it LIVE! | Booth 144

YOU will LOVE it LIVE! is a boutique talent management and booking agency representing a diverse spectrum of local and international entertainment. From Canadian singer/songwriters to Vegas performers, magicians and symphonic pops shows, our thoughtfully selected acts are dynamic and professional. 416-801-6771 www.youwilllovetolive.com

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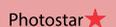
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PERFORMERS

Tracey Bell is best known for her interactive, quick-change impersonations of Cher, Marilyn Monroe, Celine Dion, Liza Minnelli, Madonna, Janis Joplin, Tina Turner, Dolly Parton, Julie Andrews, Judy Garland and other fabulous divas. EMCEE FOR THE 2015 CSE LIVE! MAIN STAGE (see bio pg 11)

Mike D'Urzo is an international award winning magician & mentalist. As the founder and creative director of Mega Magic, he performs in hundreds of shows annually for some of the largest corporations, theatres, festivals and television networks across Canada. Mike was the "Entertainer of the Year" at the Canadian Special Events Star Awards in 2014 and received the "Performer of the Year" award presented by Festivals & Events Ontario.

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bb Divas



bb Strings



Mike D'Urzo



bb Music Stylist



Tracey Bell



bb Performance Painter



bb Sand Artist



Working Improv

Kimberly Beaune (L) & Shann McGrail (R)



The Idea Hunter Agency Great event ideas are everywhere. IF you know where to find them. With a passion for the hunt and an extensive network of resources, we find dynamic ideas and entertainment for your next corporate event. Based in Toronto and with experience creating corporate events across Canada, our clients look to us for the unexpected – **See an exclusive preview of the some of the Idea Hunter's talent on stage in the main foyer and reception lounge at CSE Live!**



You Will Love It Live is a boutique talent management and booking agency representing a diverse spectrum of local and international entertainment. From Canadian singer/songwriters to Vegas performers, magicians and symphonic pops shows, our thoughtfully selected acts are dynamic and professional. **See an exclusive preview of the some of their talent on the bb Blanc Main Stage at CSE Live.**



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Detailz Chair Couture, Toronto, ON
Chairman Mills, Toronto, ON
Absolute Tent & Event Rentals, Toronto, ON
Unique Events, Winnipeg
Gaps Props, Calgary, AB

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Presidential Gourmet Catering, Toronto, ON
Daniel et Daniel Catering, Toronto, ON
Great Events Group Catering, Toronto, ON

Favorite DJ

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Nth Degree Entertainment Group, Toronto, ON

Favorite Entertainment or Entertainer

Kim & CO, Ajax, ON
Boogie Wonder Band, Toronto, ON
A2D2 - Aerial Dance Cirque Company, Toronto, ON
BPM Krew, Toronto, ON
Mega Magic, Toronto, ON

Favorite Entertainment Company

Fusion Events, Toronto, ON
Sonic Flower Entertainment, Vancouver, BC
The Idea Hunter, Toronto, ON
Creativiva, Toronto, ON
Vantastic Event Entertainment, Vancouver, BC
PM Gigs, Calgary, AB

Favorite Florist or Floral Designer

Ashton Creative, Toronto, ON
Flowerz, Vancouver, BC
SweetPea Florist, Toronto, ON
Fifth Element Group, Toronto, ON

Favorite Event Photography

Brian Dennehy Photography, Vancouver, BC
Char G Photography, Calgary, AB
Leblond Studio Inc, Calgary, AB
Light Design Photo Studio, Montreal, QC
AGI Studio, Toronto, ON

Favorite Event Planner - In House

Meagann Hunter, WestJet, Calgary, AB
Magee Patton, Reach for the Rainbow, Toronto, ON
Sharon Brown, Pacific Dental Conference, Vancouver, BC
Jennifer Anderson, Niagra Wine Festival, St. Catharines, ON
Sacha Lehto, BC Cancer Foundation, Vancouver, BC
Debbie Ooske, CANFAR, Toronto, ON
Vanessa Bannon, Canada Place, Vancouver, BC

Favorite Event Planner - Independent

Sarah Shore, DreamGroup Productions, Vancouver, BC
Jennifer Kinal, Fresh Look Events, Edmonton, AB
Katherine Parris, Events by Parris, Toronto, ON
David Feys, Feys & Hobbs, Victoria, BC
Carolyn Luscombe, Eclectic Events International, Toronto, ON
Danielle Woon, Hala Events & Communications, Toronto, ON
Julie Connelly, Carte Blanche Events, Vancouver, BC

Favorite Event Supplier

All Occasion Party Rentals, Kelowna, BC
Mastermind Event Rentals, Ottawa, ON
Greenscape Design & Decor, Burnaby, BC
Loungeworks, Vancouver, BC
Nasco Staffing Solutions, Vancouver, BC
Superior Events, Toronto, ON
Great Events Group, Calgary, AB
Party Pix, Toronto, ON

Favorite Event Decor Designer

Christopher Jodin, Chris J Design, Vancouver, BC
Raviv K, R5 Events, Toronto, ON
Julie Brunjes, Stardust Events, Toronto, ON
Jane Davison, Decor & More Inc, Toronto, ON
Craig Gruzd, DT Floral & Decor, Toronto, ON
Maurizio Peta, Debut Event Design, Vancouver, BC

Favorite Industry Blog

WeddingObsession.com
bestoftoronto.net
EventSource.ca

Voting is open until April 10th, 2015. Winners will be announced live on April 15, at 5:00 pm in the bb Blanc Theatre at CSE LIVE!

STAR AWARDS 2015 NOMINEES

CANADIAN EVENT INDUSTRY AWARDS

Congratulations to the 2015 Star Award Nominees for the outstanding achievements in special events, meetings, design, technical production, conference and trade show planning. Winners will be announced live April 16 at the Gala Celebration proudly hosted by Artscape at Daniel's Spectrum in Toronto.

BEST AUDIO VISUAL DESIGN FOR AN EVENT

Dragonfly Meeting Solutions Inc. Thornhill, ON
and Solotech, Toronto, ON

Deloitte 2014 Partner Meeting

Fifth Element Group North York, ON and Eclipse
Productions, Vancouver, BC

Weizmann's Leading Men Gala

Freeman Audio Visual Canada, Mississauga, ON
and Professional Convention Management
Association (PCMA) Toronto, ON

Canadian Innovation Conference (CIC) 2014

BEST BRAND/PRODUCT LAUNCH EVENT

Big Events, Kitchener, ON

The Boxer

Senik Inc, Montreal, QC

Tesla Montreal Grand Opening

BEST CONFERENCE

aNd Logistix, Toronto, ON

National Conference for Public Private Partnerships (P3 2014)

BC Event Management, Port Moody, BC

Canadian Regional Conference-YPO

Ontario Hospital Association, Toronto, ON

HealthAchieve

BEST CORPORATE MEETING

aNd Logistix, Toronto, ON

ENJO Strong

BEST CORPORATE TEAM BUILDING EVENT

Big Events, Kitchener, ON

Wild West

Calgary Corporation Challenge, Calgary, AB

CCC September Games

BEST ENTERTAINMENT PRODUCTION

A2D2 Inc, Toronto, ON

Elevate

BC Event Management Port Moody, BC and
VanHattan Entertainment, Vancouver BC

Canadian Regional Conference Gala-YPO

Carte Blanche Events, Vancouver, BC

A World of Opportunity

Creativiva Inc., Toronto, ON

Illuminite 2014

Lynn Fletcher Weddings, Calgary, AB and PM
Gigs, Calgary, AB

Gilded Glory

themusegroup, Calgary, AB

All Aboard the Polar Express

BEST EVENT DECOR \$0 - \$30,000

BC Cancer Foundation, Vancouver, BC

Inspiration Gala

brand.LIVE Management Group, Vancouver, BC
and Flowerz, Vancouver, BC

Life Commitment Dinner

Eclectic Events International Inc. Toronto, ON
and Stardust Events, Toronto, ON

Twisted Garden

Fairmont Queen Elizabeth, Montreal, QC

Hollywood Extravaganza

Lynn Fletcher Weddings Inc., Calgary, AB

New Year's Eve Gatsby Gala

POP Kollaborative Inc. Calgary, AB and Decor &
More Inc., Oakville, ON

Cozy Glam

R5 Event Design, Toronto, ON

Country Awards in a Barn

themusegroup, Calgary, AB

Gele (FROZEN)

e=mc2 events, Calgary, AB and OneWest Events,
Calgary, AB

National Music Centre Out Loud Gala

BEST EVENT DECOR \$30,000 - \$80,000

Bright Ideas Event Coordinators Ltd., Vancouver,
BC

A 1920s Soiree

e=mc2 events, Calgary, AB and OneWest Events,
Calgary, AB

Hotchkiss Brain Institute Opening Minds Gala

Events with Vizability, Fort McMurray AB

Home for the Holidays

Fifth Element Group, North York, ON

Ashleigh's Bridal Shower

Lynn Fletcher Weddings Inc., Calgary, AB

Bling, Bubbles & Bow Ties

POP Kollaborative Inc. Calgary, AB and Decor &
More Inc., Oakville, ON

Holiday Glo

BEST EVENT DECOR \$80,000 +

Decor & More Inc., Oakville, ON

Peppermint Twist

DX Design, Quebec, QC

Festival d'été de Québec

Fifth Element Group, North York, ON

DSquared2 Christmas

FOS Decor Center, Vaughan, ON

Emily in Wonderland

Greenscape Design & Decor, Burnaby, BC

Life is But a Dream - An Enchanted Celebration of Love

Lynn Fletcher Weddings, Calgary, AB and Decor
& More Inc, Oakville, ON

Gilded Glory

mmd inc decor design, Mississauga, ON

Desire

BEST EVENT FOR A HIGH PROFILE CHARITY

Black Chalk Marketing, Toronto, ON

True Patriot Love Tribute Dinner 2014

e=mc2 events, Calgary, AB

National Music Centre Out Loud Gala

Fifth Element Group, North York, ON

Scotiabank Pro-Am For Alzheimer's

Hala Events & Communications Inc., Toronto ON

ROM Centennial Ball

Reach for the Rainbow, Toronto, ON

28th Annual Crystal Ball

Committee for the Heart of Gold, Kelowna, BC

Heart of Gold 2014



Best Decor Over 80K
Lynn Fletcher
Weddings for Gilded
Glory



BEST AUDIO VISUAL FOR AN EVENT
Fifth Element Group for WEIZMANN'S LEADING MEN GALA



BEST CATERED EVENT
Feys+Hobbs for David
Foster Foundation Miracle
Gala & Concert

BEST EVENT PHOTOGRAPHY

Leblond Studio Inc., Calgary, AB
Hustle

Leblond Studio Inc., Calgary, AB
Elevate, WestJet Christmas Party

Photos With Finesse, Calgary, AB
Globalfest 2014

BEST EVENT PRODUCED BY AN ASSOCIATION, BOARD OR COMMITTEE

BC Cancer Foundation, Vancouver, BC
2014 Inspiration Gala

ISES Calgary, Calgary, AB Calgary
HUSTLE

Managing Matters Inc, Toronto, ON and
Association for Corporate Growth, Toronto, ON
Capital Connection

Ontario Hospital Association, Toronto, ON
HealthAchieve

Committee for the Heart of Gold, Kelowna, BC
Heart of Gold 2014

Tourism Industry Association of Ontario, Toronto, ON
Ontario Tourism Summit

BEST EVENT PRODUCED FOR A COMMUNITY BASED CHARITABLE ORGANIZATION

Cava Rose, Montreal, QC
Valentine's Day Ball "Vintage Prom"

Events with Vizability, Fort McMurray, AB
Dancing with the Stars Wood Buffalo

Events with Vizability, Fort McMurray, AB
The Art of Wine

Fab Fete Event Planning Boutique, Thornhill, ON
The Miracle Drive Dinner

Nikki Northern Events, Toronto, ON
DeRo Kick Off

Turner Event Management, Saskatoon, SK
First Aid for Mental Health

BEST EVENT PRODUCED FOR A CORPORATION BY 3RD PARTY PLANNER

Carte Blanche Events, Vancouver, BC
A World of Opportunity

e=mc2 events, Calgary, AB
Celebrate 20

Pacific Destination Services Inc., Vancouver, BC
A Passion for Food - Connecting to Culture

Senik Inc, Montreal, QC
May The Party Be With You

Senik Inc, Montreal, QC
Tesla Montreal Grand Opening

Site 6 Events Ltd, Millet, AB
PPCLI Centennial Gala

BEST EVENT PRODUCED FOR A CORPORATION BY AN IN HOUSE TEAM OR PLANNER

RBC, Toronto, ON
RBC Blue Water Day 2014 - Toronto Activation

WestJet Airlines, Calgary, AB
Elevate Calgary - WestJet Christmas Party

WestJet Airlines, Calgary, AB
Elevate Toronto - WestJet Christmas party

BEST EVENT PRODUCED IN HOUSE BY A VENUE

Calgary Stampede, Calgary, AB
Illuminate

Embassy Grand Convention Centre, Brampton, ON
Stephanie & Mark's Tropical Pre-Wedding Celebration

2015 STAR AWARD *NOMINEES*

BEST EXPERIENTIAL MARKETING EVENT

Black Chalk Marketing, Toronto, ON
Sony Action Cam National Tour
Black Chalk Marketing, Toronto, ON
KINDER Unwrap a Smile

BEST FUNDRAISING EVENT

Black Chalk Marketing, Toronto, ON
True Patriot Love Tribute Dinner 2014
Children's Aid Foundation, Toronto, ON
Teddy Bear Affair
Holland Bloorview Kids Rehabilitation, Toronto, ON
An Evening of Possibility
Magical Moments Event Planning, Calgary, AB
Hockey Marathon for the Kids
Portage, Montréal, QC
11th edition of the Soirée des Grands Philanthropes - Tribute Evening to Louis Vachon
Rethink Breast Cancer, Toronto, ON
Boobyball
YWCA Toronto, Toronto, ON
YWCA Toronto Women of Distinction Awards

BEST LIGHTING DESIGN FOR AN EVENT

Pandor Productions, Toronto, ON
State Funeral for Jim Flaherty
Scotia Entertainment Services, Acton, ON
Hicken Swim Meet

BEST MULTIPLE DAY INCENTIVE OR CONVENTION PROGRAM

aNd Logistix, Toronto, ON
Mortgage Forum 2014
Pacific Destination Services Inc., Vancouver, BC
HL Founder's Circle & Chairman's Club Retreat

BEST OVERALL CATERED EVENT

Culinary Capers Catering and Special Events, Vancouver, BC
This Enchanted Evening

Fairmont Queen Elizabeth, Montreal, QC
Daffodil Ball
Fairmont Queen Elizabeth, Montreal, QC
In Aeternam
Fairmont Queen Elizabeth, Montreal, QC
Éclats de Rêves
Feys+Hobbs, Victoria, BC and Hyatt Calgary, Calgary, AB
David Foster Foundation Miracle Gala & Concert
Liberty Group, Toronto, ON
DSquared2 Holiday Party at Casa Loma

BEST PUBLIC ENTERTAINMENT EVENT OR FESTIVAL

Anigraph Productions Ltd, Coquitlam, BC and City of Richmond, Richmond, BC
11th Annual Richmond Maritime Festival
brand.LIVE Management Group Vancouver, BC and Live Nation Vancouver, Vancouver, BC
Squamish Valley Music Festival
Vancouver Fireworks Festival Society, Vancouver, BC
Honda Celebration of Light

Brookline Public Relations, Calgary, AB
YYC Run & Roam the Runway
Eclectic Events International Inc., Toronto, ON
SoGo5 - The Ascension
Elusiv Entertainment, Woodbridge, ON
Electric Elements Music Festival

BEST SHOW BOOTH/ BRAND DISPLAY OR PAVILION

Black Chalk Marketing, Toronto, ON
KINDER Unwrap a Smile
Black Chalk Marketing, Toronto, ON
Montreal Gazette Pop-Up Coffee Shop
DX Design, Quebec City, QC
Festival d'été de Québec
Greenscape Design & Décor, Burnaby, BC
Lougheed Town Centre Holiday Magic

Ontario Hospital Association, Toronto, ON
HealthAchieve
Senik Inc, Montreal, QC
Under a Starry Sky

BEST TABLESCAPING

Christopher J Design, New Westminster, BC
Charting the Course
D&D Floral Designs Inc., Brampton, ON
Midsummer's Night Dream
Decor and More, Oakville, ON
Peppermint Twist
Decor and More, Oakville, ON
Virmani Wedding
Fairmont Queen Elizabeth, Montreal, QC
The Stars Evening
FOS Decor Center, Vaughan, ON
Emily in Wonderland
Ô Milieu, a division of Mina Martini Inc., Montreal, QC
Circo Di Familiprix

BEST TECHNICAL SUPPORT FOR AN EVENT

Freeman Audio Visual Canada, Mississauga, ON and Professional Convention Management Association (PCMA) Toronto, ON
Canadian Innovation Conference (CIC)
Nasco Staffing Solutions, Vancouver, BC
VELD Festival 2014
Pandor Productions, Toronto, ON
State Funeral for Jim Flaherty
Synergy Events Inc., Kelowna, BC
Heart of Gold 2014

BEST TRADE SHOW OR EXPOSITION

aNd Logistix, Toronto, ON
The Gentlemen's Expo
Ontario Hospital Association, Toronto, ON
HealthAchieve

BEST BRAND/PRODUCT LAUNCH EVENT
Senik Inc. for Tesla Montreal Grand Opening



BEST EVENT PRODUCED FOR A HIGH PROFILE CHARITY
Black Chalk Marketing for True Patriot Love Gala



BEST WEDDING CREATIVE

Embassy Grand Convention Centre, Brampton, ON

Efisia and Anthony's Shakespearean Wedding

Events with Vizability, Fort McMurray, AB
The Spirit of Love

OneWest Events Inc., Calgary, AB
A Love like Johnny & June

RSVP Event Design, Saskatoon, SK
Till Death Do Us Part

BEST WEDDING OVER \$75,000

Embassy Grand Convention Centre, Brampton, ON

Efisia and Anthony's Shakespearean Wedding

Julianne Young Weddings Inc, Calgary, AB
A Classic Romance

Lynn Fletcher Weddings, Calgary, AB
Gilded Glory

RSVP Event Design, Saskatoon SK
Love Conquers All

BEST WEDDING UNDER \$75,000

Evelyn Clark Weddings, Calgary, AB
Love, Colour & Culture

Lynn Fletcher Weddings Inc., Calgary, AB
New Year's Eve Gatsby Gala

RSVP Event Design, Saskatoon, SK
Till Death Do Us Part

CATERER OF THE YEAR

Karen O'Connor

Daniel et Daniel Event Creation & Catering, Toronto, ON

Armando Arruda

Fairmont Queen Elizabeth, Montreal, QC

ENTERTAINER OF THE YEAR

Boogie Wonder Band

Boogie Cindy, Montreal, QC

Hypnotist The Incredible Boris

Boris Cherniak, Toronto, ON

Jessgo Fine Art

Jessica Gorlicky, North York, ON

Mega Magic

Mike D'Urzo, Thornhill, ON

Time Machine

Martin Dube, Montreal, QC

Tracey Bell Entertainment

Tracey Bell, Vancouver, BC

EVENT PRODUCER OF THE YEAR

Aaron Kaufman

Fifth Element Group, North York, ON

Heidi Barlow-Lee

HBL Events, Victoria, BC



BEST EXPERIENTIAL MARKETING EVENT
Black Chalk Marketing for KINDER Unwrap a Smile



BEST WEDDING OVER \$200,000
Embassy Grand Convention Centre for Efisia + Anthony's Shakespearean Wedding

MOST CREATIVE CATERING PRESENTATION

Fairmont Queen Elizabeth, Montreal, QC

The Ball for The Children's

Fairmont Queen Elizabeth, Montreal, QC

Under a Deep, Enchanted World Below

Great Events Catering, Calgary, AB

CACC Annual Chef's Dinner

Presidential Gourmet, Markham, ON

ROM 100 Centennial Ball

MOST INNOVATIVE USE OF EVENT TECHNOLOGY

Black Chalk Marketing, Toronto, ON

ALDO Fights AIDS @ Osheaga

Freeman Audio Visual Canada, Mississauga, ON

and Professional Convention Management

Association (PCMA) Toronto, ON

Canadian Innovation Conference (CIC) 2014

Ontario Hospital Association, Toronto, ON

HealthAchieve

Saskatchewan Trade and Export Partnership,

Saskatoon, SK

STEP Trade Conference 2014

MOST OUTSTANDING EVENT OVER \$200,000

Vancouver Fireworks Festival Society,

Vancouver, BC

Honda Celebration of Light

e=mc² events, Vancouver, BC

BC/Vancouver Night - Show Us Your Adventurous

Side

Feys+Hobbs, Victoria, BC **and**

FrischkornMEDIACO, Calgary, AB

David Foster Foundation Miracle Gala & Concert

Fifth Element Group, North York, ON

DSquared2 CHRISTMAS

Hala Events & Communications Inc, Toronto, ON

ROM Centennial Ball

WestJet Airlines, Calgary, AB **and** Frischkorn

Mediaco, Calgary, AB

Elevate Toronto - WestJet Christmas Party

Solutions With Impact, Toronto, ON

CBCF KitchenAid Cook for the Cure Culinary

Showdown

MOST OUTSTANDING EVENT UP TO \$200,000

Business for the Arts, Toronto, ON

Canadian Arts & Business Awards

DreamGroup Productions, Vancouver, BC

Black Tie Birthday Event

DreamGroup Productions, Vancouver, BC

Andrew Johns 40th Birthday

FOS Decor Center, Vaughan, ON

Emily in Wonderland

Senik Inc, Montreal, QC

May The Party Be With You

OUTSTANDING LOGISTICAL ACHIEVEMENT

Boom Goes The Drum, Calgary, AB

The Periodic Table

Brookline Public Relations, Calgary, AB

YYC Run & Roam the Runway

Calgary Stampede, Calgary, AB

The 2014 President's Event

Lynn Fletcher Weddings, Calgary, AB **and** Decor

& More Inc, Toronto, ON

Gilded Glory

Senik Inc, Montreal, QC

Tesla Montreal, Grand Opening

Small Halls Inc., Charlottetown, PEI

The PEI Mutual Festival of Small Halls

Solutions with Impact, Toronto, ON

Boat Rally for Kids with Cancer

Fifth Element Group, North York, ON **and**

Eclipse Productions, Vancouver, BC

Weizmann's Leading Men Gala

WEDDING PROFESSIONAL OF THE YEAR

Arthur Kerekes

Fusion Events, Toronto, ON

Paras Mehta

PARAS Events Inc., Brampton, ON

The Eventbrite logo consists of the word "Eventbrite" in a white, sans-serif font, set against a solid orange rounded rectangular background. A small registered trademark symbol (®) is located to the upper right of the logo.

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YOU CAN RENT THAT?

A creative list of the most obscure and hard to find items and how to get your hands on them.

If you are looking for something strange, out of the ordinary or obscure and think that you may very well be off your rocker for even adding it to your event proposal, having no idea how to where you may actually find it.... well we may just be able to help you. We scoured the country to come up with a list of the most unique and distinctive rental items and the companies who rent them out. Next time you think you must be the only one in the world hoping to find a 6 ft magenta unicorn for rent, think again – it's not as crazy as you may think.



Vancouver based **Can AM Importique** www.canamimportique.com is our first stop where you literally step into a world unto itself. Written words just can't describe Can Am, not even close. The old saying 'a picture speaks a thousand words' just can't describe it either so there are only two ways to really find out what Can Am is about, the first is a Video on their website which captures only part of the story, the other is to drop in and visit them for a tour which

Paul himself will happily guide you on and if you are lucky, it may come with popcorn and a beer as you stop into the fully outfitted screening room (also rentable).

You will be totally amazed beyond your wildest imagination what you find here under one roof. Think we're kidding, how about a Ford coffee table, life size coffee bean, some airline seats or an Andy Griffith original painting. If your event is in Alberta and you don't want to roam the country looking for strange gear check out the guys at **GAPS the Prop**

Shop www.gapsprops.com. GAPS has an extensive inventory of one of a kind props and if they don't have it they will build it.

If you are looking for Art, both sculpture and print look no further than **AION Art Gallery and Art Rental**, www.aionart.com this is the leading place for art rental for Film and TV productions in Vancouver and offers a searchable CD online of 1100 pieces of art ready to go; including packaging and artists' release forms; another great place for art rental is **Canvas Gallery**, www.canvasgallery.ca a vibrant visual arts venue with a constantly changing inventory of about 1,200 original works by more than 100 established and emerging Canadian artists.





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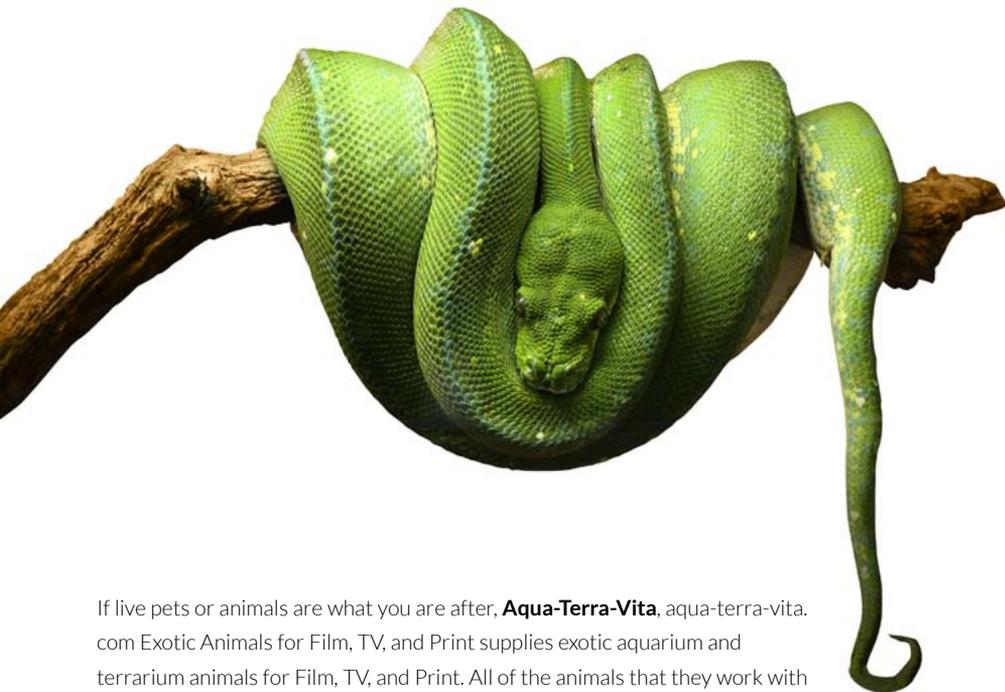
YOU CAN **RENT** THAT?

In terms of rentals that will help you design anything including a wide selection of furniture, Quebec's **Joe's Prop House** www.joesprophouse.com is the place. They have many 20th century modern items available for rental as props for film sets, ads, model photo shoots, etc, including a fantastic mix of hand picked furniture and décor pieces. That's not all. Joe can build anything from custom sets to unique props so if you can't FIND it, they can make it.. Antiques can be found at **Vintage Hand Props** www.vintageprops.com which has an incredible assortment of crazy and wonderfully eclectic props for use in the Film and Television Industry.



If you are looking for minerals and exotic stones, jewelry and quartz crystals, the ROM Mineralogy Dept. allows you to rent a piece of the Museum! Their Edu Kits Program is guaranteed to liven up your event. Designed for classrooms the Edu Kits Programs are hands-on, object-oriented educational kits. They come in a variety of topics based on the common core curriculum, and of course, on the expertise and collections of the **Royal Ontario Museum**. The ROM also rents out entire travelling museum exhibits...so if you want a museum theme and can't rent one, you can "build your own".





If live pets or animals are what you are after, **Aqua-Terra-Vita**, aqua-terra-vita.com Exotic Animals for Film, TV, and Print supplies exotic aquarium and terrarium animals for Film, TV, and Print. All of the animals that they work with are bred in captivity by them, and, therefore, do not reduce or threaten populations in the wild. Furthermore, unlike wild-caught animals, their animals are disease and parasite free and are fully acclimated to life in captivity.

In BC **Cinemazoo**, www.cinemazoo.com offers a unique approach to animal conservation by presenting rescued animals and critters as nature's ambassadors at educational events, seminars, and presentations. They are well known for finding exotic animals and also for their complete focus and dedication to the well being of all living creatures. In addition to animals for sets and events, they also spend copious amounts of time in the schools and out on the town educating people on the ethical treatment of animals.

Zoo to You is another Ontario animal rental company specializing in parties: www.zootoyou.ca and rate all their animals by 'interaction level'. Who knew that tortoises were very interactive?



If you need to dress your crew or rent jewels or loan something to wear to a VIP whose bags got lost, you can always turn to **www.bagborroworsteal.com**, **www.theborrowedcollection.com**, **adorn.com** or **rentfrockrepeat.com**. You can borrow as a Guest or become a Member and save on borrowing rates Your borrowed designer handbag, jewelry or dress will be carefully packaged and delivered to you in like-new condition. Bags rent by the week, the month, or for as long as you'd like and jewelry and dresses are usually rented for a special event.



Another great source for clothing rental is **Theatrix Costume House** in Toronto www.theatrixcostumehouse.com. Theatrix Costume House has been serving Toronto's costume needs since their founding in 1965.

The list can go on forever but this should give you an idea of how you truly can rent just about anything. From a tank from the Canadian War Museum to a Disco Ball, a dunk tank, an ice bar, Ostriches and dragon boats from Great White North Communications in Toronto, the possibilities are endless. If you need help finding it check out rentcharlie.com the webs best searchable rental database and if you still cant find what your looking for, try placing ad on craigslist or kijiji. That's sure to work and if all else fails, call us at CEP Mag, we'll track it down. Happy hunting.

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3 Simple Tips

you can use to turn your session

Q&A

on its
HEAD

If the recent exodus from paper show guides to event apps is any sign, certain aspects of your event may soon be broken by the sheer pace of innovation. **“Move fast and break things”** is the darling phrase of innovators everywhere, and in the event planning space, this is no different.

The role of innovation in the event space has recently taken a spotlight in business media. The Harvard Business Review blog is one of the more recent contributors to the ongoing discussion. **4 Ways To Fix The Q&A Session** is written by Thomas Wedell-Wedellsborg, a business innovation thought-leader and professional speaker.

Recently, a member of the EventMobi team had the unique opportunity to chat one-on-one with Wedell-Wedellsborg. When it comes to speakers and sessions, his simple but effective tips can help even the busiest event planner to stay ahead of the curve without breaking a sweat.

INNOVATION IS RIGHT UNDER YOUR NOSE

In his HBR blog post, Wedell-Wedellsborg states that traditional Q&A, which is used almost exclusively in every event, needs an overhaul. “The very format, I’d argue, is a dysfunctional relic of the past, unthinkingly added to agendas everywhere, and I believe we need to rethink it,” he writes.

All of these Q&A issues boil down to two fundamental problems: audiences are typically unengaged and stuck in “listening mode”, and the lack of moderation often gives rise to a lack of quality of incoming questions. As a result, “nine times out of ten, the Q&A sessions end up being the worst part of the event”.

When asked why it has been so hard for the industry to change he notes that some larger events have already embraced forward-thinking methods

to improve. The problem, he explains, lies with the inertia that affects many smaller events.

“When people think of what really makes a good event, Q&A rarely comes to mind” he says. “People already have low expectations of the Q&A part, but that is also why there is a great opportunity to surprise and delight your audience.”

In their quest for easy and large-impact improvements, event planners often forget to consider if the traditional Q&A process is really working for them. But according to Wedell-Wedellsborg, wowing attendees with a streamlined session Q&A may just prove to be the low-hanging fruit that planners are seeking.

KEEP IT SIMPLE, SPEAKERS

Wedell-Wedellsborg believes that an underlying cause of inertia is the lack of simple and easy-to-understand solutions. He notes that even passing around a simple microphone can prove to be unwieldy, prone to technical difficulties, and awkward for attendees.

The challenge of finding a universally simple solution is difficult, but Wedell-Wedellsborg has a few techniques of his own which he has used with great results:

1. The inverse Q&A: When speaking, try to pose a question to the audience. For example, you could ask them “For you, what was a key take-away from this session?” Everyone can have their say, and attendees have the opportunity to network with each other in a more natural manner.
2. Ask for reactions, not just questions: Sometimes, attendees just want to comment. Opening up the discussion to observations can encourage more attendees to share.
3. Have people vet the questions in groups: Allow people to congregate in groups and discuss questions amongst themselves. This self-selecting process adds an aspect of peer moderation that can improve the quality of questions that are asked.

Ask any attendee what they remember from a session and they may mention aspects from every stage of the presentation. But ask them how they felt about it, and you can be sure that they will most vividly remember how the speaker ended the talk. Ending off the session Q&A with a bang instead of a fizzle can leave lasting impressions on attendees, and Wedell-Wedellsborg believes that this is an opportunity for planners of all event sizes.

“Q&A is one of those things that we don’t normally spend time on, but it is an aspect which could drastically improve the quality of the event,” he says.

In order to turn more attendees into active participants, many planners are opting for new technology options. As an example take a look at EventMobi’s real-time Q&A feature built into each event app session – a great way to get attendees asking questions and voting up their favorites to the top of the list.

This was originally published at eventmobi.com.



ISES

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elevates
your

Career!

Plain and simple, The International Special Events Society is 'THE PRINCIPAL ASSOCIATION REPRESENTING THE CREATIVE EVENTS PROFESSIONAL, GLOBALLY.' Our core values engage our members to become leaders who help develop the industry as a whole while focusing on creativity, inspiration, teamwork, education and most of all, memorable and lasting relationships.

ISES Toronto has changed! It has grown over the last five years into a chapter that offers substantial content for its members. From incredible education, to networking and engagement, the chapter offers event professionals something they can use to develop their careers - Knowledge. The only way to grow an industry is to share. How else can we standardize pricing structures, create more opportunity for venues and also help future leaders develop their skills and knowledge?

This has been our strongest year yet with the largest growth we've seen in over ten years! We've booked some of the most incredible speakers like ISES International President, Kevin White CSEP who kick started our year with an engaging chat about the creative process at our AGM. We were joined by the legendary King Dahl at the Grand Luxe Event Boutique who taught us the importance of dreaming big and Ceci Johnson gave us a WOW at the Allstream Centre with a session on running your business without spinning your wheels.

Now, here at Canada Meet Week, our members, fellow event professionals and meeting delegates will have a chance to hear Sasha Souza talk about 'Standing Out in The Event World'. This is the caliber of speakers we bring to teach and inspire our membership and we'll continue to offer this type of education for many more years to come!

ISES Toronto is your association, your partner and your Friend! We'll see you at Sasha Souza, April 14th at the Toronto Board of Trade!

Follow us on Twitter via @ISESToronto,
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Use the hashtags #WEareISES #ISESTogether

written by **JARED GOLBERG**
VP Communications of ISES Toronto
Managing Director of Fifth Element Group

Photo: George Matthew Photography



ISES Toronto President Aaron Kaufman,
Ceci Johnson & Past President Julie Danaylov



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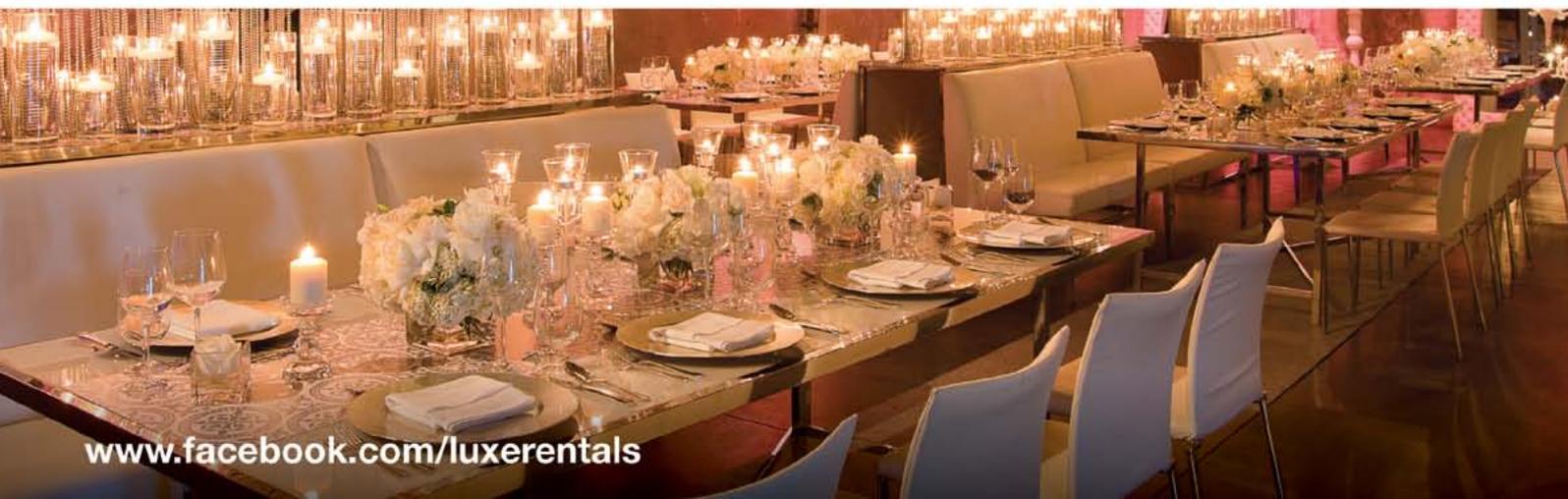


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