

moments

EVENT PLANNING IDEAS + INSPIRATION

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COAST TO COAST FOOD TRENDS
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Candy Event Consulting

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· REFRESH ISSUE ·

A GREETING FROM CANDY EVENT CONSULTING



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.

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,

A stylized, handwritten signature of Lisa Gareau in a dark grey ink.

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



Candy Event Consulting
MAKING YOUR TEAM STRONGER

The Woman behind the masks

Olga
Sem

I have a passion for the creation and design of exquisite masks. I learned my craft long ago in the beautiful city of Venice, where I was taught by an old man named Senor Augusto in his tiny workshop. I draw my inspiration from my life, my experiences, and from the people around me. Today the walls of my house are covered in masks, but these are far more than simple artistic creations. Each mask has a meaning and represents a real person with mystical characteristics.



Olga Sem, Artisan

Photo Credit: Chuck Szurlo



The Candy Academy Team with Olga's mask models at the Moments Magazine premiere issue launch, November 2015

Photo Credit: Rioux Photography and Video

Country folk to the rescue!

By Tasha Ulrich

In my past, I worked as a counsellor and I truly believe that it prepared me for the ups and downs of planning events.

It was the summer of 2006 and I had my usual group of excited brides-to-be that I was working with, but one bride stood out. She was overly concerned about the little details. We met on a regular basis discussing the fine details of her décor, ensuring the font on the programs was matching the table numbers and the colour of the linens didn't clash with the napkins and flowers. For a rustic barn wedding there were a great deal of exquisite details to oversee.

As her wedding grew closer she seemed to be overcome with stress worrying about all the "what if's" that were out of her control. She clearly was no longer enjoying the preparation of her big day. In fact, just days before her wedding, she showed up to finalize her itinerary and burst into tears. She was completely overwhelmed with the last minute details and worried something would be overlooked.

My previous career as a counsellor taught me that today was going to be a meeting about her well-being. So we discussed her fears, her feelings and what was realistic to expect. I told her that weddings are never perfect and that something always happens (bad weather, someone can't make it last minute, etc) and that if she expects perfection she will be disappointed. I told her that the best thing to do is to focus on what's important. She will be surrounded by her loved ones and marrying her best friend. I told her that if, at the end of the day, she is married and in love with her partner it will have been a successful day.

So three days later the sun was shining, the programs were on the chairs, lace and pearls were hung along the aisle and the guests all arrived on time. The ceremony was beautiful and dare I say, perfect. The happy couple left to have some pictures taken in the beautiful wheat fields and I went to meet the caterer and check how my staff were coming along with the décor.

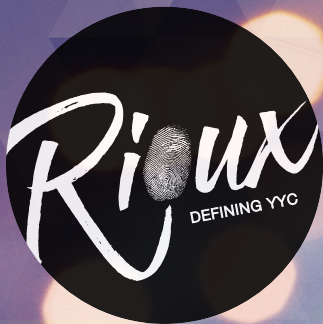
I walked in the door and realized there was some sort of panic situation. I soon realized that the caterer had forgotten forks. We were more than an hour from the closest store and several hours from the caterer's business front. Here was the blip I warned her to expect. We raided the farm house of all of their forks and travelled to several neighbouring farms borrowing every fork in sight! Country folk are so kind and helpful. We even found a guest who had a package of clear plastic forks in her vehicle that we used for the staff.

The bride and groom arrived to the beautifully decorated barn and I told them about the blip. I braced myself for tears but to my surprise she shrugged her shoulders and said "That's okay. Tasha, I'm married and it has been a wonderful, successful day!"



The bride I had chatted with just three days before would have fallen apart and been devastated that the forks didn't match. She had heard me, and remembered to focus on what's important. She was married and very much in love, and the rest just didn't matter (all that much).





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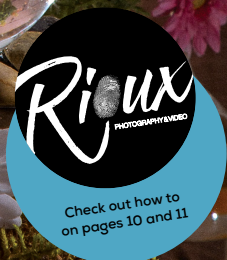
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PHOTO CREDIT: RIOUX PHOTOGRAPHY AND VIDEO



Check out how to
on pages 10 and 11

**LEA ROMANOWSKI**

Lea is the problem solving, award winning, owner of Designing on the Edge. Lea specializes in innovative Design and Decor for Corporate Events, Themed Parties, Structural Custom Props and Weddings. With over 1000 events and 2000 weddings under her belt including the 2016 Junos in Calgary, AB., Lea believes that being competitive helps keep a designer creatively on their toes.

**DONNA MCTAGGART**

Since the emergence of digital, Donna has embraced her passion for social media which has led to working with organizations, conferences and event planners, expanding marketing strategies to include digital. Through her company KAOS, and as the co-founder of Social Media Breakfast, Donna works with clients prior to, during and post event, building up the conversation, engaging with speakers, sponsors, and attendees.

**DEREK SELINGER**

Award winning Illusionist, Derek Selinger has been the choice of corporate audiences on five continents for more than ten years. He has entertained millions all over the world on six major television networks, including the Discovery network, Fox News in New York City, CTV and Global. He has played some of the world's most beautiful stages, including New York City, Las Vegas, Malaysia, and Paris. A winner of six international awards, Derek has wowed royalty and the corporate elite.

**ANDREA JONES**

Andrea Jones, of Jonesing for Leadership, helps business leaders smash through their obstacles to get what they really want. She uses her study in psychology, neuroscience, NLP, and body language, as well as her experience in business management, leadership development, sales, training, and marketing to help them become better leaders, developing success strategies that work perfectly to help them reach their goals.

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!

MomentsMagazine.ca

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PUBLISHER'S

GREETING



WARMTH. SUNSHINE. GROWTH.

In this time of year we share a collective deep breath as we say goodbye to the short, cold days of winter and hello to the spring thaw and summer sun. Our world wakes up and we instinctively look for new growth in our lives and work. Our events can also tap in to this exciting time of growth!

Event goers look forward to engaging outdoor festivals, friendly open patios, and the warmth of family gatherings in familiar settings.

Event planners look to integrate new, creative, and out-of-the-box ideas for their event plans and promotions.

Whether you are attending or planning events, these are YOUR Moments, and we're here to help by providing great ideas and fresh inspiration from a host of local contributors.

In our REFRESH issue we get in motion with mobile event services, including a mobile photobooth VW bus named Buttercup (pg. 13), we learn how to rethink and recycle event florals (pg. 22), and are encouraged to stop comparing ourselves to others and start creating real, meaningful results (pg. 18).

We encourage you to take a moment to freshen up your event planning and get creative in your ventures this spring and summer. Your guests will thank you!

With you in the event planning journey,

(Gareau)

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Moments Magazine reserves the right to edit articles for clarity, content, or length at the editors' discretion.

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To submit a feature article, story idea, or planners spotlight application, please visit MomentsMagazine.ca

COVER PHOTO

Luke Moilliet Photography

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.



Refresh Issue

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Rethinking Organizational Investment

Helping Leadership Embrace Event ROI

By Yvette Rasmussen



You know the scenario.

You've committed to planning that special fundraising event for a non-profit organization. You care about their ability to continue the good work they are involved in. You understand the issues, you want to help, and you have the skills to pull a great event together.

Often these events are run on very little resources – time, energy, and money always seem in short supply. Even then we do it. We take on the challenge and get down to the work of planning that gala, marathon, or golf tourney. But even though busy and difficult days may lie ahead, some of our biggest challenges start before we even consider our team, plan our shopping list, or open a new excel spreadsheet. The challenge is internal. The challengers are familiar. And the expectations for a strong ROI come fast and furious out of the gate.

But how do you measure your ROI? Is it just about the money, or is there a more all encompassing way to measure the success of your planning efforts? It might be time to rethink your organizational investment. As an organizational consultant I've heard a lot of show-me-the-money narratives from organizational leadership, but these narratives rarely come with willingness to entertain show-me-the-plan realities. Making money your only goal for an event – especially a first-time event – can set your team up for frustration, confusion, and what will most likely feel like a dismal failure.

I don't believe this is a deliberate behaviour - I feel it's a misunderstanding that needs clarifying. So indulge me as I begin by clarifying the obvious; The competitive advantage and public engagement resulting from a well-planned event cannot be measured in dollars alone, but rather through the quality of conversations before, during, and after the event, and in the investment that follows.

Throughout my career I've witnessed a lack of understanding of the value of a well-executed event, and in turn, a lack of investment on behalf of leadership. The most important detail for leaders, boards, and invested partners to remember is – without an organizational commitment from the top down, and a comprehensive plan, the hands of your planning team are tied and your over all ROI limited.





PLANNING FROM THE INSIDE OUT

Great event planners keep their eye on the prize, and understand what the end game is. With the support of their leadership, they can stay true to their vision by executing a detailed plan that will reach the goals for everyone involved.

How to
expand your
event ROI

Your event can be

A PLATFORM FOR YOUR MESSAGE:

Reputation, networks, and stakeholder adoption of a mission require vision, commitment, carefully crafted communications, and truthful conversations. Delivering one's message to the public requires a platform or catalyst, which often comes in the form of an event.

Your event can

SET YOUR MESSAGE FREE:

You can't become a meaningful community contributor if you don't reach outside your organization because, frankly, you can't practice good business in a bubble. You need to be bold and engaging; you need to invite people in – get a little social and not be afraid to turn things bottoms up and inside out.

Your event can

MAKE YOUR MESSAGE INTERACTIVE:

Corporate performance is closely linked to public perception and consumer adoption of an organization. No meaningful level of understanding has ever been achieved without first – the conversation. Public perception of an organization, and its mission and values, is as important to success as the product or service provided.

Your event can be

A CATALYST FOR YOUR MESSAGE:

Event planners are instrumental in driving the urgency of engagement, helping organizations get from A to B as quickly as possible. A good planner understands that their role is to plan the event and set the stage for an organization to tell their story, and communicate their message clearly over time.



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

A TALE OF TWO CREATIVE ROCK STARS

By Carlie Rioux with Carol Rioux



Start with a plan

BRAINSTORM

Get your planning team together and dream



Get down and dirty

MEASURE TWICE

Having a plan will help prevent missteps along the way



Add embellishments

CUT and COLOUR

Play with texture and colour to create a cohesive look



I'd love to be able to give you a 10 step plan on how to come up with the best ideas EVER, but that's the funny thing about the process, the best ideas often come in the most unexpected ways. That's just how creativity works. But here are two keepers as you head out on the road to creative rock star status.

Keep those 1,342 "brain tabs" open

When it's time to create, my mom (yes, I get to work with my brilliant mother. Yes, it's amazing, and yes, we still like each other!) will voice an idea and I'll jump on that train with bold enthusiasm every time. Then it becomes this back and forth gong show as we get more and more animated. Our eyes get bright and things move fast. This is when we experience one of many "I-Can-Barely-Breathe-I-Am-So-Excited" bouts. We try not to brainstorm while driving anymore...

Voice horrible ideas 100% of the time

You know the best part? Most of our amazing, crazy plans actually come from horrible ideas that are voiced just for a laugh. The moral of the story is

that you have to voice 100% of the ideas 100% of the time. You have no idea what weird thing you'll say to spark the "OH, OH, OH!" from your listener. Follow all of those trains until you find the one that you are TOTALLY STOKED to ride.

This was the pathway our brains travelled when we discussed creating an image of a table that would roll with the theme "Refresh" for the Moments Spring/Summer Issue. Refresh went to green. Green to plants. Plants to earth. Earth to... "Hey, let's make a table out of the Earth!"

Seriously? The Earth? Sure, why not, it's only Winter in Canada ;)

The only thing you absolutely need to be a Creative Rock Star is to inherently know that you can do, and fix, anything. There is nothing that does not have a solution, no person who can deter what you have in your mind, and nothing that you would not do to see your idea through.



Elevate the experience ↗

RAISE EXPECTATIONS

Raised charger plates will give your guests a heightened experience

Create movement

JUST ADD WATER

Don't be afraid to go the extra creative mile with surprising elements

We are not only photographers.
We are problem solvers.

You are not only Event Planners.
You are problem solvers.

We each see something in our endless internal Pinterest boards and we simply break down the steps to get it done. It's never "we can't". It's always "Okay! How?"

It may not be easy but trust that with a little creativity you can bring your wild idea to life!

Just in case you're curious – here are the 10 steps in creating our elegant, refreshing water table...

Step 1: Brainstorm and plan.

Step 2: Go to Home Depot.

Step 3: Get to the studio and realize there are multiple things we didn't think of.

Step 4: Go back to Home Depot.

Step 5: Start project.

Step 6: One more trip to Home Depot, really starting to hope the cashier doesn't recognize us.

Step 7: Start pounding back the coffee – double fisting it if we must.

Step 8: Get a few hours of sleep. Dream about current or potential obstacles.

Step 9: Work, rework, refine, have some wine.

Step 10: Take 'er easy... HA, just kidding. Step 10 is fret about whether the client will love it as much as we do. (So far, they all have)

See Carlie and Carol's amazing water table on page 4

EVENT TRENDS ON THE MOVE

By Kristy Archibald

In 2010 Calgary saw the launch of YYC Food Trucks, which became a cultural movement, enhancing Calgary's food scene like we have never seen before.

When planning events we are no longer confined to the dreaded buffet or stingy plated meals – these both still have their place – but as event planners we now have the option to have outdoor events with diverse food options and unique customized themes.

Since the Food Truck revolution, Calgary's event scene has been introduced to mobile trucks offering not only food, but also goods and services. The Crafted Truck, The Sugar Cube and the Beatnik Bus are only a few of the variations, carrying crafted artisan goods, sweet treats and vinyl records to feature at your event.

WHY YOU SHOULD GO MOBILE

What unique qualities do mobile trucks bring to an event?

Creative themes: there are so many vendors to choose from and many of them will work with you to come up with a customized plan unique to your event.

Interactive: the people at each truck will engage with your event patrons and most if not all mobile trucks have a strong social media presence with sharing abilities to create a conversation.

Diverse options: You can have multiple trucks at your event at once offering multiple services, enhancing the quality of your event.

Stress-free outdoor events: the trucks are weatherproof and maintain a consistent high-quality experience, regardless of rain or shine.

Unique services: most trucks offer services that are enhanced by mobile characteristics, or offer products that you would not be available to have at your event otherwise.

Builds community: having mobile trucks at your event connects you to Calgary's local community, while bringing people together and supporting local entrepreneurs.

There's an app for that: YYC Food Trucks along with many specific trucks own apps that allow users to easily track where specific trucks are during the day and book them for an event with ease.





WHEN A PHOTOBOOTH GOES MOBILE

Two Trendsetters and a Cargo Bus Named Buttercup

A photo speaks a thousand words, especially when it is branded and styled unique to your event, and instantly shared on social media! As an event planner, an important step in the planning process is figuring out what makes your event different and better yet, figuring out how you will get people talking about it.

Jo Williams and Monique de St. Croix, the owners of Hip Image, have the perfect solution, a 1972 Volkswagen cargo bus named Buttercup!

Learn more about their summer adventures at MomentsMagazine.ca/Buttercup





A Fresh Perspective

By Monica Kretschmer

When planning events, it's important to keep it interesting and explore ways to provide a fresh perspective. Here are 4 tips to pass on to your planning team.

NOMINATE AN UNSUNG PLANNER

Do you know an Unsung Planner in Calgary? Tell us who they are and how they are making a difference by planning meaningful events for Calgary communities. Nominate them at MomentsMagazine.ca/UnsungPlanner. Every month we will give it up for one nominee by treating them to a package of special gifts compliments of our local partners:

Rioux Photography – Personal Portrait Session
Thymeout Beauty Bus – Mobile Spa Service
BeautyGram – Planners Gift Package
Cake Bake Shoppe – Yummy Cupcake Delivery
Candy Academy – Event Planners Membership



CANDY ACADEMY
OF EVENT MANAGEMENT + PROMOTIONS

1

Shake It Up

Integrate some form of movement or meditation. Have attendees stand instead of sit for a quick group exercise to boost thinking and increase engagement. Start with a group meditation to break the ice and set the intention for the day.

2

Dare to be Different

Create an experience for your attendees. Find ways to surprise and delight them. Try a warm welcome at the door, energizing music, fun group exercise, or a parting gift. Not everything has to go on the agenda ... surprises are called surprises for a reason.

3

Be Inclusive

A fresh perspective comes naturally when you expand your circle of influence. As someone who has worked hard to build an inclusive community I have witnessed nothing short of "magic" when we make room for each individual to shine. Inclusivity breeds collaboration and innovation.

4

Ask for Feedback

After your event wraps up, create a short survey asking for participant's feedback. Feedback good or bad is invaluable, builds trust, and demonstrates you truly value the opinions of your guests with a fresh perspective for future events.

Q+A

Malka Labell

Young Women in Energy Volunteer Manager and Co-Events Chair, Full Time Sales Exec for an Energy Services Company, and #GETLEGGINGS Owner

What do you love about your organization?

I love the opportunity to network with likeminded people who share a passion for causes that I am also passionate about. Young Women in Energy (YWE) exemplifies that because it brings together women, like myself, who are working in the Energy industry. We are engaged and passionate about the Energy Industry amongst a sea of men and are changing the face of energy by bringing a stronger female presence. Change is coming from within our organization and within the industry at time when change is so incredibly important for our future.

Tell us about the types of events you currently plan?

I am primarily involved with are larger events which are typically panel discussions and galas with audiences of 150-600 people. The panelists speak on an interesting topic and engage the audience who continue the conversation during networking and over hors d'oeuvres. The spaces and places where we choose to have our events also provokes more conversation like from atop the Sky Gardens of the Bow Tower with its amazing view, or the Ranchmens' Club which was traditionally for only men in the Energy Industry.

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

I guess I have always had event planning in my blood. I planned my first big event, a Sweetheart Beau Dance at the Palliser Hotel for my youth group when I was in high school. In University I also planned Galas, Fashion Shows and Silent Auctions to raise money for local women's charities.

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

It takes a village... I couldn't do what I do without the amazing team of volunteers that I have cultivated from my own circles and from the amazing group of women that make up YWE. The dedication, professionalism and commitment that these fine women have shown is what makes our events so successful.



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

In my spare time (what little of it I have) I love to attend local meetups for entrepreneurs, particularly women and mother entrepreneurs like EMom Now. These groups provide me with a lot of support and advice not only for my 'Sidepreneur' business but in juggling many spinning plates in our lives. I love networking, sharing stories of success and missteps, and getting ideas from other women and mothers who are juggling many things as well. They are all part of my village.

How do you balance your personal business and family life with your work in planning events?

I liken my work with events, my full time job, side business, and other volunteer commitments to spinning plates. Some days it feels like something is going to drop, but if I keep the momentum going and stay focused on completing the tasks that I have piled on each 'plate' nothing gets dropped. My family is yet another 'plate' but one that is closest to my heart so I try to pay a lot of attention to ensure nothing gets dropped from there. When the event is over, and the plate stops spinning, I take some time to evaluate how much I and others valued that experience to see if I will pick up that plate again in the future.

What keeps you motivated and inspired?

I want to be a good role model for other young women, especially my young daughter. I feel that if I have the ability to contribute in a meaningful way to my community and organizations that I am a part of, my daughter will see this and want to contribute herself in some meaningful way as she grows.

Photo Credit: Jen Freedman Photography

YOUR WORK SPACE **DONE DIFFERENTLY**

In these tough times, office space in Calgary has seen vacancy rates on the rise. Even with lower rental prices, there is a large movement for freelancers, solopreneurs, contractors, and event planners to use alternative work spaces as their home base. With so many advantages of having a non-traditional work space, the shared environment has become the go-to for many!

As event planners, most of our daily business happens outside of the confines of a corporate setting, and therefore, we find that having a shared work environment allows us to stay focused, creative, and professional without committing to a full-time office space.

There are a number of attractive spaces in Calgary that provide this type of environment along with all of the necessities of day-to-day business operations. They allow us to settle in for as many days as we need, giving us a place to focus and get away from our home offices and coffee shops that often come with many distractions.

These spaces also give us a sense of community as we work alongside other creative people who have similar goals. This increases our productivity and allows a networking opportunity in that there is a built-in community of like-minded individuals and motivates us by keeping us accountable.

HERE'S A LIST OF OUR FAVOURITE SPACES TO GET THE WORK DONE;

The Commons Calgary

150, 1900 - 11 St. SE
www.thecommonscalgary.com

District Ventures

2540 Kensington Road NW
www.districtventures.ca

Assembly Coworking Space

119 14 St. NW
www.assemblycs.com

cSPACE

Suite - 501, 237 - 8 Ave SE
www.cspaceprojects.com

Tuxedo Park Community Association

202 29 Ave NE
www.tuxedoparkcommunity.ca

Work Nicer

550 11 Ave SW
www.WorkNicer.ca

The Inc. YYC

Ste. 1000, 3553 - 31 St. NW
www.innovatecalgary.com

AcceleratorYYC

200, 1212 - 9 Ave SE
www.thecollective1212.space

COWORKING. WHAT IS IT ANYWAY?

IS A COWORKING SPACE SIMPLY A SHARED OFFICE SPACE? NOPE!

In Calgary there are now thousands of square feet of shared office space being provided by companies that have been forced to downsize. This might be handy, and possibly quite cheap, but that is about as far as it goes - there really isn't any community or energy when working out of these types of spaces.

IS A COWORKING SPACE ONLY FOR TECH STARTUPS OR BRAND NEW COMPANIES? NOPE AGAIN!

These spaces are often confused with an "incubator". An incubator is typically a place that will provide more resourced based mentorship like access to funding, strategic partners, or business training for startups. They are great, but fit a specific niche stage of a business.

SO WHAT IS IT?

A great coworking space provides all the resources that entrepreneurs and small businesses need to survive and thrive. But in addition to furniture, internet, coffee, and conference rooms; they also offer fantastic opportunities to rub shoulders with others on their business owners on their own journey.

By Alex Futici
Founder, Work Nicer Corp.



BUSY SCHEDULES CALL FOR BODY FUEL

As event planners, we know that skipped meals, late lunches and irregular schedules are routine. Most of us are used to our morning coffees and even the afternoon caffeine "pick-up", however what eventually follows is that caffeine "crash".

Juicing is one of the most powerful options to maintain health and energy levels as fresh juice supplies the body with the nutrients and enzymes needed for the nourishment and regeneration of the body's cells, tissues, and organs. Raw juice helps the body rid itself of toxins rapidly, and will keep us on top of our game and feeling great during our busy schedules without any worries of dehydration or lack of nutrients.

Choosing a healthier option can be a quick, easy and convenient way to fill our bodies with natural fresh nutrients that keep our energy without that "crash". These days, you're sure to find healthy choices just around the block.

By Steven Laroche
Co-founder & Director, Juice Evolution Inc.



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STOP COMPARING. START CREATING BETTER RESULTS.

By Andrea Jones

We've all done it – looked at someone else and felt jealous or envious of their skill, and their success. Or we've looked at another business similar to our own, and wondered why it seems so easy for them but feels like such an uphill battle for us.

Comparing ourselves to someone else, usually ends up making us feel inadequate because we focus on the lack of what we don't seem to have. The longer you stay there, the easier it is to get sucked into a negative vortex, just like water being sucked down the bathtub drain. Before you know it, you're just empty and feeling nothing but the lack.

The reality is that the person, or business, you're comparing yourself to has a different set of gifts and strengths than you do. Not better, just different. And conversely, you have things they don't have. What you have, and they don't, is the key to creating better, longer lasting, more positive results for you and your business.

Your unique strengths are exactly what your ideal audience wants.

You don't want to duplicate what your competitor has done. That will only ever make you second best. You want to home in on the things that make you YOU!

What is it that you can do that no one else in your industry can? Maybe you make everything fun, or formal, or quirky. Whatever your specific angle is, that's what you want to highlight, because it is the thing that's going to make your ideal audience light up.

Think about your skills, what your business delivers, and your own personality, like pieces that fit into your own personal jigsaw puzzle. The pieces of your puzzle fit together perfectly, and make something that's uniquely yours, because no one else has exactly what you have to offer.

When you compare yourself to someone else, you're working with a different puzzle completely. Their specific puzzle piece doesn't fit, because it isn't part of your puzzle. And, quite frankly, you don't want it to be, because you won't be able to successfully deliver something that isn't really in your wheelhouse of skill.

That is not to say you can't use what they're doing and make it yours. That's how we grow. Seeing what other people are doing can inspire us to become more successful. You just have to make it work for you. Then you will have a piece that can truly fit into your puzzle.

There is opportunity in every situation, and every time you seize an opportunity you open the door to creating even better results.


So how do you make that flip from wallowing in jealousy to creating something useful and constructive? You just need to reframe it to see it in a whole new light, and you can do that in three easy steps.

Appreciate: When you appreciate someone for his or her skills, or appreciate the success of another's business, it feels better. If you're appreciating you can't feel jealous. It's certainly less stressful and a lot less negative. That means you get to put yourself into a more positive headspace where you can actually think, so that you can move onto step 2.

Learn: Take a good look at that person or that business – what skills do they have; what are they doing that's so successful; and how have they made that a unique part of their business? What can you learn from them? Because they are actually taking very specific actions to produce the results that have created in their specific puzzle. How can you use what they've already figured out, and make it yours? You have to put your own spin on it. Which brings us to our final step.

Adapt and Adopt: When you figure out how they've created their success, you can learn from them and adapt it to make it your own. Once it's yours you can adopt it into your life and business, in your way. It's all about enhancing that particular thing with your skills, your business culture, and your personality. That will give you the opportunity to take something and add it to your collection of tools to make your puzzle fit together that much better.





STAY
ORIGINAL
OTHERS MAY
BE IN YOUR
SPACE
BUT NO ONE
IS IN YOUR
PLACE

SANDRA YANCEY
EWOMEN NETWORK

Model: Grace Turner of Numa Models Concept, Makeup, Hairstyle: Lyana Gilbert of TheArtOfBeauty.ca Photography: John Tabingo

Summer with the Minhas Family

By Manjit Minhas

My brother and business partner, Ravinder, and I were born and raised here in Calgary, which is unique nowadays. We've seen this great city change for the good, in that it's grown a lot and is big enough that you can feel free to do whatever you like. But it's also small enough that you can know everybody in your industry and your community.

Calgary is the perfect size to test new ideas, products, and initiatives. The city has such a great mix of age groups, blue-collar workers, white-collar workers, families, and singles. For entrepreneurs, you couldn't ask for better demographics to test. For that reason, Calgary has always been our bouncing ground for all of our new products.

Plus, busy professionals probably don't think about this much at the start of their careers, but the work-life balance is so much better in Calgary

than in Los Angeles or Toronto, because Calgary is so community-based. We volunteer in the community and do everything we can for Calgary's future because we hope people choose to stay here, like we did. Sure, we travel a lot and sell booze everywhere else, but Calgary is still home.

And we love being home, especially when the weather gets warmer and our family can head to the back yard with some ice cold drinks in hand. And we do that every chance we get! With summer party and patio season just around the corner, we can join in the fun and host our own family BBQ the Minhas way!

After all, we believe that if you're not enjoying the journey, you'll never enjoy the finish line.



Manjit's role as a Dragon on CBC's *Dragon's Den* has made her a household name across Canada. The Minhas family are not only a very close-knit family, but they work together in one of Calgary's most popular craft breweries, Minhas Brewery. Manjit and Ravinder are a brother-sister team who are unstoppable on the Calgary business scene!



Something for Everyone

So what does the Minhas family drink when they all get together? Why the brews from the Minhas Brewery of course! They have something for everyone, even old-fashioned sodas for the kids. Two of the most popular brews out of their brewery in Calgary's North East are Boxer Watermelon and Lazy Mutt Ginger Beer. Both are light and easy drinking beers reflecting the taste of summer! And their Blumers Root Beer and Cream Soda (we love it in an ice cream float!) bring back the feeling of the good old days for the whole family.



EVENT MONEY MATTERS

One of the most important steps in event planning is proper budgeting. No matter how big or small, your budget will determine every aspect of your event. Accurate research and management is essential to event success.

Here are some tips to get started

- 1 Identify all of your possible expenses. This means everything; from your room rentals to your name badges.
- 2 Set realistic estimations of those costs. Base your estimates on actual expectations like guest count and venue minimums.
- 3 Set aside an emergency fund. Usually about 10% of your total budget to cover last-minute contingencies.
- 4 Don't forget to budget your income as well!



Sample budget line items:

Venue

Room Booking Fees
Staffing and Gratuity
Equipment and Furniture
Sound System

Décor

Signage
Florals
Linens
Lighting

Publicity and Advertising

Printing
Graphic Design
Postage
Promotion

Catering

Food and Hospitality
Bar and Licensing
Rental Items
Service Staff and Gratuities

Entertainment

Speakers
Performers
DJ or Band
Accommodations

Miscellaneous

Prizes/Gifts
Transportation

Your income budget includes the following:

Ticket Sales/Admission
Program Advertising
Sponsorships
Vendors/Exhibitors
Merchandise Sales
Bar Sales

A few tips on how to save:

- ✓ Record and monitor all expenses
- ✓ Manage guest count and keep your offerings clear
- ✓ Do your research – compare between vendor options and venue spaces
- ✓ Consider the time of year – high season and weekend events are generally more expensive
- ✓ Avoid impulse shopping – buy only what you need

ECO-FRIENDLY FLORAL

By Lea Romanowski

Being "Eco Friendly" doesn't mean you have to compromise excellence in design!

As a designer I am asked regularly how can we keep the costs of decor under control. This is especially necessary if a conference spans multiple days to as long as a week.

The repurposing of fresh floral and foliages for decor is possible while still maintaining a fresh look with each design. Little or no extra product needs to be added to transform one design look to the next. Two key essentials are creativity and imagination when redesigning floral decor.

Your first opportunity to R-R-R is for the client who requests fresh prototypes/mock ups of the designs.

Reduce Reuse Recycle

Here are a few tips:

1. Hire an experienced floral designer.

They will invest the time to research the most appropriate, long lasting materials to transition with. Making sure the fresh materials picked are "in season" at the time of the event is very important when reducing costs.

2. Use good quality rental vessels for the designs rather than inexpensive throw away containers. This keeps yours and your clients carbon footprint closer to neutral.

3. Start with contemporary floral designs as they take less product than traditional designs. This way you can add more product with a completely different look.

4. Design larger pieces first, gradually going smaller to create as many unique looks as possible. Take good quality photos of each design from several angles.

5. Pricing is based differently when repurposing one design to the next, and this is where the client starts to save. Labour costs remain constant, however fresh product at retail can drop up to 75% on a multiple day event.





"Growing up, my favorite memories revolve around family gatherings, my parents having friends over, and going to local events. These are the things that got me so excited that I couldn't sleep. It's because I knew I was going to get the chance to catch up with people, make new friends, and see new things. I am the person I am today because of these events. Events matter because they allow for interaction amongst people, the sharing of knowledge, and the presentation of artistic passion. Also, many events have food...and I really like food!"

Andrew Phung
Actor/Improviser/Emcee



I'M MAKING CALGARY
vibrant engaged INFORMED
DYNAMIC close STRONG sweet
FUN connected
inspired excited
CURRENT fabulous
beautiful

I'M AN EVENT PLANNER

Candy Event Consulting ©



CANDY ACADEMY
OF EVENT MANAGEMENT + PROMOTIONS

JUMP OUTSIDE THE BOX WITH YOUR EVENT THEME

By Alyssa Tilston

When you are in the process of planning an event, different colours and themes come to mind. Usually, they start with the obvious choices first. Perhaps from events you have attended in the past or colours that are on the safe side. This summer, why not take your next event to a whole new level – by jumping out of the box?

There are so many amazing features you can add to your event to make it memorable. Here is an example of a recent event where we brought a Willy Wonka theme come to life!

SWEETEN THE
GUEST EXPERIENCE



THE WILLY WONKA
THEME WAS A HIT!

Candy Provided By: The Sugar Cube
Popcorn Provided By: Sugar Creek
Linens Provided By: Chair Flair
Photo Credit: Riana Lisbeth Photography



ADD SPARKLE & POP

Remember that a few key touches and DIY ideas can make your theme really "pop". This event featured centerpieces made by us, The Sugar Cube! If you want to add these to your next event, here are the steps to create them:

1 GET THE SUPPLIES

You will need: unicorn pops, sparkle picks (you can find these at Michael's), a clear jar, a Styrofoam ball (small enough for jar – with about an inch of space all the way around), and scissors.

2 CANDY STICKS:

Start arranging the unicorn pops in the Styrofoam ball. Make sure that they are sticking out in all directions, evenly.

3 SPARKLE PICKS

Add the sparkle picks evenly throughout the Styrofoam ball. Make sure that they are covering around and between the unicorn pops.

4 CANDY

Last step! Add some candy around the bottom of the jar. This will hide the bottom of the sparkle picks, unicorn pops and Styrofoam ball! Make sure you fill with enough candy to cover the ball all around!

SHAKE UP YOUR
EVENT WITH A
NEW IDEA!

This event turned out better than we ever expected. Many of the guests couldn't stop talking about the décor. They were expecting a typical holiday party, but this theme brought a bit of "wow" (and added a little more fun)!

Working with great vendors can also really help to bring your vision to life. Often they come to the table with so many great ideas and have the teams to help execute them. When planning this event we also worked with our friends at Chair Flair, a local linen and décor rental company in Calgary, who really brought the room to life with their upscale linens and table décor. The rich purple linens and sparkly gold table runners were the perfect addition to bring this Willy Wonka theme to life.

So, next time you're planning an event – try to jump outside the box with your theme. You'll get something amazing and memorable. And don't forget to partner with some great local talent to help execute and scour Pinterest for lots of inspiration.



BIKE TO WORK DAY

BIKE TO WORK DAY WAS FOUNDED IN 2007 BY BIKE ENTHUSIAST, LONNY BALBI. IT CELEBRATES AND PROMOTES CYCLING AS A HEALTHY, CONVENIENT, EFFICIENT, LOW-COST AND SOCIALLY RESPONSIBLE MEANS OF TRANSPORTATION, WHICH CONTRIBUTES TO A REDUCTION OF INNER CITY TRAFFIC CONGESTION AND POLLUTION. THE MISSION OF THE EVENT IS TO ENCOURAGE PEOPLE WORKING IN THE DOWNTOWN CORE AND SURROUNDING NEIGHBOURHOODS TO TRY BIKING TO WORK, IN THE HOPES THAT THEY MIGHT CONTINUE TO CYCLE TO WORK ALL SEASON LONG.

By Jenna Horback

ON BTWD THE CITY ENJOYS
A DIFFERENT KIND OF ENERGY

Every year, thousands of Calgary commuters join together to celebrate cycling as a clean, fun and healthy way of getting to work. It's an excellent opportunity for both experienced cyclists and beginners to come together and utilize the city's extensive pathway system.

During Bike to Work Day, 8 "Energy Pit Stop" stations, sponsored by local bike shops, are set up around downtown Calgary and at Eau Claire Market. There are "bike doctors" on-site for each station - offering free bike tune-ups, information, snacks, tons of great giveaways, a FREE breakfast at the Eau Claire Market, live music and other fun prizes and freebies. It's fun to see Calgarians come together to celebrate one of the city's best ways to travel.



To organize a successful city-wide event where thousands attend, requires a sufficient time frame and an organized approach by the Event Coordinator.

The first step in planning is to create a critical path; this is a step by step spreadsheet that details each and every tiny task that needs to be done to put the event together. There are many moving parts – far beyond the thousands of wheels in motion that day.

For more information check out the website at BikeCalgary.ca.

When planning an outdoor event in Calgary, it is also always important to take into account weather changes and have a plan B so all guests, partners, and volunteers are safe and the event can continue.

Large corporate sponsors generally require three months notice if applying for funding or donation. Most corporate sponsorships are done online, you will need details about the event. Bike to Work Day is very lucky to have sponsors and supporters that contribute yearly, whether that is volunteers, bike shops, or financial donors.

A call for volunteers should also be done several months in advance. It takes hundreds of hearty volunteers to help get the public excited in the promotion, and organized in the execution of the big day.

The event requires permits, insurance and inspections several months in advance of the event.

"There is not 'digital strategy' anymore, just **strategy** in a digital world."

— UNKNOWN

RETHINKING WHAT IT MEANS TO BE **SOCIAL**

By Donna McTaggart

YOU, LIKE SO MANY EVENT PLANNERS TODAY, HAVE A SENSE THAT YOU SHOULD BE USING SOCIAL MEDIA AS YOU PLAN AND PROMOTE YOUR EVENTS, BUT YOU'VE BEEN HOLDING OFF...



So often when we procrastinate it's because we don't know what to do or where to start.

You are not alone. As you begin to understand the power of your online social presence, it will become easier to fit a social strategy into your event marketing and communication plans. The term "Social Media" is elusive and often misunderstood. You may have at some point thought, "It's how young people communicate." "I'm not interested in hearing about or seeing what someone had for lunch." "I can't see how it applies to my business." "My clients are not using social media anyway, why should I?"

So what is Social Media anyway? The simple answer is, it's any form of digital communication.

Online communication platforms like Facebook, Instagram, Twitter, Slideshare, YouTube, Pinterest, blogs, and podcasts are all tools available for you to interact, post content, and share your message electronically or digitally with your audience.

The truth is, a comprehensive communication strategy for your event should include both traditional marketing avenues and digital communication platforms.

Let's look at the benefits of embracing the use of digital platforms to promote your event and create ongoing engagement for your audience.



CREATE BUZZ

When your message is focused, you have a great opportunity to not only track digital conversations, but also engage. An online connection prior to your event can build relationships with your attendees. It can also generate interest and responses from those who are not able to attend but are interested in your cause. Engagement can include online chats focusing on a subject or specific speaker. An online poll can begin a conversation which can continue at your event. Posting thanks to those who have shared your message can build goodwill. Reaching out to attendees prior to event can build a relationship long before your event begins and last long after. Your investment with people will create ambassadors. As you facilitate engagement with your guests, the buzz about your event will take on a life of its own.



FIND A BROADER AUDIENCE

The power of digital marketing lies in the "share." Your network has a network. Create messaging that includes key words and a targeted hashtag. Include crafted messaging for social platforms like Facebook, LinkedIn, and Twitter. Distribute to supporters, email lists, past attendees, sponsors, and current partners, clearly asking them to share. When you make your message clear and simple to share, people will.



SHARE EVENT INFORMATION

Email communication about your event can be enhanced with online tools. A twitter account specifically for an event is a great option to provide links to speakers, sessions, and last minute detail changes. Your Facebook page provides a space for people to post photos and comments during and after your event. An event-specific hashtag can connect posts from multiple social networks. Your hashtag can be followed by both attendees and those watching your event feed remotely. A hashtag can be used to track and display posts on a social wall at your event. Tracking your hashtag can give you valuable information identifying event influencers, contributors, and brand ambassadors.

CROSS PROMOTION WITH SPEAKERS, SPONSORS & DONORS

Your event partners have a vested interest in the overall success of your event. Your marketing content will include stories and links to your speakers and sponsors. Provide them with detailed messaging that promotes their contribution to your event, and they will be happy to share it on their websites and to their mailing lists. Digital platforms provide a wonderful opportunity to showcase and thank donors providing swag or silent auction items. People love to support those that are generous to others.



CREATING A CONNECTION: AN AUDIOVISUAL **LOVE STORY**

By Mark Della Valle with Shannon Della Valle

Caught in
the glare!

My career in the Audio Visual Industry began when I graduated from a broadcasting program and landed a job in conference Audio Visual as a means of keeping my skills sharp until I found the right opportunity to jump into radio or television full time. Meanwhile, a young woman named Shannon was forging her career in the hospitality sector, fuelled by a love of travel and spirit of exploration. An interesting turn of events led to us meeting in the winter of 2001 in Canmore, Alberta. I was the AV guy and Shannon was the Convention Services Manager. After executing a large number of successful events together, we soon realized that we were a really good team, perhaps away from business as well. A connection was made. **For years, we were on opposite sides of the table but now, living in Calgary and working together at FMAV, we can collaborate on projects and prospects.** At FMAV our value proposition is "Live events that create a connection." For Shannon and I, living the brand comes easily as we've had that connection since day one.



We soon realized that we were a really good team, perhaps away from business as well





LIGHT UP THE NIGHT

Audio Visual services should be a high priority when planning and budgeting for a meeting, conference, or special event. It would be almost impossible for any type of presentation or performance to be compelling and engaging to an audience without some kind of AV enhancement. Options span a wide spectrum of technology ranging from a basic laptop, projector and screen to highly sophisticated, technically complex productions that use every latest tool out there. There's a lot to consider, and it all starts with knowing your event goals.



An AV professional is a resource every step of the event journey, and they are a key member of your event planning team. Consulting them before making any booking commitment with a venue or site for your event will ensure that you avoid technical hiccups at your event.

KEY PHASES OF WORKING WITH AN AV PARTNER

Consultation

Work with your AV partner to determine your event type, objectives, timeframes, ideal room and seating layout. Your concept and theme will help you determine the type of support you need and how to stay within your budget.

Development

Your AV partner will help you determine the right technology solutions, and will confirm that your needs are met. Be sure to see your requests in black and white so there is no confusion.

Coordination

Finalize your technical equipment specs, assess the resources needed and the crew required, and plan for transportation, travel, venue safety requirements. Work with them to develop a production schedule and arrange a pre-event production meeting. Your technical script will be critical document for your AV team

Execution

Team communication will be key on your event day, be sure to brief your AV staff – and your key team members – about safety considerations and show details. Rehearsals will help the whole team feel prepared and ready to execute a well-run and guest-friendly event.

Post Event

Celebrate success! When you follow the 5 steps to a great AV experience you will certainly experience the satisfaction of a job well done. Share your learnings, document your process, and wrap up any final details as quickly as you can after your event date.

ASK THE EXPERT



BRIAN BROWNLEE

Event Services Manager
Wedding Specialist – Hotel Arts

How do you inspire your clients to think outside the box to keep their events exciting and fun?

At Hotel Arts we are known for our unique and creative culinary offerings. From our events to our restaurants, we have a focus on great food and fine service. In the event department we love to work with our clients to develop a food and beverage experience that will reflect their personality, heritage, brand, and overall design esthetic.

I encourage my clients to be a part of the process and go to great lengths to discuss flavor profiles and beverage pairing options with them. Our executive chef, Jan Hansen, is always willing to join in and partner in the planning.

We offer a marriage of personality and culinary creativity that not a lot of other places offer. Of course, pricing does play a part in the customization process, but I always work to be respectful of budgets. Now, if budget is not an issue, there is really nothing we can't do!

What are some of the best ways to add flair and inject new and different ideas?

Our ballrooms are such that we can manipulate the floor plans in many ways. I like to show our guests that they can do more than just have a dance floor in the middle with rounds on each side. We've seen guests use a mixture of tables such as round and long "family style" tables to change up the floor plans. My personal favorite was a couple who used a raised runway instead of a traditional aisle for their wedding ceremony.

We can accommodate up to 550 for a sit-down dinner, but can also create an intimate feeling with lighting, draping and colour for smaller events. We have some great event partners that work with us to create unique and interesting environments for our clients. There are some very talented event professionals in Calgary and I love working with them to create memorable events.



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FOOD TRENDS

coast to coast

A lot of new and exciting things are happening on the Canadian culinary circuit. We're mapping out the newest foodie crazes and must haves country-wide.

There are of course a few trends that are popping up in multiple cities; 2016 has been dubbed the "year of the pulses" that promotes ingredients like legumes, beans, and peas. Technological integration has been a hit and will continue to grow by way of smartphone apps and delivery services bringing our groceries and meals directly to our doorsteps.

Our favourite trend hitting the food scene is toast... you read that right... toast; served with a variety of delicious and creative toppings on fresh breads. With so many yummy treats making their way to the table this year, we encourage you to go on a Canadian culinary tour with us from coast to coast!

Vancouver

Plant-based menu items,

offer more veggie-conscious dinner guests a local, meatless dining experience. This includes meatless proteins like beans, lentils and chickpeas which promote a leaner, healthier lifestyle.

With new pie-centric restaurants open in Calgary, we have a new yet very old-school dessert that's taking over! So long cake pop, you're cute, but **pie is king!**

Once upon a time a chef's tasting menu was a major draw to any dining experience allowing guests to enjoy smaller portions of the chef's favourites. Nowadays Montrealers focus on a **shared dining experience** in which the traditional meat, starch and veggie components of a single dish are traded for individual offerings to sample.

ENJOY



Winnipeg

Special dining experiences at **pop-up restaurants** have become a fun Winnipeg food trend. Chefs are opening up shop in the most random of places to provide a fun and memorable dining experience that's unconventional.

Montreal



TORONTO

Zucchini - We're considering this the new asparagus! This squash is a versatile veggie that we see is being used as not only a boring side dish filler any more. The latest spiralizer trend utilizes zucchini to create pasta-style dishes which also fall into the movement towards more veggie-centric entrées.

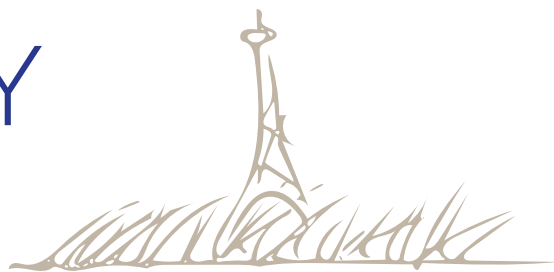
Farm fresh and local foods

are a big deal on the East Coast. More and more chefs are seeking out the freshest ingredients grown locally, and the public is literally eating it up! With the abundance of fresh seafood available and so many farms bringing their goods to market, the Maritime provinces are in a great position to support their local vendors and bring their ingredients to consumers regularly.

Halifax



PRAIRIE BOY IN PARIS



By Derek Selinger

I STARED OUT MY DRESSING ROOM WINDOW TO AN EMPTY LOT ON THE EDGE OF THE CITY OF PARIS. I WAS AT A BIG TELEVISION STUDIO ON THE VERGE OF A DECISION THAT WOULD DEFINE MY LIFE. IN THIS MOMENT, THERE WAS NO GOOD WAY FORWARD.

Going to Paris is always an amazing experience. I had just come home from a performance in Manhattan and had only 8 hours to repack and catch my next flight. I arrived at Charles De Gaulle airport exhausted but excited. I needed to be at the television studio by 9am to begin rehearsals. Now, I'm just a prairie boy from Alberta, and performing on a European television show that would be seen by millions was as much pressure as I had ever had. Little did I know that by the end of it, the pressure would double, and then double again!

I packed and checked two bags with the airline: one with my costumes and small props, and the other with my major (and frankly, more important) props. I was to perform my seven-minute, highly choreographed act on the television show Le Plus Grand Cabaret Du Monde, and every item in those bags was essential to my act. Every...single...one. My first bag came out right away and then I waited. And I waited. And, if you have ever had a bag go missing, you know firsthand that gross and sick feeling that slowly begins to rise from your toes, spreading upwards over your body, and firmly lodges itself in your esophagus.

The realization set in – my bag wasn't coming. Fully choked, I went to the airline baggage counter where they informed me that they had no idea where the bag was. No idea. Not "sorry sir, it was taken to Toronto," or even "we're sorry, it never even made it on the plane." Nope, just that it was gone!



So...not only am I now in a position where my props (ie. those things that were essential to perform) were not in Paris, but my one of a kind props were gone! I resisted my urge to take my stress out on the attendant behind the counter and instead woke my producer back home to try to track it down. There was no help, I had to get to the studio.

I got to the studio and informed the line producer of my predicament. She showed me to my dressing room and suggested we proceed with hopes that the bag would show up. Everything from lighting, to seating, to sound, to staging, to décor, to food, to traffic flow was meticulously thought through. But alas - all I could think about was my missing bag. And as the day was getting late and my bag still not arrived, I found myself staring out of my dressing room window to the lot below. This was a big moment. Do I wilt? Do I quit? Do I wait and hope? Do I...

I am a professional Illusionist and mind reader who has branched a career into many directions. This day in Paris I was just an act in a show. Since then I have been involved in a wide range of performance environments, as well as having the privilege to work with many event planners to write shows for a wide spectrum of events.

It would be a sweet "Hollywood" type of ending if I said I kept the faith and hoped and prayed for my bag and it magically appeared at the eleventh hour...ta-da!...and I was able to do what I prepared as a result, just in the nick of time. Then, I could wax eloquent about "keeping the faith" and "holding out hope" or something. But, you are in the events industry, and you know that things going sideways are often a matter of course. **I am pretty sure you would agree that you have likely never had a perfect event, show, or project, and that in some instances there may have been massive issues. I would also venture a guess that what makes you good at what you do is your ability to overcome obstacles.** Well, the events of that day in Paris proved the biggest test of my career to that point and wouldn't you know... I am (now) so glad it happened!

On this day, it did go sideways, and I had to grieve that part of what I had created would not be with me on stage this time. I left my dressing room and quickly found a line producer. I explained that my bag was not here, and I did not expect it to arrive, and that we needed to re-block my act. They heard my plight and calmly said, "yes". They shouted about in French and the line producer told me that they were holding the crew to allow me to redo my act. I went into the sound booth and we recut my music track. I then headed to the stage and dwindled my almost 7 minute act to just 3 ½ minutes. It was like learning how to walk again. I had rehearsed these seven minutes for several years, and the new timing was terrifying. If I were home it would have been novel, but hours away from performing for millions I was petrified. I pressed on.

I don't think I slept much that night. I rehearsed the new timing over and over in my mind. The next morning the early tape went very well. As I headed back to my dressing room after to eat and relax in preparation for the show that night and was almost crushed by one of the other acts - a Mini filled with sea lions (yes you read that right). I looked out that same window knowing I had made the right decision. My bag was still not there.

I can't remember a bigger high in my life than performing that night. I remember every moment. The wash of adrenaline and dopamine has etched the 3 ½ minutes of performance on my mind for the rest of my life. As I finished, the audience gave me a gracious ovation, I walked off stage wide eyed and pumped, again narrowly missing the sea lions in the Mini (not kidding) and collapsed in my dressing room. I did it. But it wasn't just me was it? No, the producers, sound guys, camera guys, lighting guys, the presenter...everyone did it. Together...we did it.

As I laid breathing heavily in my dressing room there was a knock on the door. I opened it to find a courier delivering my lost bag, not five minutes after I stepped off stage! Ain't life funny...

So what did I learn from this rather extreme experience?

There are far too many things to share them all. And I am sure you can read into my story and extrapolate lessons about perseverance or the creative process. Instead of drawing these more obvious lessons learned, I would like to share the core wisdom that imprinted on me. I must admit that these three points aren't as "sexy" as encouraging you to persevere and pursue your dreams. If I just wanted to pump your tires I could write that, but if I may, come behind the curtain to the hard truths I learned that day. They probably aren't new to you, but perhaps they might encourage you as you pursue excellence in what you do.

Link though to [MomentsMagazine.ca/Paris](https://momentsmagazine.ca/Paris) to read about the 3 things Derek learned in Paris.



The Calgary Stampede Team:
Creating a world-class, year-round
gathering place for the community

Building a Legacy by Building a Strategy

By Jennifer Booth
Manager, Public Relations - Calgary Stampede

As a volunteer supported, not-for-profit community organization, the Calgary Stampede preserves and celebrates our western heritage, cultures, and community spirit.

Whether we are planning our annual Stampede festival or one of the hundreds of other events we host each year, the theme, "We're Greatest Together" guides us to grow connections with our community. The Stampede has a three-year strategic plan which helps steer the team when planning, not only for Stampede time, but year-round. The plan reinforces and focuses on our competitive advantages as we continue to build relationships with the community, and create spaces and opportunities for youth, education, western events, community and world-class entertainment and experiences. There are five guiding strategies ensure the Stampede is connected with its community and aims to provide a benefit now and in the future.

THE FIVE GUIDING STRATEGIES FOR THE STAMPEDE TEAM

- 1 ALIGNING WITH OUR COMMUNITY
- 2 CONNECTING THROUGH OUR BRAND
- 3 SUPPORTING YOUTH ACHIEVEMENT IN OUR COMMUNITY
- 4 BUILDING OUR VISION
- 5 BUILDING OUR TEAM



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Jeff Wilkie and Angie Shilliday sharing Calgary's warm hospitality

WHITE HATTIN' IT

Showing that heart-warmin', hand-shakin', back-slappin', foot-stompin', neighbour-lovin', western spirit!

By Jennifer Hadley

In Calgary, we do things a little bit differently. We say yahoo instead of hooray! We start up the BBO even when it's snowing and we help each other as a community whenever times are tough. We even celebrate our people in a very unique, Calgarian manner. Some people get a key to the city, well not here, if you want to be a true member of our special club, you've gotta get yourself a White Hat from Tourism Calgary!

This is a tradition that started in 1948 when the Calgary Stampede went to war against the Toronto Argonauts for the Grey Cup show down. The team all wore white cowboy hats and gifted one to Toronto's mayor as a token of thanks for hosting our team. Since then, the White Hat has been distributed to many dignitaries, celebrities, and regular every day people who deserve to be recognized as an Honorary Calgarian. It's a chance for us as a community to extend our western hospitality and share the spirit of our community with visitors from around the world.

Angie Shilliday, Mrs. Canada 2014, says "This is what makes Calgary, Calgary. The white hat represents Calgary's big business with a small town feeling, welcoming the world to our little family". When Angie became Mrs. Calgary in 2010 she got involved in Tourism Calgary's White Hatting program and made it her mission to show the world how great it is to live in our vibrant, hard-working city. Angie introduced

Jeff Wilkie – AKA – Mr. Calgary to the scene a few years ago because of his extreme love for Calgary. Even though he's from Ottawa, his title suits him perfectly as he is always showing his Calgary pride through his work with various charity events, and promotion of our city in general.

"It has to go to someone who has passion and drive and a true love of our city". Says Jeff. "We have an annual awards ceremony that honours Calgarians in the hospitality industry who give of themselves to exude the Calgary spirit!". This isn't just another award. To many recipients, it's an "emotional honour" as Angie calls it. Someone getting White Hatted knows what it means, there is a value in this award as it defines that recipient's relationship with Calgary. This is the ultimate award for someone who loves Calgary.

The ceremony style depends on the honouree of course but it always includes the oath as the recipient acknowledges that they've been treated to "heart-warmin', hand-shakin' back-slappin' foot-stompin', neighbour-lovin' western spirit" and promises to "spread this here brand of western hospitality to all folks and critters that cross my trail here after". And of course, the oath is sealed with a raise of the hat and a loud YAHOO!

RESOURCES + LEARNING

An interview with Bow Valley College's

Liz Van Ramele

What changes have you seen in the event planning industry?

Education is now much more accessible, and as a result people better know and understand what it means to be an event planner and what it takes to fully plan an event.

What's made it harder for planners today?

The industry is moving fast! You must come up with a system to sort through volumes of information, while sourcing new ideas and current Canadian specific content. Eg. How am I in compliance with the Fire Code in Calgary?

What has made it easier?

The advancement in technology allows new software to be implemented. The access to information online also helps planners source new ideas and fresh content. Collaboration is big in Calgary! There are many networks where planners can learn from each other and support each other in the industry.

Why keep learning about changes?

It's important to invest the time, money, and energy into professional development so your ideas, methods, and practices are current and relevant. Not every event you do will be earth shattering or a major milestone in your career, but it is still your company, organization, or client, and you owe them the very best.

How do planners stay current?

Become a member of an association or attend conferences within your area of interest and expertise.

Attend relevant workshops or take advantage of local intensive sessions on specific issues to learn and network with like-minded people.

Stay inspired and keep your ideas fresh by following blogs, Pinterest, industry related newsletters, and expanding your knowledge to other industries.

Find a mentor in the industry and meet with them regularly to gain a different perspective on certain ideas, share advice, talk out challenges.

Liz Van Ramele has worked at Bow Valley College since 2002, writing the curriculum for the Event Planning certificate and then later the diploma. She is currently the Event Management Program Advisor and works with other instructors in the program to help students experience offsite events so they can stay educated on current industry trends.




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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 are couple of books that have made the cut and have earned a place on my personal book shelf. Enjoy!

– Lisa Gareau, Publisher

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

Sustaining the Creative Spark

By Kristy Archibald

As event planners, we can probably all agree that we are all in some way creative beings. In order to take all of the details and logistics, combine them in a fresh and creative way, and execute a successful, engaging, and seamless event requires our brains to constantly be on creative overload. This is what lights a fire in an event planner, but it is important to sometimes hit the refresh button and look to discover new things, to be open and inspired in new ways. The three books below will give you the tools you need in order to continually come up with ways to reinvent new possibilities and ideas, and become completely inspired by the world around you, keeping that creative spark alive.

Glimmer – by Warren Berger

How design can transform your life, your business, and maybe even the world.

(Published by Random House Canada, 2009)

"Glimmer," a positive and optimistic read by Warren Berger in collaboration with internationally celebrated Canadian designer Bruce Mau, examines 'What we can learn from the ways great designers think.' The design process is geared toward breaking out of rigid patterns of thinking and behavior, recognizing the 'glimmer of possibility' and reinventing fresh new creative solutions – looking at how things could be and figuring out a way to successfully execute them. This book urges us to ask "stupid questions" within your business, universal, social and personal life, and challenge the familiar and accepted wisdoms, in order to open up new avenues and recombining possibilities on the road less travelled.

Talent Is Never Enough – by John C Maxwell

Discover the choices that will take you beyond your talent.

(Published by Thomas Nelson Inc., 2007)

So you think you have talent, so now what? In John C. Maxwell's book "Talent is Never Enough" Maxwell examines how one's choices, mixed with talent can lead to greatness and further more, help you reach your full potential. He insists that talent is merely a starting point, it will get you noticed, but it is the work that you put in that will set you apart and ultimately lead to success. Using 13 attributes, Maxwell lays out a formula to help us make the right choices, build upon our strengths and abilities, and steer us in direction that will empower us to live our life to its greatest potential and become a talent-plus person.

Big Magic – by Elizabeth Gilbert

Creative Living Beyond Fear (Published by Riverhead books/ Penguin Random House LLC, 2015)

In Big Magic, Elizabeth Gilbert insightfully dismantles the cliché's of creative life, offering her own honest perspective on creativity through her witty personality and clever anecdotes. She encourages everyone to pursue a creative life through curiosity, rather than fear and discusses the attitudes, approaches, and habits we need in order fulfill this type of living. This is an insightful and honest read for anyone looking to dive into a creative lifestyle, but has fears or hesitations between choosing the discipline or divine magic that this lifestyle brings.



A *Merger* OF TWO *Families*

— BY SALEENA RUDRAKUMAR —



As portrayed in almost all the Bollywood movies, from the day a child, boy or girl is born, the parents have only one dream: their child's marriage.

In India marriage is not only a coming together of two individuals, it is considered as a merger of two families.

And now, my dream is coming true. I completed my masters, got an awesome job, and was just enjoying my 20s. But Indian society was worried! I was approaching 25 and that is viewed as getting "too old" for marriage! Luckily, my "Parents," have found a nice engineer that will be appropriate for marriage and fortunately, I like him too! Yes, arranged marriage is STILL very popular in Indian culture!

In addition to all the preparations, it is expected that the parents or very close relatives like uncles or brothers will go personally to invite people. Sending invitation cards by post can be taken as an insult. My dad has to taken leave from work for a couple of days to accompany my mother to invite close friends.

The groom's side also had to go through the same grilling experience. Altogether we'll have more than 1000 guests attending the wedding.

Both the myself and my bridegroom will get the blessings of the elders by giving "Dakshina" and then touching our feet. We both exchange rings. Then we both exchange garlands accepting each other as partners. The next ceremony is the most important one called Kanyadan where my father places my right hand in the right hand of my bridegroom, symbolically transferring the responsibility of taking care of me, his treasured daughter, in holy matrimony.

After a few hours it will be time for me to bid goodbye to my family and friends. This is called Bidai in Hindi and it is the most emotional moment for any bride. Everybody will be crying as the bride leaves her parents. It's time to go the groom's house to start my new journey as a married girl with so many new experiences and adventures to come.





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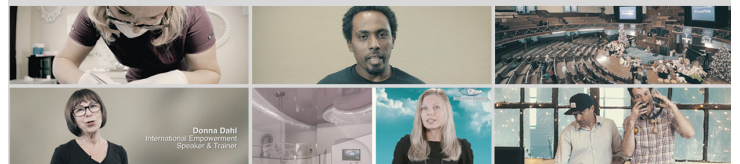
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