



TORONTO CLIENT ADVISORY BOARD

SEPTEMBER 26 - 29, 2023

TORONTO
CLIENT ADVISORY BOARD





CAB Members

Atkins, Nathalie	Director of Events	Tessitura Network
Bridgeman, David	Head of Event Operations & Logistics	SWIFT- Sibos
D'Uva, Matthew	CEO	American Association for the Study of Liver Diseases
Davidson, Alison	Head of Global Events	Pure Storage
Dewey, Melissa	Events Director, Event Services	SmithBucklin
Friedman, Justine	Senior Event Manager, Sourcing	The Linux Foundation
Gallo, Mariana	Director, Meetings & Programs	American Association of Physicists in Medicine
Hassenstein, Lorenz	President & CEO	Metro Toronto Convention Centre
Henshall, Megan	Global Events Strategic Solutions Lead	Google
Liu, Charlene	Director, Meetings & Events	Higher Education User Group (HEUG)
McClemmy, Kathleen	Director of Meetings	The Aesthetic Society
Miller, Courtney	Director of Meetings	Society for Vascular Surgery
Parse, Lisa	Director, Meeting Services	American Academy of Periodontology
Patel, Vandana	Director of Events & Experiential Marketing	Ingram Micro
Purdy, Laura	General Manager	Exhibition Place
Reising, Carol	Strategic Account Director	Maritz Global Events
Tobin, Patrick	General Manager	City of Toronto
Weaver, Trey	Senior Meetings Manager	American Academy of Forensic Sciences
Wolfe, Frank	CEO	Hospitality Financial & Technology Professionals
Woollard, James	Head of Commercial Solutions	BLAST
Zapple, Alex	Senior Director of Meetings and Member Experience	American Society of Nephrology

Speakers/City Attendees

Adjei, Randell	Community Leader & first Poet Laureate of Ontario	
Bromstein, Jon	Head of Industry	Google
Calvert, Amy	Chief Executive Officer	Events Industry Council
Corbin, Isabelle	Assistant Director, Immigration, Refugees, Citizenship Canada	Government of Canada
Fleet, Vivian	Vice President Operations	Metro Toronto Convention Centre
Mendel, Michael	Associate Director, Corporate Initiatives	Greater Toronto Airports Authority
Reardon, Tim	General Manager	Sheraton Centre Toronto Hotel
Schuurman, Darrell	Co-Founder & CEO	MBA, Co-Founder & CEO, CGLCC
Sutherland, Bradley	National Manager, Business Development	National Manager, Business Development
Stone, Cheryl	Director, Stakeholder Relations	Nieuport Aviation
Ziv, Maayan	Founder & CEO	Access Now

Destination Toronto Team

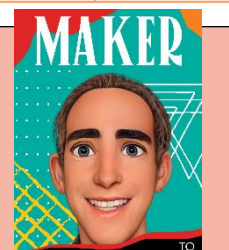
Gordon, Tara	SVP, Global Sales & Services • Global Sales & Services	Destination Toronto
Port, Paula	Vice President, Global Marketing • Global Marketing	Destination Toronto
Ruso, Mary-Ruth		Destination Toronto
Weir, Andrew	EVP, Destination Development • Community Engagement	Destination Toronto



Meeting moderated and report authored by:

David Kliman, CMM
President - The Kliman Group
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THE KLIMAN GROUP
COMMUNICATION CONSULTING SERVICES



LAND ACKNOWLEDGEMENT

We acknowledge that we are on the traditional land of the Haudenosaunee, the Anishinaabe, the Wendat, and the Mississaugas-of-the-Credit. Toronto is now home of many diverse First Nations, Inuit, and Metis peoples, as well as the meeting ground for the urban Indigenous Tkaronto community.



WELCOME & INTRODUCTIONS

Attendees were welcomed and thanked for their time and commitment to providing candid feedback regarding ways Toronto can enhance sales, marketing and services to event professionals, their attendees and stakeholders.

Chatham House Rule applies to all aspects of the meeting. Attendees may share ideas discussed at the meeting. However, no person, company or organization may be quoted or named.

The follow summarizes all key comments from the meeting.



TORONTO NARRATIVE PROJECT

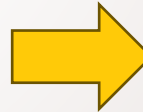
- [Tara Gordon](#), [Paula Port](#), [Andrew Weir](#) - Destination Toronto
- [Randell Adjei](#), Community Leader, Author & First Poet Laureate of Ontario



Welcome to Toronto!
Bienvenue à Toronto!

Toronto attracts new people to the city and that diversity is part of the secret to Toronto's economic development

- Cultural vibrancy and diversity thrives here
- Innate ability to integrate, beyond being performative
- Cuisine offers a genuine fusion of cultural foods
- Cultural vibrancy and diversity
- What makes Toronto, Toronto?
 - The process of how the narrative came about is integral to answering that question
 - Not a marketing campaign, not a tagline, it's a story
 - What do residents and visitors think about Toronto?
 - Viewed from a social standpoint, social media
 - Engaged with 100+ different stakeholders
 - Asked what makes it unique
 - What differentiates it from other cities
 - Reviewed foundational table stakes and relational differentiation factors
- Developed four themes of Toronto's relational elements:
 - Harmony
 - Always Striving
 - Co-create the city
 - Diversity is our Strength



- Energy around harmony and always striving seen as new people arrive,
- [Toronto Narrative Video](#) created to align strategies for telling the Toronto narrative
 - Centered on the concept of mixing and re-mixing
 - Alchemize, harmonize, creating, collaborating, inventing, welcoming diversity, open source city, co-op of creative ideas, identity still strong, experimenting, doing the next thing that hasn't been done before; this is who we are
- Conscious choice made that the story is told from the perspective of Torontonians



WHY A DESTINATION NARRATIVE?

There are many stakeholders in our city who are tasked with promoting it as a destination. Historically there have been many different versions of 'why' Toronto. Often in market at the same time.

The destination narrative is not a marketing campaign. It is a collective articulation of our story. It is about what makes Toronto, Toronto.

This work from Toronto Inc exists to provide direction and inspiration to all organizations tasked with promoting our city moving forward. Now more than ever, coming out of the pandemic, we see the promise of a brighter future that will only be made brighter with a shared and compelling story.

1

WHY A DESTINATION NARRATIVE

2

APPROACH TAKEN IN DEVELOPING THIS WORK

3

STRATEGIC FRAMEWORK AND DIFFERENTIATING THEMES UNCOVERED

4

THE DESTINATION NARRATIVE

5

APPLYING THE DESTINATION NARRATIVE

HARMONY

Toronto is a city in symbiosis, a city that flourishes due to its proximity to cultures that encourage us to experiment, remix, and come together.

ALWAYS STRIVING

Toronto never anticipated becoming the city it is now but as we've moved forward, and continued to embrace our instinct to experiment, the global spotlight has shone brighter on us than ever before.

CO-CREATE THE CITY

Toronto is a city of possibilities, a rare environment where there's a unique opportunity for citizens and the city to co-create together.

DIVERSITY IS OUR STRENGTH

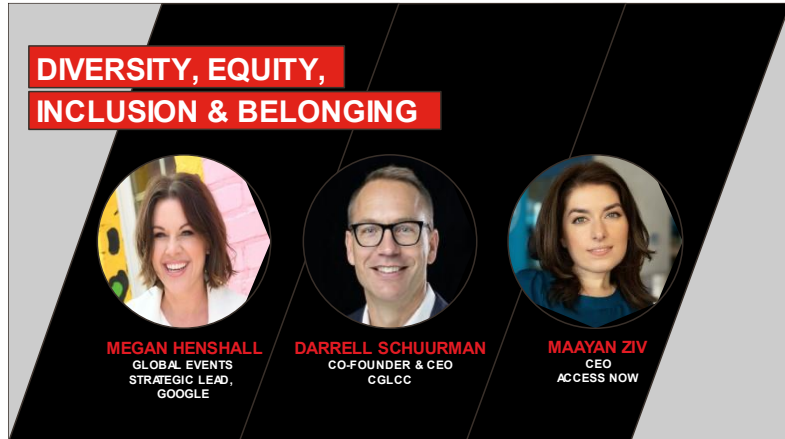
Toronto isn't bound by a national identity, instead our vibrant communities give Toronto an unmatched cultural vitality that contributes to our unique identity.





DIVERSITY, EQUITY, INCLUSION & BELONGING IMPACTS ON EVENTS INDUSTRY

- [Darrell Schuurman MBA](#), Co-Founder & CEO, CGLCC (Canada's 2SLGBTQI+ Chamber of Commerce)
- [Megan Henshall](#), Global Events Solutions Strategic Lead, Google
- [Maayan Ziv](#), CEO, Access Now



[Darrell Schuurman MBA](#), Co-Founder & CEO, CGLCC comments:

- Focused on helping define and create inclusive companies across Canada
 - Includes creating safe diverse workplace for all employees
 - Selling to diverse communities/customers and buying from diverse businesses
- Supplier diversity
- Why would you want to do this?
- Other than meeting CSR goals
- Diversity of thought - new innovative ideas, new solutions to solve problems, influence programming
- Rainbow Registered Accreditation, shows commitment to diverse employees, not just outward facing
- Grow the ecosystem, business scale up, knowledge hub
- Results in greater resources across the country to foster LGBTQ inclusion

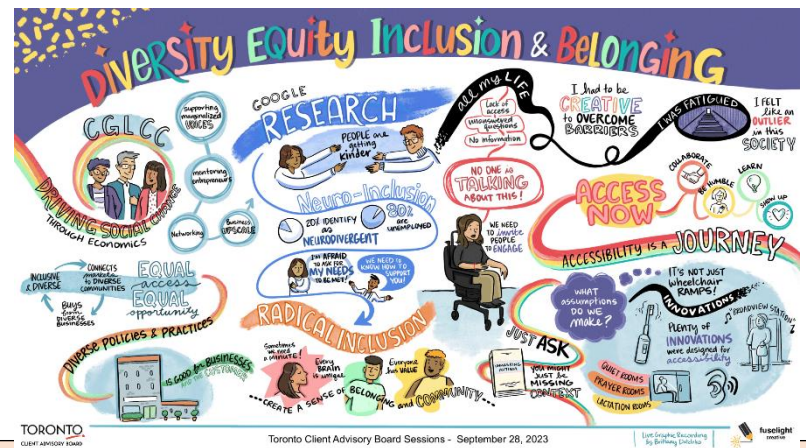
[Megan Henshall](#), Global Events Solutions Strategic Lead, Google

The Neu Project comments:

The Neu Project is a diverse, global community working together to make the face to face event and the entire world more welcoming and productive for neurodivergent communities. The Project is based on the premise that all are welcome and every mind is valued. Starting with event industry and expanding to partnerships in other areas of hospitality, workplaces and beyond, The Neu Project's goal is to amplify existing methods while encouraging new practical approaches to inclusion of all people.

Meg posted the following questions and made these comments:

- Can radically inclusive gathering help change the world?
- The Neu Project is a journey of curiosity and focused on driving the right sort of change
- Attempting to making the invisible visible
- Recognizing that mental health is human health, destigmatizing and reprioritization of mental health and well being
- Cognitive overscheduling is a problem for event professionals and most humans
- Neurodivergence of people requires the need to understand how to support neurological safety
- We share the message of belonging
- Acknowledges fact that meeting attendees often are forced into fitting in uncomfortable or untenable "boxes"
 - This challenges assumptions of being professionally qualified and capable
 - Creates advocacy fatigue
 - Forces attendees to working incrementally harder just to "fit" in the room
- Neu Project looks at every creative method to overcome barriers



Maayan Ziv, CEO, Access Now comments:

- Advocates for open discussions about physical/mental differences and abilities, making it commonplace and natural
 - If everyone has an experience or relationship with disability, why isn't it showcased in history books, shown on TV, movies and social media?
 - People are afraid of what they don't know and are afraid of being vulnerable
 - Often so afraid of doing the wrong thing that they don't do anything
- Shared experiences of "tiny moments of transportation anxiety:
- Developing tools to experience inclusion and belonging
- Agents of change through information sharing and transparency, partnering with businesses and DMOs to get to grass roots
- Create a dialogue to remove barriers
- Accessibility doesn't only mean ramps and elevators
- Creating different ways of engaging quality experiences for people with all different physical and mental abilities
- Accessibility is a journey, not a destination
- Environments are disabling
- Socializing concepts, it's not about the "other"
- Prioritizing certain perspectives
- What assumptions do I make about how an event happens?
- How should an attraction be experienced?
- Everyone has the opportunity to innovate and unlearn the things we assume, how people need to do things
- When we try to manicure a perfect event, we make assumptions about what is needed and how things need to be done in certain ways
- When planning events, proactively share your awareness and understanding of DEI and leave time and space to ask questions about how you can do better
- Sensory contained spaces, wellbeing room, staffed with qualified professionals - not only for neurodivergent people, everyone can take advantage of these spaces
- Intention setting, talk about purpose and the design of these spaces
- CAB members expressed lack of knowledge regarding language to use when offering safe spaces
 - Appropriate phrases
 - Planners feel they are tiptoeing, fear of offending intended audience
- Ask people and engage the people you're trying to support, the more you are familiar and comfortable with having discussions with people with disabilities, the better you will serve these groups
- Disability is not a dirty word, what is disabling me from what I would like to participate in
- Engaging someone with a disability is the best way to form policies and address DEI
- It's ok to get it wrong, it's worth doing something than being too scared to do nothing
- There is grace in trying to do the right thing
- Co-creation can be detrimental to moving forward
- Engage people you want to serve, don't make assumptions, create spaces to make people feel safe, the closer we will be to creating welcoming spaces of belonging

CAB INTERACTIVE

Rank the importance of the various factors in your selection of a destination for your largest meeting

INDUSTRY TRENDS & LEARNINGS DISCUSSION

When asked about the key issues concerning CAB members now; the following topics were shared:

- Cyber attacks
- Cyber security insurance coverage
- Backup systems and recovery plans
- Activating new ideas
- Toronto cited as a “Marriott dominant city”
 - “Marriott handcuffs” creates both disadvantages and benefits
- How do you know what you don’t know
- Shorter planning window makes marketing and selling events much harder
- Experiencing different shows to be inspired and see what’s next, get ideas
- Housing pirates continue to cause disruptions
 - Proactive scrubbing of registration lists
- Need to ensure supplier partners answering inquires/questions in a timely manner
 - Personal relationships matter above all else
 - Not a generational issue, trusted personal relationships are embedded nature of our industry
- Resource cited: <https://thevendry.com/>



VOICE OF CUSTOMER REPORT



FRANK WOLFE
CHIEF EXECUTIVE OFFICER
HOSPITALITY FINANCIAL &
TECHNOLOGY PROFESSIONALS

VOICE OF CUSTOMER REPORT

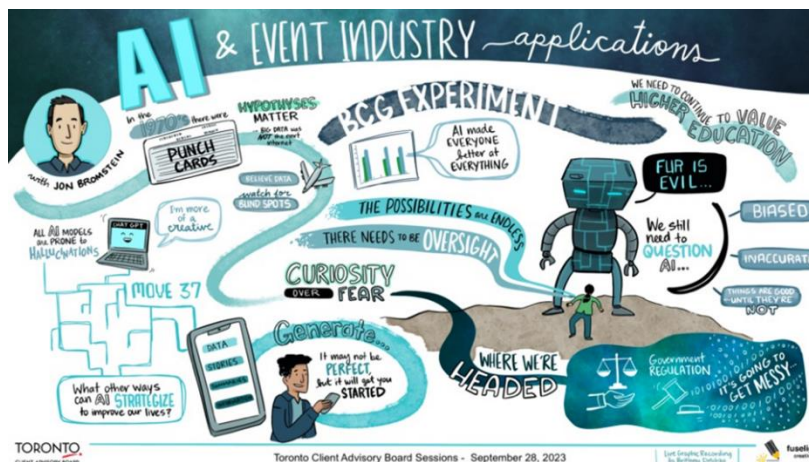
Frank Wolfe, CEO - Hospitality Financial & Technology Professionals key comments:

- One of the oldest tech conferences in the world
- Asking questions in their survey to dig deeper on exhibitors
- Activating new revenue streams
- and attended sentiment
- Toronto event did not negatively impact exhibiting experience
- Toronto 2023 was their most profitable event ever

AI & EVENT INDUSTRY APPLICATIONS

Jon Bromstein, Head of Industry, Google key comments

- AI offers the “keys to a Ferrari” (the data Ferrari)
- Big data was not the next internet, it will fade
- The AI shift is real
- AI data is available only when the right question (prompts) are asked
 - Insights don’t prompt AI for good results
- Think about the business problem that require solutions
 - Don’t start with questions, start with a prompt
 - AI prompts are a mode of interaction between a human and AI (large language model) that lets AI to generate the intended output
- Don’t need to be scared of AI, paly around and find practical uses
 - Watch for blind spots and hallucinations
 - AI hallucinations take place when large language model (ChatGPT4 or Bard etc.) makes up false information or facts that aren’t based on real data or events. AI is prone to “hallucinations” and can confidently state false facts
 - Always verify results and be skeptical of output
- We don’t know everything and that’s OK
 - We don’t know where AI is going
 - The limits of AI are changing every day
 - Be curious of AI rather than being fearful of the unknown
 - AI will not replace most jobs
- Move 37 in Go cited as a AI turning point



The Future

- Bold and responsible in equal measure
- AI makes everyone better at everything
- The bigger boost and use from AI will be seen in lower skilled employees
- Human critical thinking/review is an important part of AI use
- Fundamentally, AI is really good at predicting the next word
- The possibilities of AI are limitless

SUSTAINABILITY & CLIMATE CHANGE



LAURA PURDY
GENERAL MANAGER,
EXHIBITION PLACE
TORONTO



VIVIAN FLEET
VICE PRESIDENT, OPERATIONS
METRO TORONTO CONVENTION
CENTRE



DAVID BRIDGEMAN
HEAD OF EVENT
OPERATIONS & LOGISTICS
SWIFT & SIBOS



SUSTAINABILITY AND CLIMATE CHANGE

[Laura Purdy](#), General Manager, Exhibition Place

[Vivian Fleet](#), Vice President Operations, Metro Toronto Convention Centre

[David Bridgeman](#), Head of Event Operations & Logistics, Swift & Sibos

[Laura Purdy](#), General Manager, Exhibition Place comments:

- Climate change isn't coming, it's here
- June 2023 Canadian Forest fires were proof positive
 - Venue re-engineered air flow systems in real time to keep inside air clean during smokey days
 - Dealing with abrupt changes that weren't anticipated, adapting in real time
- Focused on relieving event planners' burdens to ensure they're hosting a sustainable event via turn key solutions such as:
 - Waste diversion
 - Benefits to society
 - Donation network of contacts such as Habitat for Humanity
 - Locally sourced food and beverage
 - Food and in-kind donations
 - Goal is making easy for planners to engage in sustainable practices
 - Energy conservation, reduced carbon footprint
 - Use of Lake Ontario deep water cooling system and green roof
 - Chef's garden; beehive generate pollination and honey
 - Exhibition Place is a large part of the event production

[Vivian Fleet](#), Vice President Operations, Metro Toronto Convention Centre comments:

- Municipal, provincial and federal grants that provide long term payback, offsetting the costs
- Using naming rights of the building to fund sustainability programs
- Incentives, passing on the savings that buildings receive from waste diversion, to the groups based on their waste, part of the negotiation process
- Customers have KPIs and goals of recycling during and post event
- Suggestion was made on working together, collaboration as a group/community, combining efforts on sustainability
- Challenging that it's different in each city
- It's a journey, there is a lot out there, always new technology being developed

CAB Sustainability Feedback

- Some groups evaluate venue sustainability measures first and then look at the rest of the city's sustainability ecosystem
- Some planners seeking walking friendly cities and then provide attendees public transit passes and eliminate bus/shuttle services
- Planners seek turn-key sustainability options
- Planners dealing with increased cost realities of delivery sustainable solutions for events



AIR CANADA & AIRPORTS PANEL DISCUSSION



BRAD SUTHERLAND
NATIONAL MANAGER,
BUSINESS DEVELOPMENT
AIR CANADA



CHERYL STONE
DIRECTOR, STAKEHOLDER
RELATIONS, NIEUPORT AVIATION



ISABELLE CORBIN
ASSISTANT DIRECTOR,
IMMIGRATION, REFUGEES,
CITIZENSHIP CANADA



MICHAEL MENDEL
ASSOCIATE DIRECTOR,
CORPORATE INITIATIVES,
GREATER TORONTO
AIRPORTS AUTHORITY

AIR CANADA & AIRPORTS PANEL DISCUSSION

Bradley Sutherland, National Manager, Business Development, Air Canada

Cheryl Stone, Director, Stakeholder Relations, Nieuport Aviation

Isabelle Corbin, A/Assistant Director, Immigration, Refugees, Citizenship Canada

Michael Mendel, Associate Director, Corporate Initiatives, GTAA

Bradley moderated a panel discussion and the following summarizes key comments:

- [Toronto Pearson Airport](#) passenger traffic down up to 94% during COVID
- Recovery and growth is returning
- Every airport story is uniquely devastating
- Sustainability initiatives, diesel to electric shuttle buses, electric ferry to [Billy Bishop Toronto City Airport](#)
- Inundated with applications from student and temporary residence seekers; did not stop when border closed and strong interest increased
- when borders reopened
- Important to source solutions that work for business, travelers and community
- Data is shared collectively across industry sectors
- Client facing platforms, ease of access, modernizing platforms
- Goal alignment with partners and within the community
- Supporting international event organizers, streamlining visa processes
- Focused on ensuring customer satisfaction
- Corporate ethos really matters
- Value proposition that customers can understand
- Need right people to deliver on service promise
 - Staff and staff retention very important
- Visa fraud on the rise; Canada very popular worldwide
 - Use of fraudulent meeting invitation letters and credit cards increasing

CAB Feedback:

- Seek solution to Canadian border patrol questioning event planner regarding “attending” vs “working” an event
- No solution cited



2023 GLOBAL ECONOMIC SIGNIFICANCE OF BUSINESS EVENTS STUDY

[Amy Calvert](#), Chief Executive Officer, Events Industry Council key comments:



GLOBAL ECONOMIC SIGNIFICANCE OF BUSINESS EVENTS STUDY



AMY CALVERT
CHIEF EXECUTIVE OFFICER
EVENTS INDUSTRY COUNCIL

EIC is the global voice of the business events industry on



ADVOCACY

For our industry and workforce



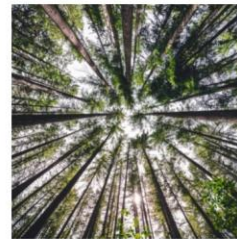
RESEARCH

Global Economic Significance Study



PROFESSIONAL RECOGNITION

The Certified Meeting Professional



GLOBAL STANDARDS

CMP, Sustainability and Social Impact



EIC Members



EIC's Signature Programmes

				
CMP Programme <ul style="list-style-type: none"> • Over 12,000 CMPs worldwide • Healthcare sub-specialty 	CSSI Initiatives <ul style="list-style-type: none"> • Equity Task Force • Foundations and Sustainable Event Standards • Sustainable Event Professional Certificate 	APEX Initiatives <ul style="list-style-type: none"> • COVID-19 Business Recovery Task Force • Risk Management Resources 	Resources <ul style="list-style-type: none"> • Global Economic Significance Study • Knowledge Hub • Events 	Leadership <ul style="list-style-type: none"> • Advocacy Resources • Global Awards



**Centre for
sustainability &
social impact**



2022 EIC Equity Benchmarking Study

Leading from where our values connect to our people, planet and purpose as a means to drive economic and social progress.



Global Recognition Awards 2023

People | Planet | Purpose



Global Awards Celebration | 16 October 2023 |
Bellagio Resort & Casino, Las Vegas

KEY FINDINGS

ECONOMIC SIGNIFICANCE OF BUSINESS EVENTS (IN US\$)



Direct impacts of global business events (2019)



1.6 billion

Participants at business events across more than 180 countries.



\$1.2 trillion

Direct spending (business sales), representing spending to plan and produce business events, business events-related travel, and other direct spending, such as spending by exhibitors



10.9 million

Direct jobs generated globally



\$663 billion

Direct GDP generated globally

Total impacts of global business events (2019)



\$2.8T

Total business sales



27.5M

Jobs sustained by global business events



\$1.6T

Contribution to global GDP

Direct impacts of global events over time

	2017	2019	2020	2021	2022
Direct spending (in US\$ millions)	\$1,071	\$1,152	\$423	\$525	\$938
Year-on-year % growth		7.5%	-63.3%	24.3%	78.6%
% relative to 2019		100.0%	36.7%	45.6%	81.4%
Direct jobs (in 000s)	10,308	10,879	4,066	4,887	8,097
Year-on-year % growth		5.5%	-62.6%	20.2%	65.7%
% relative to 2019		100.0%	37.4%	44.9%	74.4%

Source: Events Industry Council; Oxford Economics

20



EIC is committed to industry advocacy, research, professional recognition and global standards



Key Findings: Global Business Events Summary of Impacts (2019)

Direct Impacts



1.6 billion participants across more than 180 countries



\$1.2 trillion in direct spending (business sales) representing spending to plan and produce business events, business events-related travel, and other direct spending, such as spending by exhibitors



\$663 billion in direct GDP gross domestic product



10.9 million jobs directly supported by global business events

Indirect & Induced Impacts

Total Impacts



\$2.8 trillion in total output (business sales) including direct, indirect, and induced output



\$1.6 trillion in total GDP including direct, indirect, and induced GDP impacts



27.5 million total jobs directly and indirectly supported by global business events

Source: Events Industry Council; Oxford Economics

Comparison of Global Industry Output

Industry comparisons in 2019: direct output (business sales)

In US\$ billions, 2019, global

\$1.2T Business events sector (direct output)

\$0.9T Air transport

\$0.8T Computers and office equipment

Source: Oxford Economics (based on data from National Statistical Offices)



In association with Oxford Economics

22

Lost Spending

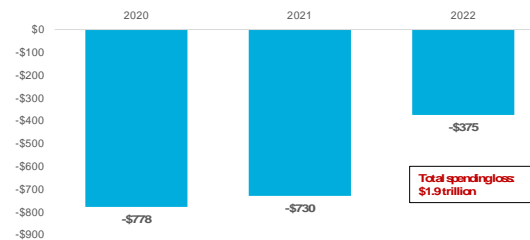
Two-thirds of global direct business event spending was lost in 2020

The three-year cumulative lost sales total \$1.9 trillion

Source: Events Industry Council; Oxford Economics

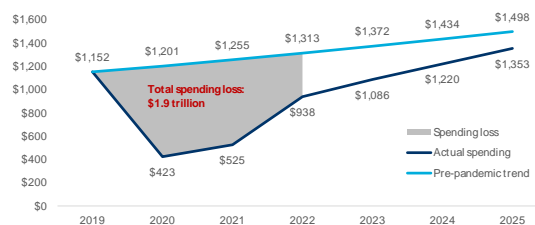
Global business events direct spending loss, 2020 to 2022

In US\$ billions



Global business events direct spending

In US\$ billions



In association with Oxford Economics

24

KEY FINDINGS

CATALYTIC EFFECTS OF BUSINESS EVENTS

Event results most difficult to replace (% of survey respondents)

Survey of event organisers during 2022



67%

View building relationships through face-to-face interaction as most difficult to replace



23%

View worker collaboration and business development difficult to replace

Typical 'returns on investment' from hosting events

Survey of event organisers (and exhibitors) during 2022



44%

Revenue that would be lost without hosting in-person events



38

New leads generated on average per event (exhibitors)

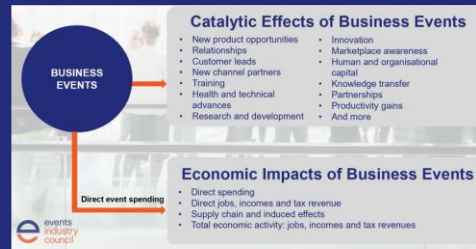


37%

Marketing and sales expense reduction from hosting in-person events

Source: Events Industry Council: Oxford Economics

Business events generate catalytic effects and economic impacts



10

Business events generate catalytic effects and economic impacts



Catalytic Effects of Business Events

- New product opportunities
- Relationships
- Customer leads
- New channel partners
- Training
- Health and technical advances
- Research and development
- Innovation
- Marketplace awareness
- Human and organisational capital
- Knowledge transfer
- Partnerships
- Productivity gains
- And more

Economic Impacts of Business Events

- Direct spending
- Direct jobs, incomes and tax revenue
- Supply chain and induced effects
- Total economic activity: jobs, incomes and tax revenues

Direct event spending

In association with Oxford Economics

26

KEY FINDINGS BUSINESS EVENTS OUTLOOK

Recovery in direct impacts of global business events (2022)



81%

Direct spending versus 2019 levels



74%

Direct employment versus 2019 levels

Long-term outlook (% of survey respondents)

Survey of event organisers and other participants during 2022



41%

Agree events will be increasingly important in
building culture and engagement



36%

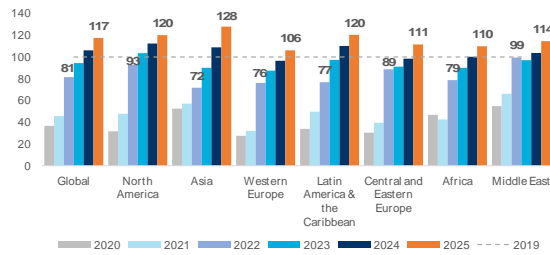
Agree events will be used more to advance growth
of individual employees



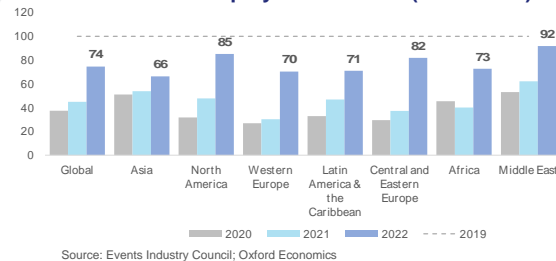
40%

Agree events will utilize more hybrid formats
in the future

Events direct spending – Index (2019 = 100)



Events direct employment – Index (2019 = 100)

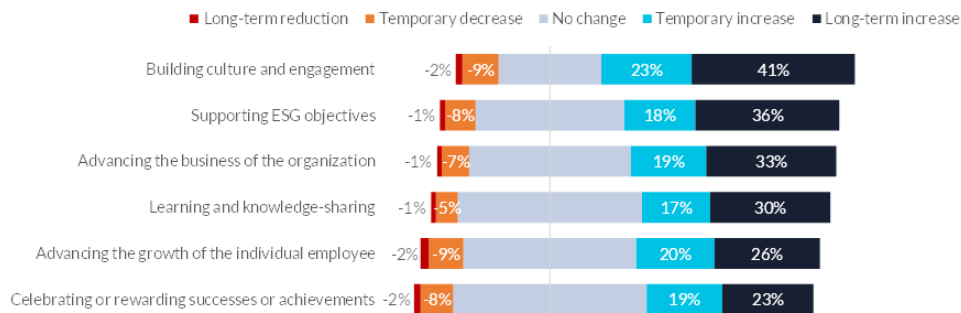


27

The value proposition of events is shifting

Most respondents view events as
increasingly important in building
culture and engagement

Change in the value proposition of events compared to 2019
Share of respondents (sorted by temporary plus long-term increase)

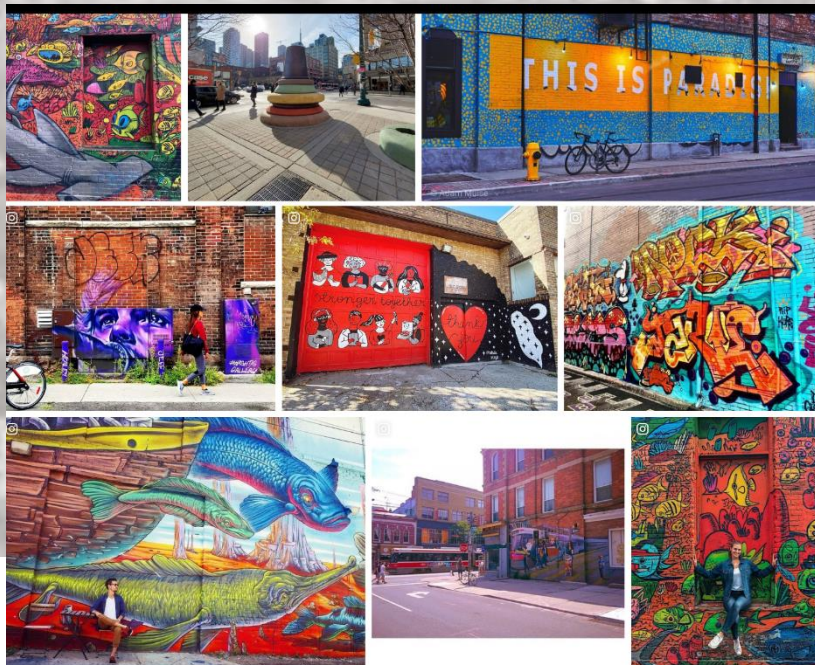


Survey Question: How will the value proposition of business meetings and events change over the next two years compared to 2019?

Source: Events Industry Council; Oxford Economics (Survey of event organisers and other sector participants during 2022)

- Strategic partnerships supports workforce
- Sustainability and social impact initiatives
- Study released in 2023 on economic and catalytic significance of business events
- Global Business Events total GDP ranks 13th globally
- Typical “returns on investment” from hosting events: revenue that would be lost if events were not held in-person, new leads generated per event (exhibitors), marketing and sales expense reduction from hosting in-person events
- Value proposition of events is shifting, increasingly important in building culture and engagement (personal, inspiring vs. data and numbers)
- Economic impact vs. room night production and occupancy
- Increased interest in diversity reporting and sustainability reporting post event
 - Hard gathering data for these reports
- Geo-location data tracking how people engage during events
 - Opportunity to gain competitive advantage if venues can offer geo tracking to groups
- Post event reporting used for rebooking strategies

The CAB was thanked for their time and commitment to Toronto and the meeting was adjourned.



This bar code links to the graphic recorders' drawings:

