

moments

EVENT PLANNING IDEAS + INSPIRATION



IDEAS + INSPIRATION
FOR THE IN-HOUSE
+ DO-IT-YOURSELF
event planner

BANDING
together
WHEN BUDGETS
\$ ARE TIGHT \$

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KERRIN'S
CONUNDRUM
— PAGE 2 —

SETTING
THE STAGE
with
sound & light

PAGE 24

Candy Event Consulting

MAKING YOUR TEAM STRONGER

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·CONNECT ISSUE·



Lisa Gareau

Publisher,
Moments Magazine

Founder,
Candy Event Consulting

Planning events
and promoting events
might be a necessary
part of your job –
but I believe it can
also be fun, energizing,
and effective.

A GREETING FROM CANDY EVENT CONSULTING

Dear In-house and Do-it-yourself Event Planner,

My vision for **Candy Event Consulting** began as I saw a growing need for grassroots event planning support, applicable and affordable resources, and ongoing encouragement for community and business leaders who were tasked to plan and promote events for their businesses, organizations, or groups.

If you're reading this magazine, I'll bet you are a DIY planner – or want to be! You are part of a tenacious, dynamic, passionate community of small business owners, community engagement coordinators, marketing executives, PR or communications staff, fundraising pros, executive directors, volunteer committee members, office administrators, student leaders, and the list goes on!

You know events can help your business gain more customers, your social profit organization connect more effectively with donors, or your volunteer group to reach out more effectively to your community . . . but you may not know exactly how to plan those events in the most effective, efficient, and affordable way.

Be assured I understand your challenges – in fact I've faced many of them myself – and I am ready to come alongside you in the nitty-gritty of your event planning and promotion efforts to help you meet your goals starting with this fresh and fun resource – **Moments Magazine – Event Planning Ideas + Inspiration.**

Planning events and promoting events might be a necessary part of your job – but I believe it can also be fun, energizing, and effective. I invite you to settle in with Moments, be informed by the planning departments, be inspired by the feature articles, and get ready to experience a fresh start to your planning process!

With you in the event planning journey,

Lisa Gareau

Founder + Director of Collaborative Learning
Candy Event Consulting : Making Your Team Stronger

Enjoy this free resource complements of the Candy Team then visit us at www.CandyConsulting.ca to learn how we help to make YOUR planning team stronger.

THIS COULD BE YOUR MESSAGE!
FIND OUT HOW AT MOMENTSMAGAZINE.CA



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MAKING YOUR TEAM STRONGER

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Kerrin's Conundrum

By Kerrin Rodrigues

Full disclosure: My only event planning experience is putting together iPod mixes for house parties.

The weight of an event had never been on my shoulders, and that stressed me out. As a Communications Summer Student it was nerve-wracking to ask people to come support our event. Would they say no? Would they be engaged with something as serious as Fetal Alcohol Spectrum Disorder? I would usually face the dreaded question, "So what's this about?" Depending who I was talking to I would tailor each conversation to highlight the topic for the night, but at the root of the issue I thought, "How could I make this a fun party, with such a deep subject?"

I struggled with how could I create an evening that would make 18-30 year olds want to spend an evening talking about something serious.

Then I realized that I had the benefit of being an individual in the 18-30 age range. I was in the demographic that I was trying to reach. I stopped guessing about what my guests would want to do and started asking myself what I, as a 20 year old would want.

My own experience as a guest helped guide me when making a lot of other decisions. For example, there was debate about having alcohol at the event. I figured that if I were a guest I would want the option to drink, or to abstain. The team decided to serve alcohol to give people the choice, but our featured mocktail was the best selling drink!

At the end of the day, I was a guest at the event too. I wanted to learn more about FASD, and have a little fun in the process, so why wouldn't I honour my own experience? I did - and it worked out to be a perfect balance of fun and learning. We had games, a photo booth, and a panel to engage the audience with their own stories and I was so grateful to have the responsibility of planning our event at Hotel Arts.

Fetal Alcohol Spectrum Disorder is a life-long disability for those affected by pre-natal alcohol exposure, which is why education and prevention efforts are essential to help fulfill the organizations mission of "Respond today for a world without FASD tomorrow". It was touching to see how many of our guests connected with the panelists' stories. There were so many inquiring minds after the panel that our speakers barely got a chance to sit down!

The greatest gift a person can give you is their attention and engagement, and I am so honored that the guests of our FASD Gala gave us that by thoughtfully sharing the experience with us.

How do I make
this a fun event
with a Serious
Subject?

Education +
Prevention

Panelists
Stories



Photo booth!!

Mocktails



The Foothills Fetal Alcohol Society is a non-profit registered charity whose mission is to enhance capacity for the prevention of Fetal Alcohol Spectrum Disorder (FASD). They have provided services to communities for over 16 years.

Kerrin Rodrigues is an intern at the Foothills Fetal Alcohol Society and a student at the University of Calgary. She is in the process of completing her B.A. in Communications and enjoys stand-up comedy and the performing arts.

Photo bottom far right - Teresa Rhemann Photography
Photo strip and prop photos - Twisted Photoboos 2015





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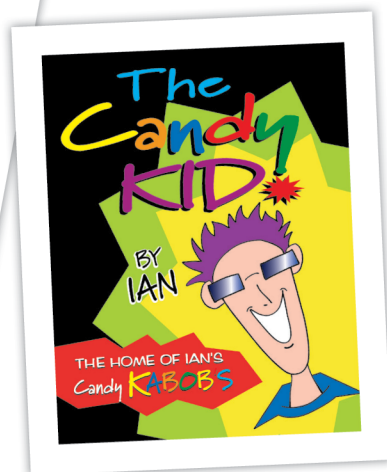
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KIM PAGE GLUCKIE

Kim is the owner of Truth & Tonic. She is a marketing consultant, workshop creator, and public speaker. She is a community builder with a quirky skill to rapidly filter the fluff, fuel the fireworks, and stimulate the light bulb moments that help small business owners get the grit to grow.



ABE BROWN

Abe is the Founder and President of Momentum Coaching and the President of the Certified Coaches Federation. Abe is a Leadership and Executive Coach working with profit and non-profit organizations around strategic planning, cultivating fully engaged employees, and facilitating coaching and training programs.



MONICA KRETSCHMER

Monica is the Founder and CEO of Canadian Business Chicks which provides connection for a global community of inspired women who move mountains and realize dreams with the resources and networks they need and to launch or grow their business while inspiring others to greatness.



VAL LIESKE

Val is the Artistic Director for the Fire Exit Theatre as well as the Associate Director of Theatre at Ambrose University, in Calgary. Val also freelances as a writer, performer and speaker.

TELL US YOUR STORY

We want to make a big deal of those moments that matter most to you. Have a great story or idea to share with our community?

We would love to hear from you!

Contact us at 1-800-560-8180
Submissions@CandyAcademy.ca

CONTRIBUTORS

Shelley Boettcher

Wine Columnist

Julie Freedman Smith

Parenting Power

Janae Gertridge

Financial Consultant

Jennifer Hadley

Jennifer Hadley Events

Nicole Halloran

Alberta Magazine Publishers Association

Sam Livermore

Sliver Photography

Dawn Messer

The Social Page

Melanee Murray

Artist, Actor + Author

Patti Pon

Calgary Arts Development

Adelita Porras

Moviendo Esperanzas, Costa Rica

Kerrin Rodrigues

Foothills Fetal Alcohol Society

Sarah Streuber

A to Z Creative Studio



YOUR COMMUNITY CONNECTION

Moments Magazine is a resource provided by Candy Event Consulting where we are passionate about supporting those planning and promoting events for their businesses, organizations, or groups and offer workshops, coaching, and resources year round.



PUBLISHER'S

GREETING



When the going gets tough, the tough plan an event!

When time and money are tight it's natural for a business or organization to pull into itself to preserve funds, time and energy – hoping that by focussing on the essentials they will weather the storm of uncertainty. In tough times, connection strategies are often the first to go – the marketing activities or special community events that allow you to keep in touch with your audience become casualties of the economic downturn.

Paring back can be a necessary, pragmatic move but if we consider the creative nature of the people that fuel our businesses, we will see that staying connected is even MORE important in tough times.

In this issue you will learn how to apply the resources you have – even if limited – to connection strategies that will bring your community with you through the lean times. Out of limited resources comes resourceful thinking and creative solutions – so don't despair you'll get lots of creative ideas here!

This is our premiere issue and is a testimony to the fact that, even in difficult times – beautiful things can emerge. I couldn't be happier that our theme is CONNECT – a timely and important topic as 2015 folds into new opportunities in 2016.

It's also the perfect theme as it has truly taken a community of people embracing the idea of this magazine, gathering all its elements, and helping it find wings of its own. I'm so thankful for my family, friends, and the dynamic community that surrounds this publication – and for you, our readers, who will join us on this crazy moment by moment journey.

In this issue we will hear how events can help us stay connected in business and life. Here's to many beautiful MOMENTS this season.

With you in the journey,

Lisa Gareau
Founder + Publisher

MOMENTS MAGAZINE TEAM

Lisa Gareau

Founder + Publisher

Jennifer Hadley

Client Experience Manager

Melissa Bartman

Design + Production

Angela King

Partnership Manager

Michelle Moody

Event + Promotions Manager

Rhiannon Peters

Ad Design Support

Thea Hiebert

Illustration + Design

Lawrence Carriere

Web Design Specialist

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GENERAL INQUIRIES

Candy Event Consulting Inc.

Box 47053 RPO Creekside

Calgary, Alberta, Canada T3P 0B9

TF: 1-800-560-8180 info@CandyConsulting.ca

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The content of Moments Magazine is intended for educational and inspirational purposes only and is not intended to reflect the whole of the events industry but rather a sampling of industry resources, supports, and opinions for wide community benefit.

Moments Magazine reserves the right to edit articles for clarity, content, or length at the editors' discretion. No part of this magazine (articles, illustrations, design elements) may be produced in any manner without the permission of the publisher.

To submit a feature article, story idea, or planners spotlight application, please email Submissions@CandyAcademy.ca

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GETTING CLEAR ON YOUR CONNECTION STRATEGIES

Determining the right event to host for your business, organization, or group can be daunting. But it can be done, you just have to ask the right questions. Start with asking yourself why it's important to connect with your community. Be specific. Take notes. Then jump in and answer these questions on your own, or with your planning team.



MY EVENT: Use picture words to describe your ideal event: the atmosphere you'd like to create, who is in the room, and what you'd like to accomplish. Think big picture and get it all in black and white – even if you don't know how you'll accomplish it.

MY PAST: Write out what type of meetings, events, or gatherings you have been hosting to connect with those that keep you in business, or keep your organization afloat. Describe what they looked like, what energy was created, and what your follow up looked like. Was there a feeling that you'd like to repeat any of these events again?



MY WINS: Think about the events you have run. Which ones have energized your team? Which ones are your customers talking about in a positive way? Which ones include connecting strategies that are seeing good fruit? Which events tell a good story? Which ones have gathered public attention that you can build on?

MY TEAM: Think about those who surround you, those champions for your business or cause. How invested are they with their ideas, energy, time, or money? What skills do they bring to the table? What new ideas have they been asking for? Who will invest short term and who will run the marathon with you?





MY PLAN: With a strong foundation you can start to build a plan that will be grounded in your vision and bolstered by your past successes. With the support of your engaged team, determine a list of over arching steps to get the planning momentum growing.

MY WISH LIST: Everything's on the right track and you're staying focused. Now add a little push. Explore that "out of the box" creative idea. Ask that special speaker to attend. Or use an unfamiliar platform to promote your event. It's time to dream!





The **clearVIEW Consultation** is a service of Candy Event Consulting, Inc. Is it time to get clear on your event planning and connecting strategies? Visit CandyConsulting.ca/Consultation or call 1-800-560-8180 ext. 1

TREND SPOTTING

Get inspired by the latest
event trends + ideas



Interactive! →

'MAKE-YOUR-OWN' FOOD BAR

Food stations offer choices
+ let your guests mix it up.

**More on action stations
on page 28.*



Make it shine

METALLICS

Gold + silver are
on trend + add
a glamorous
touch.



KEEP IT LOCAL

Local artists provide unique favor options like
Mini Cotton Candy by SugarCubeYYC.com
+ Soy Candles by NaturaSoy.ca
For more local favor ideas check out
CraftedTruck.ca



Stay connected

SOCIAL MEDIA

Promote your event in
real time with live
tweets, scrolling posts
+ creative hash tags.

Share the experience!

CANDID PHOTOS

Encourage guests to post selfies + group shots to their facebook + twitter feed.



MOBILE APPS

The way of the future in event management + promotion

Tap into the Benefits of Mobile Apps to Enhance Your Guests' Event Experience

- Supplement traditional printed marketing materials by posting all of the event information at the ready in one place.
- Online platforms are easy to edit so attendees have the latest updates, alerts, and announcements in real time.
- Data from your website can be fed through the app for easy guest access of information.
- Integration of online payment platforms like PayPal to increase merchandise and ticket sales conveniently.
- Integrate into social media platforms to increase marketing opportunities.
- Uploading of promotional videos, music, and snippets of speeches will allow non-attendees to see what they missed. They'll remember to buy a ticket next year!
- Advertising revenue can be generated within the app.



STREAMING

It's easier than ever to share a live stream of your event with apps like Periscope.



Celebrate Your Circle

Written by Monica Kretschmer

Close your eyes and imagine for a second how different your life would be without your treasured professional circle of influence?

I often think about the relationships in my own world and how they each enrich my life. Everyone has a circle. The key is to keep your eyes open for the gems and nurture those connections over time.

When planning your events, look inside your inner circle of difference makers and connections that consistently come to the table as part of your team or as a guest. These individuals are your inner circle. Make sure to acknowledge and celebrate with them often!

To nominate an Inspired Planner, visit us online at www.MomentsMagazine.ca. Chosen planners may be featured in a future issue of Moments Magazine or in our Moments monthly newsletter. We are stronger when we tell our stories.



3 WAYS TO CELEBRATE YOUR INNER CIRCLE

1

Show Appreciation

There are many ways to show your inner circle connections that they are valued and appreciated. It can be an email with simple subject line "I Appreciate You", verbal acknowledgment, schedule a telephone call, or my favorite... a hand written note send via Canada Post. Make it part of your weekly practice to celebrate your circle and share how their contribution makes a difference!

2

Return the Favor

When planning events a million things can go sideways even with careful planning, so when the preverbal crap hits the fan you want to know who you can depend on and that they can depend on you. It takes time to build the trust and requires give and take. I recall a last minute request for a character reference from an amazing young women who consistently provides support for our events. I was deeply honored and immediately cleared my plate to assist her with this request. It was a great feeling to hit the "send" button and know that I was able to have her back when it mattered.

3

Just Because

These are my favorite memorable moments... as they are totally unexpected! I get excited thinking about how "just because" makes someone feel. I recall ordering a custom monogrammed pair of Canadian Business Chicks sneakers for a very special women that helped me a great deal during my first year in business. It was a personal and unique way to let her know how much I appreciated her support and it was rewarding to see how excited she was to receive them!

PLANNER SPOTLIGHT

Q+A

Nicole Halloran

Communication + Events Coordinator
Alberta Magazine Publishers Association

What do you love about your organization?

AMPA represents the interests of around 70 magazine publishers throughout the province. Each of those publishers and their staff is passionate about their products, and we, in some small way, get to help them grow and feed those passions. AMPA is the largest regional magazine association in Canada, and through our events, we help contribute to a thriving industry in this province.

Tell us about the types of events you currently plan?

Throughout the year, I am responsible for planning professional development seminars, webinars, and making sure AMPA has a presence at some other great events throughout the province like Wordfest in Calgary and Word on the Street in Lethbridge. Our main event is a two-day conference and awards gala that takes place each March. This year, we are celebrating our 20th anniversary at the Hyatt. We bring in speakers from across North America to speak on everything from editing to advertising.

What you like most about bringing people together in this way?

When you're planning any type of professional development or networking event, the main goal is to foster connection and innovation. The hope is that both the speakers and attendees will walk away feeling inspired and move on to have something tangible come out of the event, be it an idea or relationship. It's an incredible thing to be able to stand back and watch that happen. The lasting impact of those connections tells us we're doing our jobs right as planners.

Have you always wanted to plan events – how did you get started?

When I was around 10 years old, I can remember watching my mom try to plan my younger sisters' birthday parties and just totally taking over. Years later, I joined every committee possible in high school to plan everything from fund raisers to the prom. I now get to do it professionally, and my love for it only grows as I meet more people and take on new concepts. Like every profession it comes with its challenges, but it's so rewarding to be able to gauge just how successful you are based on the smile on someone's face.



How do you stay connected to your team during the busy planning process?

We work with a very small team, and in this case it can be very beneficial. We have an open line of communication and an understanding that we all need to be on the same page, so having a discussion is our main problem solver, as simple as that sounds. We are all working towards a common goal, so hard work and remembering what we're working for helps keep us connected.

What is your favorite way to recharge after a busy event day?

A big glass of wine the night of, an even bigger cup of coffee the next morning.

What is one thing you have learned in the last year of planning events?

It's interesting to be in the position of both the communications and events coordinator because you really come to learn that everyone has a different way of communicating and understanding things. I have learned that the ability to read people is an extremely valuable asset, and have been working towards being able to do that to the best of my ability with everyone I encounter during the planning process.

Tell us about a local event that you look forward attending?

Calgary is host to so many incredible events, it's hard to keep up with them all. I always look forward to pop-up markets and shows like Market Collective or Etsy's Made in Canada events. They bring so many talented people together, and like any good event, give people the chance to meet someone new and take something away that they'll have forever.

12 MONTH EVENT PLANNING COUNTDOWN



9-12 MONTHS

- Determine purpose + audience
- Create a budget
- Select the date
- Gather planning committee
- Select the venue
- Consult event planner



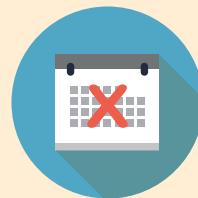
6-9 MONTHS

- Select theme
- Select caterer
- Select + confirm speakers
- Plan promotion + publicity
- Book photographer
- Book entertainment



3-6 MONTHS

- Design invitations + printables
- Finalize guest list
- Plan + order décor
- Begin publicity
- Create logistical plan
- Create production schedule
- Finalize A/V requirements
- Finalize presentations
- Recruit volunteers + staff



DAY OF EVENT

- Arrive early
- Set up décor + registration
- Conduct sound checks
- Relax + have fun!



1-4 WEEKS

- Update production schedule
- Confirm deliveries + timing
- Prepare all printables
- Create seating chart
- Gather presentation + award items
- Confirm final menu + guest count
- Prepare event kit



1-3 MONTHS

- Meet venue coordinator
- Confirm logistics
- Mail out passes + confirmations
- Meet with staff/volunteers
- Finalize details with vendors
- Write speeches/introductions
- Create and finalize floor plan



AFTER THE EVENT

- Send thank you notes
- Finalize + reconcile the budget
- Survey attendees
- Review surveys
- Plan the next one!

TIME SAVER TIP



"All delivery and arrival times should be re-confirmed with your venue coordinator and all of your vendors 24 hours prior to your event to ensure a smooth set up. Last minute surprises at the loading docks can tie up a lot of your time and distract you from other important tasks".

– Muriel Skog of Muriel Skog Designs

IF YOU REMEMBER ONLY ONE THING WHEN BOOKING YOUR VENUE, REMEMBER THIS...

"Don't ever assume anything.
Get all the details in writing.
Details. Details. Details."

– Sean Fraser, Executive Director,
Evergreen Theatre + Community
Spaces



"Fall in love with your
venue – when the right
one comes along,
you will know."

– Kirsten Davies,
Event Coordinator, The Lake
House, Canadian Rocky
Mountain Resorts



"It's never too early!"

– Cameron Hanishewski,
Director of Sales + Catering,
CHARCUT Roast House,
Charbar

"At the end of the day your guests
will remember the food, the service
and your DJ."

– Brian Brownlee, Event Services Manager
+ Wedding Specialist, Hotel Arts

"Remember to account for
the culture of your venue,
make it a place your guests
would love to visit, even
outside of your event."

– Liam Prost, Festival Hall Rentals
Manager, Calgary Folk Music Festival





*Simple
& fun*

*Visual
impact*

Setting the Tone



Bold graphics

How to Create an Irresistible Invitation

Be Your Own Picasso

Paint a picture! Invitations are the perfect place to be creative and set a theme and tone for your event. Set the tone with unique paper stock, (brown craft paper for a barn wedding), colors (florescent for a tea party) or quirky photography (50th wedding anniversary). Maybe you even add some sparkles!

Don't Make Them Reach for Their Readers

I know we all love script font, it's beautiful and swirly – but be careful! Just like too much salt ruins a batch of biscuits, too much script ruins a good invite. Keep your informative text 10pt–14pt and not in script.

Leave the Kitchen Sink Out of It

An invite shouldn't be a piece that explains the event in full detail. It's about creating curiosity! The most important details need to be clear and concise. More details can be listed on your website or in a follow up mailing.

Now go and get creative!



Sarah Streuber – Owner + Creative Genius
A to Z Creative Studio



Specialty
papers

Traditional
elegance




Have you ever received an invitation in the mail and been able to envision the event?

If your answer is no, then you've probably never received an invitation that properly set the tone. Invitations are one of the most essential parts of planning an event because they set the tone of what guests are to expect while at the same time helping them prepare for your event.

The invitation to any function should exude the theme of the event to come. A full-on extravagant bash complete with a fireworks send-off should have an equally extravagant invitation – imagine receiving an engraved invitation placed in a silk box, hand-tied with satin ribbon and adorned with a rhinestone brooch. You would know to dress in your finest attire and expect nothing but the best at the event, which means the invitation is setting the tone perfectly!



Dawn Messer
The Social Page
Creative + Unique Stationery



" When it comes to promoting positive change in the community, it's hard to beat events that bring friends and strangers together, build trust, encourage reflection and inspire action. I am continually blown away by the vibrant, diverse energy Calgary seems to produce continually and consistently through hundreds of events, big or small, every year."

*Cameron Falkenhagen,
TEDxCalgary Volunteer*



I'M MAKING CALGARY

Vibrant engaged INFORMED

DYNAMIC close G sweet

FUN STRONG connected

inspired excited

CURRENT fabulous

beautiful

I'M AN EVENT PLANNER

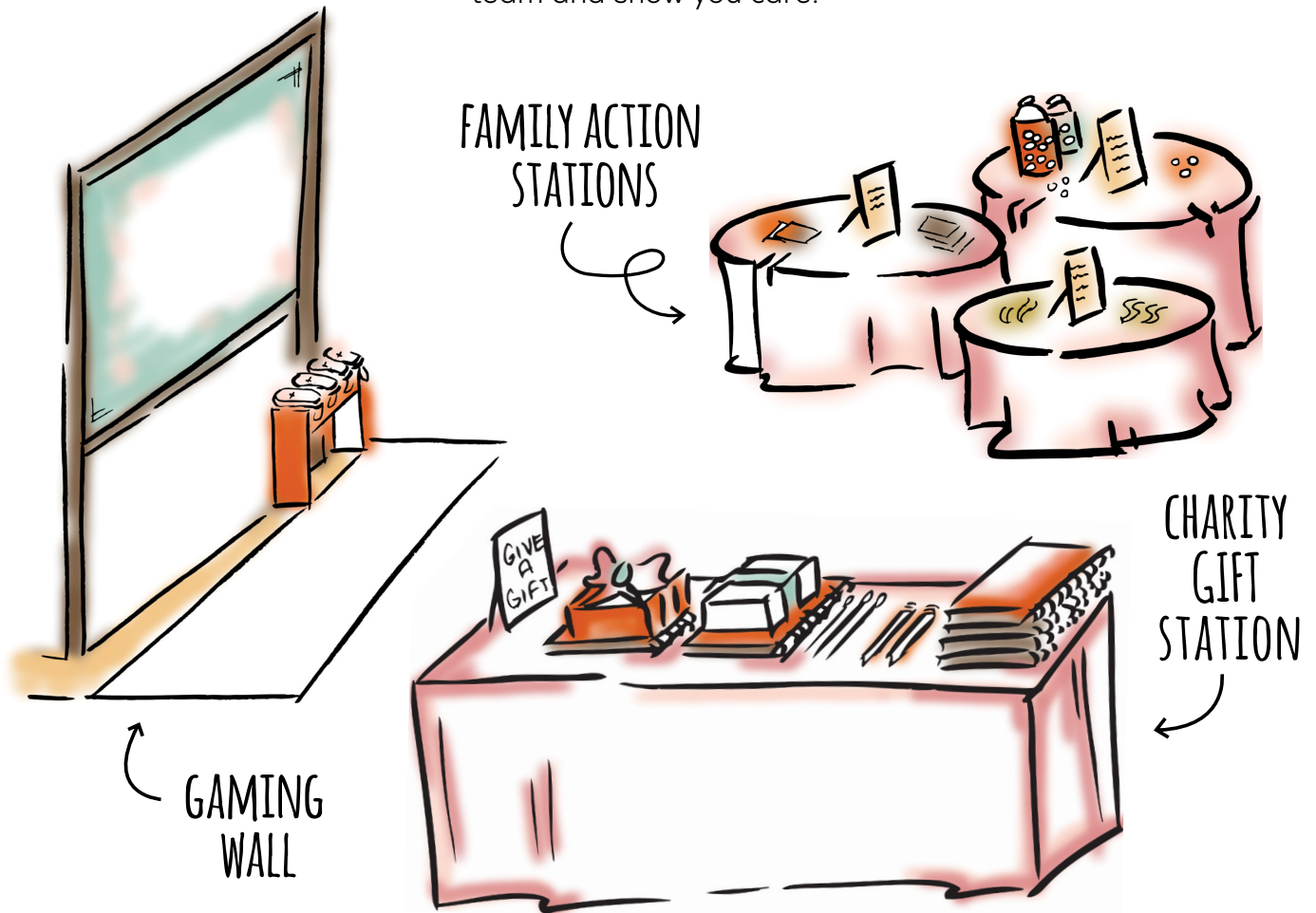
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OF EVENT MANAGEMENT + PROMOTIONS

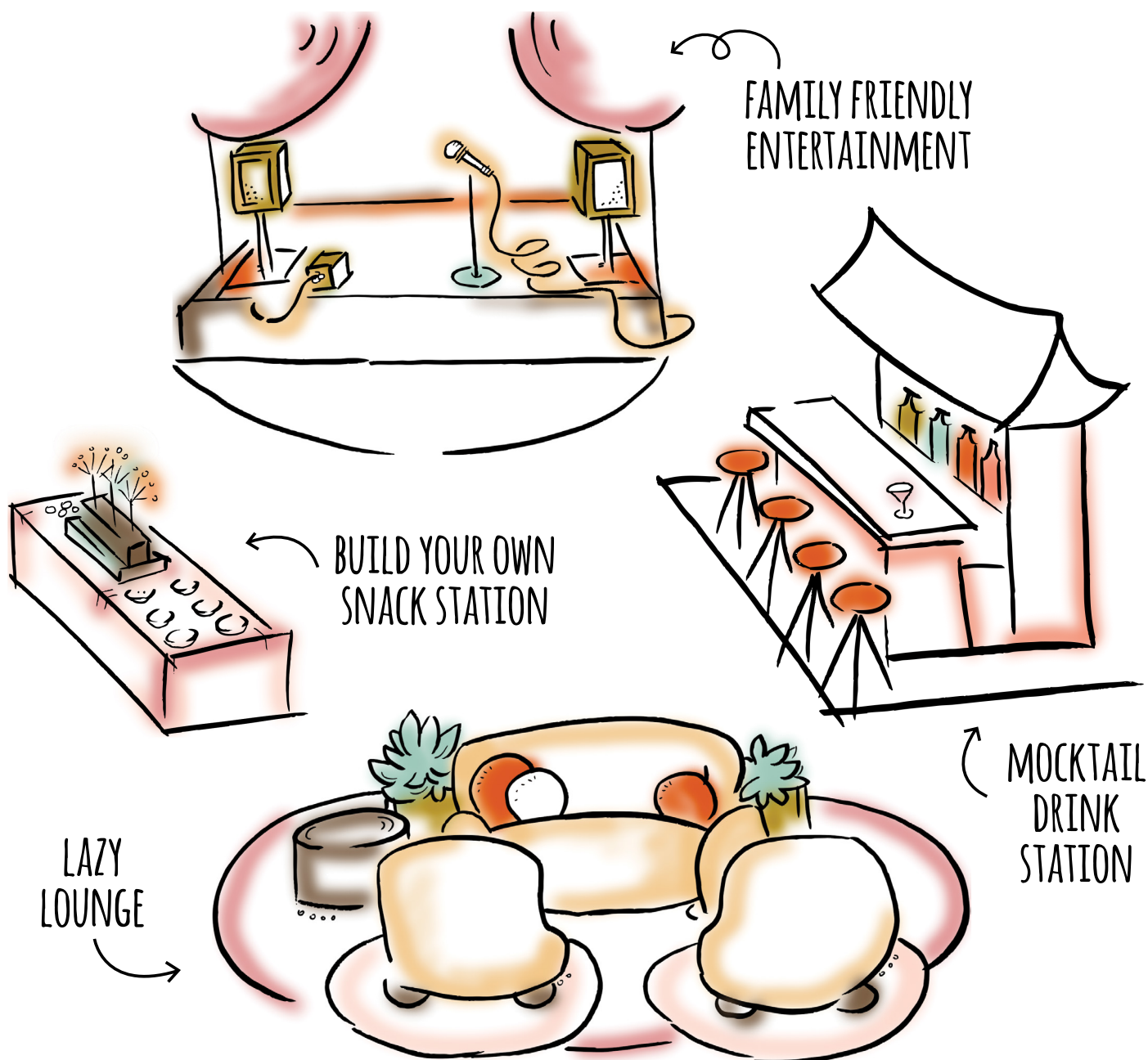
AVOIDING SOCIAL FUNCTION DYSFUNCTION

Planning a company party for employees and their families can be tricky but, if you get creative, can be a great way to build up your team and show you care!



IF YOU'RE THE PLANNER

- 1 Set up a variety of family-friendly interactive stations that will bring families together to have some hands on fun and shared memories.
- 2 Run your event theme throughout your décor plan to keep everyone – especially the kids – engaged and feeling a part of the bigger buzz.
- 3 Keep activities easy to accomplish in a short period of time so your guests can build many memories in an evening – jumping from one activity to another is part of the fun!



IF YOU'RE THE PARENT by Julie Freedman Smith

- 1 Clarify the rules before the event; your kids will know what to expect and you'll feel confident and calm. How many sweets? How much hot chocolate?
- 2 Ask your kids' to choose one activity each – kids won't fight for power when they feel that they have it. Then, it's your time to jump in and choose an activity.
- 3 Divide and conquer – if only one child loves the activity. Split up and make memories to share later. Parenting alone? Set clear time limits and acknowledge sibling's patience.

Banding together in stormy financial waters

By Janae Gertridge

Business ebbs and flows, not unlike the ocean. Whether one is faced with high times or low times it's important to find ways to keep business afloat. When budgets feel the weight of low tides it's time get creative and re-establish the essentials of business.

Many of us are riding out a storm here in Calgary and need to scale back and hunker down. We don't know when the sun will come out again or when we'll see easy growth in our businesses and organizations. If you are like most in our city, we need to seek out more efficient ways to stay connected to our customers, donors, or audience.

My business has survived both economic booms and busts. I have used the knowledge I've gained from both gain and loss to add to the new growth and opportunities that have emerged all these years later. I never gave up on my business but instead cut corners and developed innovative strategies to connect with new and existing clients on levels pertinent to the economic climate in the city.

I have seen the workings of many businesses and know that they too have to tighten their belts. Not only was I sharpening my own focus, but I was helping them to figure out what was most important to their own customers and community. I am able to share and teach effective alternatives to save them time and money:

Use your experience to your advantage. There is always new things to learn – and you can learn if you look back at your past challenges and how you have been able to rise above them.

Build upon the existing foundation you have. Just because business, finances, or socioeconomic climate has shifted doesn't mean you can't continue to connect with those you serve. Take a look at what you have available to you and maximize what you have in hand.

Assess what is important about connecting with your audience, donors, or customers. When deciding what and how much to cut from your budget, remembering who keeps your organization or business viable. Your community needs you. Staying engaged in your business relationships will be key, especially through hard times. It will be those clients that will be the foundation for your business when times pick up again.



Become aware of what uniqueness has drawn them in. Find out what is important to them by listening, watching, and participating in their world online and in person. You'll find just the right ways to keep in touch that are meaningful to them. Your best tool during hard times will become this ability to listen and see the special details. It can be the smallest thought, that when nurtured properly, grows into the biggest idea.

If one strategy does not work out, build another and another after that. Don't cancel your business. Stay sharp amidst adversity and get creative to adapt your business to the current climate. Ingenuity and perseverance will guide you over rough or calm seas and leave you sailing into the sunset on the other side.

Rules of Engagement

Staying engaged when your budget is cut



Don't Cancel: You might have to cut some corners but stay in the game. Cancelling your marketing efforts, event plans, or connecting strategies will hurt you in the long run and will mean you'll have to double your efforts to regain lost ground when the sun comes out.



Sharpen Your Focus: Get really clear on what is truly important to you and your community, customers, donors, or group members. Don't know how they would like to stay connected? Ask. You may find many effective alternatives to that will take even less time, effort, and money!



Get Creative: Do some research on what others are doing to hold tight in lean times. Network ideas from other organizations, businesses, or industries – you never know what you'll find or where inspiration will strike!

TIP FROM THE TRENCHES



Do a bit of digging and learn how your wider team can be involved in the planning. You never know where hidden talents lie. This will not only help ease the strain but show that you appreciate your team and welcome every bit of energy and creativity they are willing to contribute.



**KEEP
CALM
—AND—
PLAN
ON**



By Val Lieske

I'm a storyteller. I tell stories on stage at my theatre company, but I also tell them as a fund raiser, public speaker, and producer of events.

I believe in taking people on a journey; one that has a beginning, middle and end. Or as every good screenwriter knows, an inciting incident (something that propels us into the story), a climax (the moment with the most tension where a decision is made that will propel the characters in a new direction), and the denouement (the new reality).

The value of a good story emerges when I look to bring our theatre supporters with us from season to season. Telling the perfect three-act story at our annual season launch and fund raising event, we use the same principles as in a stage production.

We set out to "break their hearts" by showing them the problem, we build the story to the climax - the loss the community will feel if the problem persists - and shine a light on where they can help solve the problem through their time and support. The story concludes when hope is renewed by showing them the new reality - the difference their generosity will make.

Whether producing a theatre production, or hosting a fund raiser, I am geared to tell stories. Not only do I love telling stories - but everyone loves hearing a good story. But the story is only the foundation. To really bring the story to life - to really engage our donors - we have to engage the senses.

As visual creatures we are moved by light emotionally but it can also be a practical tool. Light can tell us if the event is more serious or more light-hearted. It can tell your

audience where to look; at a person or at a prop. And at the very least it should make things more visible. There is nothing worse than not being able to properly see your speaker or to have them continually walk out of the light. Psychologically, if you can see someone talking, no matter how far away they are, you can hear them better.

A good lighting design should never draw attention to itself but simply be another tool to draw people in. The right mix of light and color can invoke, at the very least, a subtle emotional response. So choose wisely what mood or emotion you are trying to evoke.

When you change the lighting you tell the audience there is a change in the program; maybe a change in the mood, a new speaker, a new element or just turning a corner in from the entertainment to the teaching component or from the teaching to the "ask," in the case of fund raising. Your lighting can be the unspoken signal to your guests on what to expect.

The other area important to communicating with your audience is sound. Sound is often the very first contact I will have with an event or production. What is the music playing in the lobby? What is the sound/music when I enter the space? That sound should tell me immediately whether this is a formal or casual event. Is it a comedy or drama? Is it set in the past or the future?

Sound is an immensely powerful aspect of the human experience. Although we take in much of the world visually, sound plays an integral role in shaping our experience of an environment.

So never downplay the importance of telling your story with all of the mediums available to you. The more inputs we plug into, the more powerful and long lasting the message.

"I AM CONSTANTLY INSPIRED
BY SOUND'S ABILITY
TO DEEPEN AN AUDIENCE'S
EXPERIENCE, TO CREATE MOOD
AND EMOTIONALITY OUT OF
THIN AIR, AND DRAW THEM INTO
SOMETHING MAGICAL."

"For me the power of light lies in its ability to affect your audience's perception of a given scene or situation on a subconscious level. Even the most tender and heartwarming moments can seem creepy or wrong when lit a certain way and vice versa. Lighting can communicate mood, theme, time of day and emotional state all in one fell, visual swoop."

– Kalyna Conrad, Light Designer

"I feel sound is a powerful tool in creating a dynamic and textured world on the stage. Especially in theatre, where visual elements have limitations, sound can be incredibly helpful in fleshing out a show's design. We might only be able to build a half-dozen trees on stage, but with the aid of a soundscape, we can create the sense of a dense forest going on for miles.

Just as concrete sounds can evoke a realistic space, abstract sounds can also be used to evoke a psychological space, breathing even further life into a performance. As an audio artist, I am constantly inspired by sound's ability to deepen an audience's experience, to create mood and emotionality out of thin air, and draw them into something magical."

– Aidan Lytton, Sound Designer







CONNECTION MORE THAN JUST A BUZZ WORD

By Abe Brown

Recently I was planning the marketing for an event, and like a lot of people who plan marketing, I was wracking my brain for that witty or catchy "hook" that would compel people and draw them in. To be honest, I couldn't come up with anything, and quickly grew tired of the constant pressure to excite people a little bit more than the last event. So, I found myself simply writing this: "It's time for us to connect authentically, relate deeply, and grow impactfully".

Having happiness, satisfaction, and contentment in life is not the by-product of just one thing, but it is the weaving together of many things. That said, one critical element underlies them all. That element is connection.

Human beings are social animals, hard-wired to connect with others. Research across a wide variety of disciplines consistently demonstrates that social support enhances productivity (we get more done), psychological well-being (we feel more complete and fulfilled), and even physical health (our body breaks down less). In fact, George Vaillant, Harvard professor of psychiatry, who directed the world's longest continuous study of physical and mental health, when asked what he had learned from his 40 years of research, said that, "the only thing that really matters in life are your relationships with other people."

This recent science is supported by the legend of Khan Kubrat. Khan Kubrat was born around 600 AD. He was the father of the founder of Bulgaria. According to legend, on his deathbed, Khan Kubrat commanded his sons to gather sticks and bring them to him, which he then bundled together. He commanded his eldest son to break the bundle. His son failed against the strength of the combined sticks, and so did the other sons in turn.

Khan Kubrat undid the bundle and broke each stick separately. He then proclaimed to his sons, "unity makes strength", which has become a common Bulgarian folk slogan and now appears on the Bulgarian coat of arms.

Your "bundle" is that network of caring relationships which wrap you in support, and give you strength which you do not have alone. It is crucial in life that we take time to

identify and then cultivate our bundle, to build partners. Your bundle replenishes you. Your bundle supports you. Your bundle challenges you. So, how do we build our bundle?

First, focus on building the bundle of others. Be others'-first, others'-focused, others'-motivated. Remember that if you are looking for a bundle, so is everyone else! Be a bundle for others and they will return the kindness.

Second, don't pre-judge your bundle. Sometimes, bundles come from places we would never guess! Several years ago, I went through a difficult personal season. I remember thinking that my support would come from a certain friend I had at the time. Not only was I shocked that the help I needed did not come from those particular friends, but I was pleasantly surprised when it came from another set of friends I didn't think it would come from. True happiness is not about having a large quantity of friends, but about having quality friends. I had pre-judged that some would be in my bundle and others would not. I was

wrong. A new bundle began to emerge and thankfully, my new bundle helped me through!

Third, people skills are crucial. Nobody owes us anything. In other words, every friend we have is a precious treasure and a privilege. The moment we take our friends for granted, and lose an attitude of gratitude, is the moment that we make it difficult for people to be in our bundle. It is so true that the only way to truly have a quality friend or bundle is to be one.

There can be no doubt that at some point in our lives, something will attempt to break us. Don't stand alone. Cultivate a bundle. The support of a bundle will enable us to stand far longer than we could on our own.

One final thought: Every adversity, every heartache, and every challenge is an opportunity to reach out, strengthen our connections, and build our bundle. Let people know when you face adversity. Reach out. I believe people will be there for us, and I hope you do as well.

So go out there and connect. Build the bundle of others. Don't pre-judge your bundle. And use great people skills! It really is time for us to connect authentically, relate deeply, and grow impactfully.

Action Stations are a great way to engage your guests, create customized menus + make your floor plan more interesting!

Integrating catering into your guest experience has put a spotlight on the food and has shifted the focus from the seating arrangements to allowing attendees to mingle and interact.

The increase in interactive food stations has brought more creative and innovative food presentations to events. This allows caterers to offer hands-on approaches, involve guests with their dining experience and allow those with dietary concerns more options!

by Jennifer Hadley



S'MORE BAR

Complete with graham crackers, marshmallows + different types of chocolate.



INTERACTIVE FOOD STATIONS

A FUN WAY TO INVOLVE
YOUR GUESTS



FRY BAR

Go all out – crinkle cut, shoestring, wedge + sweet potato. Add sides of garlic aioli, blue cheese, gravy + ketchup.



POPCORN STATIONS

Sweet or salty? Offer a variety + let your guests decide.



SALAD-TINI BAR

Elevate the salad course by serving up salads in individual martini glasses.



Pairing Wine with your Event

Nothing marks a celebration quite like bubbles.

You're in charge of choosing the wines for an upcoming event. Problem is, you're not a big wine drinker. Or maybe you are, but you don't know much about it. You just know what you like. Choosing the right wines for a big gathering doesn't have to be difficult, however.

- ✓ First, you'll need to get an Alberta Liquor License to serve wine at your event. Go to aglc.ca for details. You can buy a license at better wine shops throughout the city, including Kensington Wine Market and Bin 905.
- ✓ Staff at the city's better wine stores can also help with selecting wines and helping you stick within your budget.
- ✓ Count on one to two glasses of wine per person for an event that's three hours or less. For a dinner gathering, aim for at least one glass of wine per person per course.
- ✓ And remember that unopened bottles can generally be returned for a refund after your event.
- ✓ Then consider the event you're planning – what kind of food are you serving? Steak? Make sure you have a red.
- ✓ What are the host's preferences?
- ✓ What time of year is your party? If it's in the summer, plan for more white wines.
- ✓ What is your budget per bottle?



Shelley Boettcher is the national weekend wine columnist for CBC Radio and is the author of *Uncorked: The Definitive Guide to Alberta's Best Wines \$25 and Under*. You can find her on Twitter @shelley_wine



THE EVENT

Corporate get-together – you're hosting a staff party, a holiday gathering or a seasonal staff get-together.

THE MOOD

Bonding with coworkers, having fun outside office hours.

THE FOOD

Appetizers, perhaps flat breads, cheeses and a selection of charcuterie.

THE WINE

Pick a red and a white table wine. A red blend and a Pinot Grigio (white) will go with most dishes, and will please most wine drinkers. Look to Spain and California for bargain-priced reds. And Pinot Grigio? Italy offers a vast array of choices.



THE EVENT

Special family function – a retirement party or wedding.

THE MOOD

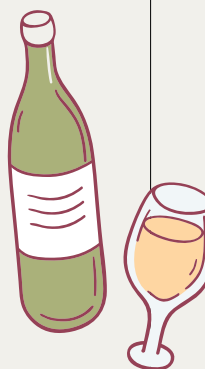
Ask the host to find out what the guest of honour prefers, and ensure you have something on hand to please them. They are, after all, the stars of the night.

THE FOOD

If beef's on the menu, try a Merlot or a Cabernet Sauvignon. If fish is the main course, an unoaked or lightly oaked Chardonnay is always a good choice.

THE WINE

Start with a sparkling wine – Champagne if the budget allows, or a value priced Cava from Spain, or Prosecco from Italy. Nothing marks a celebration quite like bubbles. Next, ensure you have a red and a white table wine, to go with whatever cuisine is being served.



THE EVENT

A non-profit gala – an art opening or a film festival.

THE MOOD

The budget is key here, but no matter what, you want to make a splash and create an unforgettable evening.

THE FOOD

Serve a variety of appetizers and tapas-style dishes.

THE WINE

Bring on the bubbles! A good quality Prosecco or Cava will cost \$20 per bottle or less.

ASK THE EXPERT

SAM

LIVERMORE

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What are some of the challenges you find when doing events in terms of keeping people engaged?

There is usually a challenge trying to get people to remain engaged at events. Sometimes at weddings, your audience can lose focus. The best idea to avoid all of this is to get your crowd engaged or trim down your schedule. Inviting them to join the festivities is sometimes a challenge, especially after their bellies are full. Providing "play" opportunities for guests, from photo booths, to video booths, to games are a great start. That, and an open bar!!

At corporate events, I try to provide options to get your guests to circulate, get them up and moving, and get the blood in the legs flowing. Charity auctions, magicians, and other performers are a great idea. Give them a reason to walk around, mingle, or network. And if all else fails, provide an open bar!

What are some things to avoid when planning events to ensure a smooth experience for guests and organizers?

Creating less time gaps between important segments during your party is important. Have you ever been to a wedding where the speeches just DRAAAAAAAG on? Give those people a time cap to ensure you can transition from one speech to the next (after all, there is only so much wine to drink at the table).

Plan your event in 15 minute intervals and your speeches every 5 minutes. Having a Planner is always an asset to help things run smoother. Provide fun events that allow intermission "play" opportunities. This encourages your people to walk around the venue, enjoy carnival stations where they can win prizes, bet on things, etc.

Another thing that can make or break an event is your DJ. Find one that can read the crowd and if that song isn't filling up the dance floor, cut it short and move on to the next song. Music gets you moving, and the right music will ensure that the moving happens on the dance floor and not out the door! I think in the end, have fun! Talk to your guest and get them up and moving. Bodies at rest tend to stay at rest. Bodies in motion tend to do the Macarena! It's Physics!

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LISA'S LIBRARY



Great reads have endured the test of time. The best books have enduring wisdom, you want to hang on to them, read them over, and glean just a bit more from their pages. Here's a couple of books that have made the cut and have earned a place on my personal book shelf. Enjoy!

Indigo

Lisa's Library titles, and many more helpful planning books, tools, and resources, are available now at the Chapters Indigo, Chinook Centre location – or find them online at www.Chapters.Indigo.ca

Making the Connection

by Melanee Murray

The event day has arrived. You've prepared for this night except for the one thing most of us believe we can't prepare for: connecting effectively with the people we are yet to meet. As an event planner, making connections and keeping them healthy is as important as the food we serve.

These titles will give you practical insight into achieving our heart's true desire – that spark of affinity and friendship with whomever we meet, wherever we go.

How To Work A Room®

Susan Roane

(William Morrow/Harper Collins Publishers)

In *How To Work A Room*, Susan Roane delineates in clear, personable prose the ingrained beliefs and inhibitions that keep you from becoming the social star you were meant to be. The infrastructure of shyness is sometimes the result of social admonitions – don't talk to strangers, wait to be introduced – that are often hard to shake. Roane's frank, honest tone can cheer you on to break through these barriers and connect with anyone, anywhere.

Everyone Communicates, Few Connect

John C. Maxwell

(Published by Thomas Nelson)

In *Everyone Communicates, Few Connect*, John C. Maxwell eloquently delves into the most effective ways we can, whether we are at a first meeting between colleagues or giving a speech at a podium, create lasting bonds of amity and mutual respect. Maxwell, with honesty and humor provides a living example of his own strategy in breaking the ice; vulnerability and laughter go far in creating bonds between strangers. A must for those seeking a clear and compassionate guide to interpersonal communication as well as presentations and speeches.

The Relationship Edge

Jerry Acuff with Wally Wood

(Published by Jon Wiley and Sons, Inc.)

Despite the well... edginess of the title, Jerry Acuff's *The Relationship Edge* is a personal communication blueprint that evokes the homey wisdom of your mom or favorite uncle. One of the things our moms forgot to tell us was how to forge alliances with people we don't necessarily like. Acuff uses personal anecdotes to help us breeze through encounters with arch-enemies he claims are potential allies in disguise. Great for creating harmony in the workplace, home, or office retreat.

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GREETINGS FROM CALGARY ARTS DEVELOPMENT

Mayor's Lunch for Arts Champions Builds Investment, Promotion + Participation

by Patti Pon

You don't become a Cultural Capital of Canada unless you welcome all communities. In 2012, Calgarians from all neighborhoods, all sectors, of all ages celebrated our city's art, heritage and creativity. Our year as a Cultural Capital created treasured memories and legacies that continue to support our creative sector today, like the \$5,000 legacy artist awards supported by local businesses and philanthropists.

The creation of these awards dovetailed with the first Mayor's Lunch for Arts Champions, a collaboration between Calgary Arts Development and Mayor Naheed Nenshi. Now in its fourth year, the event brings together the business and arts sectors, inspiring new and veteran arts champions to support Calgary's arts sector through investment, promotion and participation.

In seeing this event grow, I am amazed not only by the increased participation from Calgary's business community, but the enthusiasm they bring to the table. By strengthening the bonds between communities, the lunch helps demonstrate why everyone matters when it comes to building a city that is great for all Calgarians – not only some Calgarians.

Truly, we are better together.

Patti Pon is the President + CEO of Calgary Arts Development.
The fourth annual Mayor's Lunch will take place on March 16, 2016.
For more information visit mayorslunch.com



Mayor Nenshi with Patti Pon



BRING YOUR LIST TO LIFE

By Kim Page Gluckie

When a customer, donor, or fan raises their hand and actually signs up for your online newsletter, special offer, or event invitation they will give you valuable information. You know now is the time to really communicate. But how?

WHAT IS A LIST

An online list gathers information from anyone interested in your business, idea, or message and bundles that information in understandable and usable form. How you organize your contacts is an essential part of being responsible for the trust your audience puts in you and your communication systems. There are many tools that can help you gather this information such as popular online tools like AWeber, Constant Contact and Mailchimp.

WHY DO YOU NEED A LIST?

While we personally may feel inundated with our inbox every day, the fact is, when someone agrees to be "on your list" they are showing you a raised hand that says: "hey, look at me, over here... Tell me more about that great promotion you're running or that cool event you've got coming up!".

PUTTING YOUR LIST TO WORK

The primary benefit to email marketing is it creates a one-to-one relationship between you and that person that builds trust, familiarity, awareness and makes YOU a priority message in their inbox over time.

ENJOYING THE LIST BENEFITS

The values of a well organized list has many other benefits for event managers that cannot be overlooked:

- ✓ It is easier to communicate. It's hard to effectively reach many of your fans at once but with an active email list it's easy communicate upcoming event dates and important details with your whole community over and over.
- ✓ It helps you appear more professional. Meaningful and consistent communication builds your credibility and sparks greater trust in you and your organization as someone to know, hire, or work with.
- ✓ It helps your message to be read. Email marketing tools allow your group emails to land in inboxes not junk folders or blocked by spam filters. They have done the work for you – all you have to do is press 'send'!
- ✓ It creates meaningful connections. You'll be able to track and understand what messages your community is reading and responding to. You'll take out the guess work and be left with more time to follow up and really know your customers.
- ✓ It keeps your business or organization above board. The new Canadian anti-spam law came into effect last year and says if someone hasn't given you specific permission to email them, and if you haven't given them an easy way to remove themselves from the list, you are breaking the law.

The greatest gap in getting more of the right people to your event just might be a lack of a current, easy to use email list. But there's hope. Investing in the right list building tools will show your community you are willing to invest in them too.



WHAT A LIST IS NOT

- **NOT** a spreadsheet
- **NOT** your Outlook contacts
- **NOT** a Customer Relationship Management Tool (CRM Tool) unless it integrates with an email list tool
- **NOT** your purse or pocket lined with a set of business cards from your last networking event



RELATIONSHIPS

Building a list is about building your relationships. Your event team must remember that every name on a 'list' is a real person who is trying to receive good, quality information from you. You must honour that relationship by putting your best information forward in the most professional way you can.

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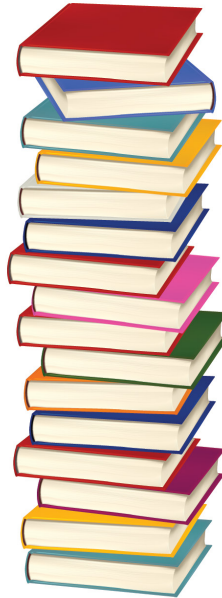
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*Adelita Porras with police officers
from Alberta + Costa Rica*



Planning *with* Passion

LAUNCHING A PLAYGROUND IN COSTA RICA

An amazing
volunteer
team put
all hands
together for
this very
special
cause.

The community center is in one of the most dangerous areas in Costa Rica but today we are here to celebrate the building of a new playground by a group of police officers from Alberta.

The community centre walls are filled with graffiti, the narrow gates have security bars, and just outside is a very busy street which leads to a well-known gang-controlled area of San Jose. Families are trying their best to raise their children free of violence and trouble in this unstable area and the thought of a playground is very exciting!

The group of police officers have arrived, dressed in their full uniforms, following protocol to the letter. The Costa Rican police are in attendance and are thrilled to witness the beginning of something very special.

I am very nervous – The First Lady of Costa Rica has agreed to join us and greet our Canadian guests before they start 5 long days worth of work on the playground.

My phone rings. "The First Lady will arrive in fifteen minutes". Then another call. "The First Lady will arrive in ten minutes". Then another call. The First Lady will arrive in five minutes". Four. Three. Two. One.

She made her way through the narrow community center doors, found her place at the head table and it's her time to speak. She does with such humility and grace that it's putting us all at ease and reminds us that – in the end – we are here for the children. And that only by working together can we help build a healthy, safe, and happy future.

– Adelita Porras, Moviendo Esperanzas
Costa Rica

Photography credit: Braulio Romero, Green Media, Costa Rica



*Adelita Porras together with
The First Lady of Costa Rica*



Muscle
Power!
Volunteer
police
officers
rolled up
their sleeves
and got
down to
work.

Join the Community

1 SHARE WITH THE COMMUNITY

Moments Magazine - Event Planning Ideas + Inspiration

SUBMIT YOUR STORIES • BOOK YOUR ADVERTISEMENT • BE A DISTRIBUTOR

The logo for Moments Magazine, featuring the word "Moments" in a large, black, cursive script font, with the word "MAGAZINE" in a smaller, black, sans-serif font underneath it. The logo is enclosed in a dotted rectangular border.

2 LEARN FROM THE COMMUNITY

Candy Academy of Event Management + Promotion

EXPERIENCE A WORKSHOP • JOIN AS A MEMBER • BUILD TEAM CAPACITY

The logo for Candy Academy, featuring a cluster of colorful circles (orange, teal, and grey) to the left of the text "CANDY ACADEMY" in a bold, black, sans-serif font, with "OF EVENT MANAGEMENT + PROMOTIONS" in a smaller, black, sans-serif font underneath it. The logo is enclosed in a dotted rectangular border.

CANDY ACADEMY
OF EVENT MANAGEMENT + PROMOTIONS

3 LEAN ON THE COMMUNITY

Candy Event Consulting - Event Management + Promotions

BOOK YOUR CONSULTATION • HIRE AN EXPERIENCED TEAM • GET THE HELP YOU NEED

The logo for Candy Event Consulting, featuring the text "Candy Event Consulting" in a black, cursive script font, with "EVENT MANAGEMENT + PROMOTIONS" in a smaller, black, sans-serif font underneath it. To the right of the text is a cluster of colorful circles (orange, teal, and grey). The logo is enclosed in a dotted rectangular border.

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