

moments

EVENT PLANNING IDEAS + INSPIRATION

HUNTING + GATHERING

EVENT FASHION

and the fun of
consignment
shopping
for your next
holiday party

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Tables

SET FOR MEMORIES

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CIDER CELEBRATION

PAGE 30

THIS ISSUE OF MOMENTS IS BROUGHT TO YOU BY
CANDY EVENT CONSULTING : CANDYCONSULTING.CA

Candy Event Consulting
MAKING YOUR TEAM STRONGER

MAKE IT YOURS! MOMENTSMAGAZINE.CA/CUSTOMIZE

GATHER ISSUE



VOLUME FOUR



Enjoy this free resource compliments of Candy Event Consulting and then visit us at CandyConsulting.ca to learn how we help to make YOUR planning team stronger.



Lisa Gareau

Founder + President
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.**

CUSTOMIZE ANY VOLUME
OF MOMENTS MAGAZINE
AND SHARE WITH YOUR
MEMBERS, CUSTOMERS,
TEAM, OR GROUP!

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,

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

Lisa Gareau

Founder + President
Candy Event Consulting: Making Your Team Stronger

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



Candy Event Consulting
MAKING YOUR TEAM STRONGER



TO ACCOMPLISH
GREAT
THINGS
WE MUST NOT
ONLY ACT BUT ALSO
DREAM;
NOT ONLY PLAN,
BUT ALSO
BELIEVE.
ANATOLE FRANCE

BALANCE, PACING,

PTSD AND A SCHEDULE

By Paula Timm, Creative Facilitator

As with all lessons in life, this one came to me as a startling reminder that I have much to learn about myself.

The way I have lived my life is not creating the most optimal me.

I feel like I have given the universe a big blank cheque to overhaul the Paula Timm I once knew.

As with all life lessons, there is a start, the day we realize we need a change.

It was the day I woke up in ICU, this life-altering day commenced with my death during surgery whilst removing my colon (for ulcerative colitis) in exchange for an ostomy.

I knew that this was my last chance to get 'it' right. I knew balance and pacing were paramount characters in getting it right, and since the surgery (2011) I have tried to get it right on my own.

A life lesson nudge came from my Gastroenterologist, great doctor and really great guy.

In short, he asked me to consider therapy for Post Traumatic Stress Disorder (PTSD) to help me make rational decisions around my medical care.

I wasn't shocked or upset; rather I knew I was ready to seek help.



I could only avoid the obvious for so long, 2.5 years to be exact.

The funny part of this story is the first doctor I sought out at Alberta Mental Health Services told me what I wanted to hear, Doctor: "You don't have PTSD"

Me: "PERFECT! I am good, no other work required, move along..."

Not so fast, sly guy, the doctor referred to me to the other therapists within the clinic. What one therapist doesn't see as textbook PTSD is another's definition of PTSD.

I now have a Social Worker, an Occupational Therapist, and a Dietitian. And as a team, we are working together to bring balance, pacing, personal goals, emotional management and health into my life. I may not need medication to help my PTSD but I do need help to regulate decision-making and emotional responses.

Until now I have limped along with this complex web of PTSD, bad habits, irregular energy, emotional outbursts, and sickness. The new approach is mindful and balanced to create good habits, goals, and decisions.

Paula operates an artist practice and facilitates creativity and Mindful Scheduling workshops at her cSPACE King Edward Studio in Calgary. PaulaTimm.com

Here is a snapshot of the thought process:

STEP ONE Notice

What are my responsibilities? When do I eat? When do I cook/clean/shop/paint?

STEP TWO Define

What do I want/need to do? Art career, appointments, social time, exercise, household/food and rest?

STEP THREE Schedule

Make time for all the parts, make a calendar, set reminders.

STEP FOUR Notice

What is working in the new schedule? Where do I break the rules? How do I respond?

STEP FIVE Integrate

Change the program, journal progress, add or delete tasks or time allotment.

I now have a schedule that tells me where to fit in my activities and rest.

This wisdom allows me freedom in my activities and my thoughts. For example; if I have a 'home day', I can bake or meal-plan.

If I have an 'out day', then I plan appointments and have a meal preplanned for that day.

If the unexpected happens, I know what activity has been sacrificed and I can reschedule the displaced activity.

Most importantly, if I am doing too much and I get tired, I can alter the schedule so that I don't repeat the intensity again.

It might seem like a leap, with PTSD symptoms, to create a schedule and acquire pacing and balance in my life.

Can it be that easy?

Maybe.

I feel calmer allowing me to focus on the present.

Perhaps proper pacing allows a mindfulness of my thoughts, a slowing of the fast whirring thoughts of doubts and fears. Perhaps pacing creates time and space to reflect and to make wise decisions.

I was given a blank cheque to alter my life, and with these new skills it is now possible because fear no longer rules my life at the cost of my mental and physical health.

CIDER CELEBRATION

READ HOW TO CREATE THIS
SPICED PUNCH ON PAGE 30.

RECIPE AND PHOTO CREDIT
JESSICA KOSTKA,
COOKING IN MY GENES



**ANITA KEMP***Coach by Design*

Anita Kemp is the founder of Coach by Design, and her passion is to help professional women in the corporate world to escape their corporate jobs, release their inner entrepreneur, and create a business with passion and purpose.

CoachByDesign.com**DAKOTA SANDQUIST***Social Centric Inc.*

Dakota Sandquist values creating strong reputations by coupling traditional public relations with modern marketing objectives that reach today's audiences in meaningful ways.

SocialCentricInc.com**JESSICA KOSTKA***Cooking in my Genes*

Jessica Kostka's love of food started at a young age. These days she cooks and bakes for those she loves ... and to her there's nothing better than the people she loves, sitting around a table, enjoying a meal together.

CookingInMyGenes.com**TONI GUFFEI***Ratio Marketing and Reports*

Toni Guffei of Ratio Reports offers small business owners and marketing managers a systematic approach build their own strategic marketing plan of action - including those planning and promoting events.

*RatioMarketing.ca***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/contribute

CONTRIBUTORS

Paula Timm*Creative Facilitator***Rivitt Collective***Branding Specialists***Carol + Carlie Rioux***Rioux Visuals***Charmaine Hammond****Rebecca Kirstein***Raising a Dream***Jennifer Hadley***Twek Consulting***Jill Maria Robinson****with Allan Stickel***I'm Here With Magazine***Katie Evans***Clothing Bar***Jameela Ghann****Derek Selinger****Anita Kemp****Sharayah Dawood****Leona Devinne****Lindsay Hill***DIY Event Planners*

Read their favourite
holiday family
gathering memories
on pages 38 + 39

Share YOUR favorite moment
with us on Twitter
@CandyEventConsulting
and tag us with
#CandyMomentsMagazine





PUBLISHER'S

GREETING



THE GIFT OF THE GATHERING

As an event planner I have the privilege of bringing people together in so many amazing, fun, and meaningful ways for almost three decades.

I love the magic that happens when birds of a feather gather together to support a meaningful community initiative, a business owner's new product launch, or to celebrate the birth of a creative project.

Event planners are creative, curious, and connecting event goers in more unique ways than ever before. When we make a point of gathering together things change, new ideas soar, and communities grow even more vibrant than before.

When a plan comes together you don't have to look far to see an experienced – and wildly creative – team working tirelessly behind the scenes on every detail to bring that gathering to life!

I called my business Candy Event Consulting as it's my personal passion to create sweet, fun, colorful moments in the community through events that matter – helping to make a clients message, cause, or idea become irresistible.

When businesses, organizations, or groups gather together and create shared experiences, meaningful moments, and common goals events have done their job.

Opportunities to gather will always be at our doorstep – may we continue to show up and shine for each other!

With you in the event planning journey,

(Gareau)

Lisa Gareau
Founder + Publisher

Moments Magazine – Event Planning Ideas + Inspiration
W: MomentsMagazine.ca TF: 1-800-560-8180

MOMENTS MAGAZINE TEAM

Lisa Gareau

Founder + Publisher

Jennifer Hadley

Editorial Coordinator

Larissa D'Silva

Copy + Style Editor

Lisa Gareau

Writer + Designer + Production Coordinator

CANDY ACADEMY ACTION TEAM

Meet our Candy Team at CandyAcademy.ca/Team

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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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FRONT & COVER PHOTO

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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 face to face and online.

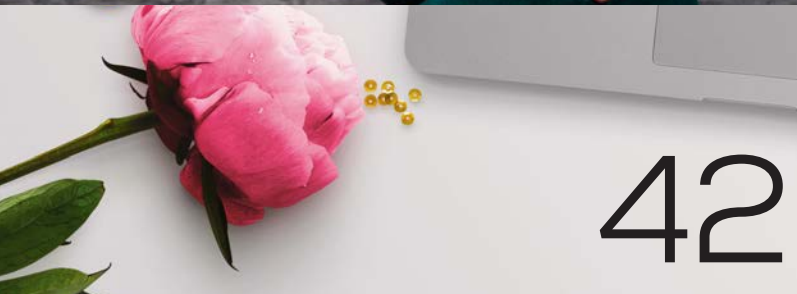
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Gather Issue

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THE IDEAL GUEST

REACHING YOUR IDEAL EVENT AUDIENCE

By Toni Guffei, Ratio Marketing Inc.

A promotions strategy for your event can give you the driving force to attract the attendees needed to knock it out of the park! It can list the specific tactics needed to reach your target market and give you the best return on your marketing investment.



Here are four key pieces to making attending **YOUR** event attractive to your ideal guests ...

GOALS Be sure to set goals in terms of what you want as outcomes for your event. Here are some types of goals you might consider:

- Number of attendees
- Number of ticket sales
- Increase in brand awareness

Strategy Tip: Know your goals and measure success over time

MARKET Knowing your target market will make the best use of your marketing budget. This is how to strategize a targeted approach:

- Define your ideal attendee and how they like to receive information about events.
- Determine what message and visuals will work best to attract your audience.
- Find out which traditional and digital methods are targeted at your market.

Strategy Tip: Research your market – face to face or online

ADVANTAGE How are you going to differentiate your event as the one everyone needs to attend? Think about these factors when considering your competitive advantage:

- Find out what events are going on at the same time to know who you're up against.
- Have a great promotions theme to capture your target market – be clever!
- Use multiple media channels that your competition might not think about.

Strategy Tip: Embrace your unique place in the market

BUDGET The event budget for production is one thing, but have you considered the promotions budget for your event? Here are some tips for your promotions budget:

- The promotions budget should be approximately 2% to 5% of the overall event budget.
- Know the breakdown of your promotions budget by itemizing the cost of each method.
- Measure the results of your promotions budget and compare to the return on your investment.

Strategy Tip: Get creative with your budget for biggest impact

Burnout

... OR BURN BRIGHT!

By Lisa Gareau,
Candy Event Consulting

WHEN A PLANNER SAYS WITH A SIGH "THE STRUGGLE IS REAL" ...

... my ears perk up, body leans forward, I put down my pen, and settle in to listen. This is when I make eye contact and ask the - usually glossed over - question, "How are things? ... Really?". Then it begins. The stories of frustration, imbalance, and exhaustion start to flow. These dedicated planners question not only the work that is yet to be done, but their ability to make "it" happen, to continue that intense race to the finish.

Event Planning has sat on the Top 10 most stressful jobs list for as long as I can remember. In fact I recently got a sales email for a portable heart monitor and - given some of the events I am called out to manage - I almost considered the purchase. Maybe an early Christmas present for me? ;)



So if even seasoned event planners whisper to me "the struggle is real" – how must our teams be feeling when the stress piles up over a long period of time? There are more times than I can count when deadlines have pushed me into long hours, unhappy guests ask for one more favour, sponsors point out an issue to deal with at the event site, or even planning team members are not getting along but the job has to get done.

There is a very real thing called burnout. I faced this inescapable exhaustion in my early 20's and now – over 20 years later – I've committed myself to a life of calm and balance even in the midst of what can become inevitable event chaos. Burnout is more than just feeling tired – it's an ongoing weariness that shows up in life, relationships, and even our work.

Even with a focus on healthy living – the tendency to get in over our heads physically and emotionally is still a danger. You may be a volunteer putting in long hours to host a community fundraiser, or a business owner mustering up another round of energy to promote another product launch, or a family member pulling together that turkey dinner for 30 (10 of whom just happened to show up).

Whatever your planning environment, it's important to take care of yourself and ensure you are out there planning events we all love for years to come. Here's how.

WATCH FOR THE SIGNS

Burnout can show up for even the most efficient, dynamic, and positive event planners among us. Becoming aware is the first step.

BECOME AWARE*

- Have you become cynical or critical at work?
- Do you drag yourself to work and have trouble getting started once you arrive?
- Have you become irritable or impatient with co-workers, customers, or clients?
- Do you lack the energy to be consistently productive?
- Do you lack satisfaction from your achievements?
- Do you feel disillusioned about your job?
- Are you using food, drugs or alcohol to feel better or to simply not feel?
- Have your sleep habits or appetite changed?
- Are you troubled by unexplained headaches, backaches or other physical complaints?

PRACTICE SELF-CARE

- Be Mindful and Breathe Deep
- Stretch / Exercise / Move
- Listen to Music / Books / Visit a Gallery
- Read / Draw / Do a Craft you Enjoy
- Go for a Walk / Change the Scenery
- Socialize with Friends or Family
- Practice Gratitude Daily

Self-care is not selfish.
*You cannot serve from
 an empty vessel.*

- Eleanor Brown

Be sure to seek professional help before you experience burnout. Contact your doctor for information about preventative measures, common symptoms, & available treatments. *Questions thanks to MayoClinic.org.



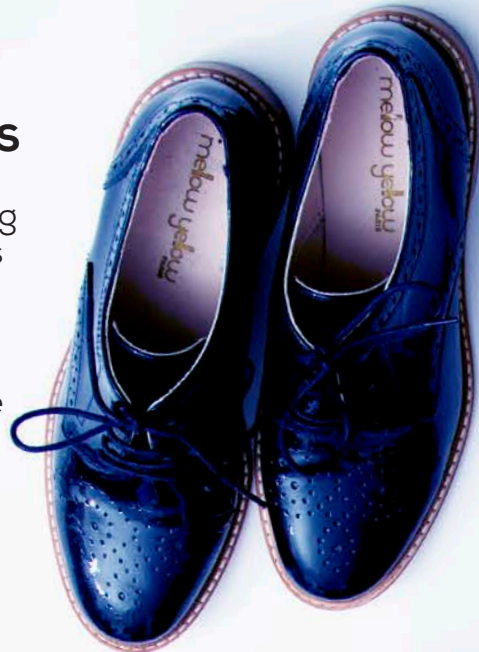
ENJOY PERSONAL ATTENTION

As staff at the store get to know you and your style they will keep their eyes open for new options.



BE ON POINT WITH EVENT DRESS CODES

Every party, event, or meeting will have a dress code - whether it's said or not - have items in your closet to be ready whatever the occasion.



HUNTING + GATHERING

UNDERSTANDING
CREATIVE EVENT
FASHION +
CONSIGNMENT
SHOPPING FOR
YOUR NEXT
SPECIAL EVENT

By Lisa Gareau,
Candy Event Consulting

STAY UP ON CURRENT TRENDS

Get familiar with the current styles you love then take your time at the racks to find just the right trend for you and your event.



FASHION SHOOT WITH
ClothingBarBoutique.ca

*Clothing Bar
Boutique*



EVENT FASHION WITH
Jill Maria & Allan Stickel

GET CREATIVE WITH ACCESSORIES It's hit-and-miss but when you hit the perfect find you'll enjoy bragging rights with your fashion-forward friends.



SAVE MONEY and buy another piece or two. I mean who doesn't need another hand bag!



ECO-FRIENDLY Repurposing previously loved items helps keep these gems out of landfills and gives them another beautiful life to live.



ALIGN YOUR EVENT PLAN WITH YOUR Purpose

By Anita Kemp, Coach by Design



What motivates you to attend an event where most of the people in the room are complete strangers?

What motivates you to create an event where most of the people in the room are complete strangers?

When I walk into a room full of unfamiliar faces, it takes every bit of energy for me to approach someone and strike up a conversation.

I know this isn't the case for some people, but it is the case for me, and many others as they brave the networking circuit. So why do I bother showing up?

When I meet someone for the first time at an event, I may not know his or her name, but I know that we will have at least one thing in common – and that one thing is what brought us both to this same place, at this same time. This is why I show up – to find like-minded people to share my journey with.

Knowing how I am motivated, I've created my own workshop targeted towards professional women with something very specific in common. These professional women are tired of "faking it up the corporate ladder" and want to explore their inner entrepreneur.

I know that my 'gathering' will not be for everyone, but that's the point. I want the people in the room to have a strong connection even before they've met one another.

They are likely to show up with similar values, goals, fears, doubts, dreams, and desires – even if they have to wear a nametag.

When you create a gathering of like-minded people you have an opportunity to create a space where people can share, learn, inspire, belong, laugh, cry, celebrate, and support each other. And who wouldn't want to take time out of their busy schedules to join in.

I'm sure there are many tips and tricks you can read to get people showing up for your event. However, the three points I offer below are focused around the two questions I asked earlier. Remember, it's about aligning why you attend events with how you create your own event:

1 Get to know the people in the room – before they are in the room!

Imagine your event is taking place right now and notice the people in the room (close your eyes if it helps). What are they doing? What are you doing? What are they saying to each other? What are they saying about you? How are they feeling when they leave? Write this down because it will help you get super clear on what you are going to create and, even more important, who you are creating it for.

2 Do your research – attend events and be inspired by like-minded planners!

If you see an event where you feel you could connect with like-minded people or learn something new that interests you, go along and see how it goes. Get a feel for the energy in the room and the people you meet – notice the connections you make and why you make them. Take note of how the event was designed and structured in a way that worked for you. The more familiar you are with this approach, the more you will learn about what works and, equally important, what doesn't work for your event.

3 Stay true to YOUR purpose – be authentic before, during, and after your event!

Once you know who your ideal attendees are for your event, remember one of the reasons they chose your gathering over someone else's. They chose you – the authentic you. If you're gathering people for a purpose and that purpose aligns with who you are and how you show up, it's going to make your event a marvelous experience for everyone – and perhaps even life changing.

Q+A

Nicole
Nemetchek

As a new bride, Nicole took on the challenge of planning her own wedding. It was a lot of work but when your heart is in your work it becomes a joy!

Congratulations Nicole and Kevin, married on June 10, 2017 in Calgary, Alberta, Canada

What made you decide to plan your own wedding celebration?

I have always had a natural love for event planning and DIY tasks. So when it came to my own wedding it was a no-brainer for me whether or not I wanted to hire someone or do-it-myself!

What special touches did you add to the day?

One special touch from the day was having generational wedding photos at our reception. Wedding photos of couples dated back 150 years!

Another one of favourites from the day was our Wishing Tree! It was carefully decorated with little jewels, lights, and well wishes from our friends and family. It gave guests an opportunity to write us a sweet note or memory that brought us many smiles!

Who was invited to enjoy the day?

Contrary to what many people are doing, we decided to have a large wedding inviting many friends and family currently in our life and from our past! Having people from all walks of our life made it more special and brought back many memories and reminded us of how significant many people have been through phases of our lives!

What was your favourite memory of the planning process?

My favourite memory of the planning process definitely would have been when I found my dress. I think most girls dream of wearing a wedding dress one day and finding their "prince charming". For me, that was the moment that made the whole process real, finally seeing myself in something I had always dreamed of! Finding my dress felt like the foundation of the process and made it exciting to then pick out the groom and groomsmen attire as well as the bridesmaid dresses!

What advice you you offer to a new couple planning their own wedding?

Make lots of to-do lists and get lots of different people involved to help lighten the load! If you're looking for a squad of people to lend some ideas or even to help out with wedding tasks, turn to your bridal party. Tell your bridesmaids and family at the start of your wedding adventure that you'd love for them to be involved! Ask others to help out with things they are both good at and passionate about!

Lastly, as cliché as it sounds, I would say not to sweat the big or the small stuff! It always works out and don't expect a perfect day because that isn't the point of it! Sit back, roll with it and have fun!



WHAT TO DO

when your vendors are late. **AGAIN!**

AND OTHER TIPS TO KEEP YOUR SCHEDULE ON TRACK.

You are the Event Planner, General Manager, "Grand PooBah" as it were – let's just say the one who carries the weight of the world (aka. "event schedule") on your shoulders. What you say goes. Right? No questions? No hiccups? Of course not. Why is it so hard, with certain vendors and suppliers, to get what was promised, delivered on time, and ready to go? It might be time to revisit some communication basics.

SET CLEAR EXPECTATIONS

As event planners, vendor expectations often show up a detailed event plan with tabs, colour coding, and minute by minute layers of detail that only an air traffic controller could appreciate. When we send off that glorious PDF we feel we've covered all the bases. I mean who would have any questions after providing all that information. **As important as a detailed plan is, remember you are working with people, not just paper and coloured Sharpies.** There are so many ways people organize themselves and retain instructions and expectations. Be sure to clarify both the task that needs to be handled and the communication preferences of your vendor. You'll both be rewarded with the sense of calm that clarity can bring.

CREATE ONGOING CHECK POINTS

We've all been there. We make an important phone call to a vendor. Then another. And another. There is no answer. We are trying to keep all the balls in the air at one time – and doing a *Cirque du Soleil* job of course – but there might be that one vendor who is hard to get ahold of and it's starting to effect other areas of your planning. They may be travelling for work, they may be swamped this time of the year (and have you on mute), heck, they may just be enjoying a ski weekend with family (I'm jealous, yes). **Pre-setting communication check points will create a sense of stability knowing another check-in meeting or call isn't far away.** Use these check-in's to get updates on key responsibilities and correct course if needed – oh and set the agenda for your next check-in before you hang up.

ENGAGE AND EMPOWER OTHERS

I understand you want to be "in the know" on every decision – that's your job. But take a look at where are you able to delegate. If you have become the communications bottleneck it might be time to empower a team member, a volunteer, or new contractor to connect more consistently with your vendors and suppliers. **When you find yourself saying "Sorry it's taken so long to get back to you!" more often than not it may be time to call in reinforcements.** Empower them with the information they need – then set them free. You'll thank me later. :)

By Lisa Gareau,
Candy Event Consulting





GATHER FOR GOOD

TEAM MEMBERS AT
RONALD MCDONALD HOUSE
SEE THE VALUE OF GATHERING
THEIR TEAMS, DONORS, AND
COMMUNITIES TOGETHER
AND ANSWERED THE QUESTION...
**"WHY DO YOU CONTINUE
TO CREATE GATHERINGS?"**



Keeping families close

**"INCREASE
AWARENESS OF
OUR MISSION"**

Karen Linsley

**"COMING
TOGETHER FOR
THE COMMON
GOOD"**

Morgan Scott

**"TO SHARE
SPECIAL
MOMENTS"**

Patricia Snow

**"IT KEEPS
FAMILIES
CLOSE"**

Leslie Ritchie

**"TO SHARE
SUCCESS
STORIES"**

Sandi Ferchau

GATHER FOR GOOD

CANADA'S NATIONAL WALK FOR HOMELESSNESS

THE COLDEST NIGHT OF THE YEAR IS A SUPER-FUN, FAMILY-FRIENDLY FUNDRAISER THAT RAISES MONEY FOR LOCAL CHARITIES SERVING HUNGRY, HOMELESS, AND HURTING FAMILIES AND YOUTH IN 120 COMMUNITIES ACROSS CANADA. SINCE 2011 CNOY COMMUNITIES HAVE RAISED OVER \$16,500,000! **BLUESEAPHILANTHROPY.ORG**

coldest*night

O F T H E Y E A R . O R G



EVENT BRAND Personality!

By Dakota Sandquist,
Social Centric Inc.

Authenticity

In today's consumer landscape, brands face the inevitable challenge of getting the attention of their audience.

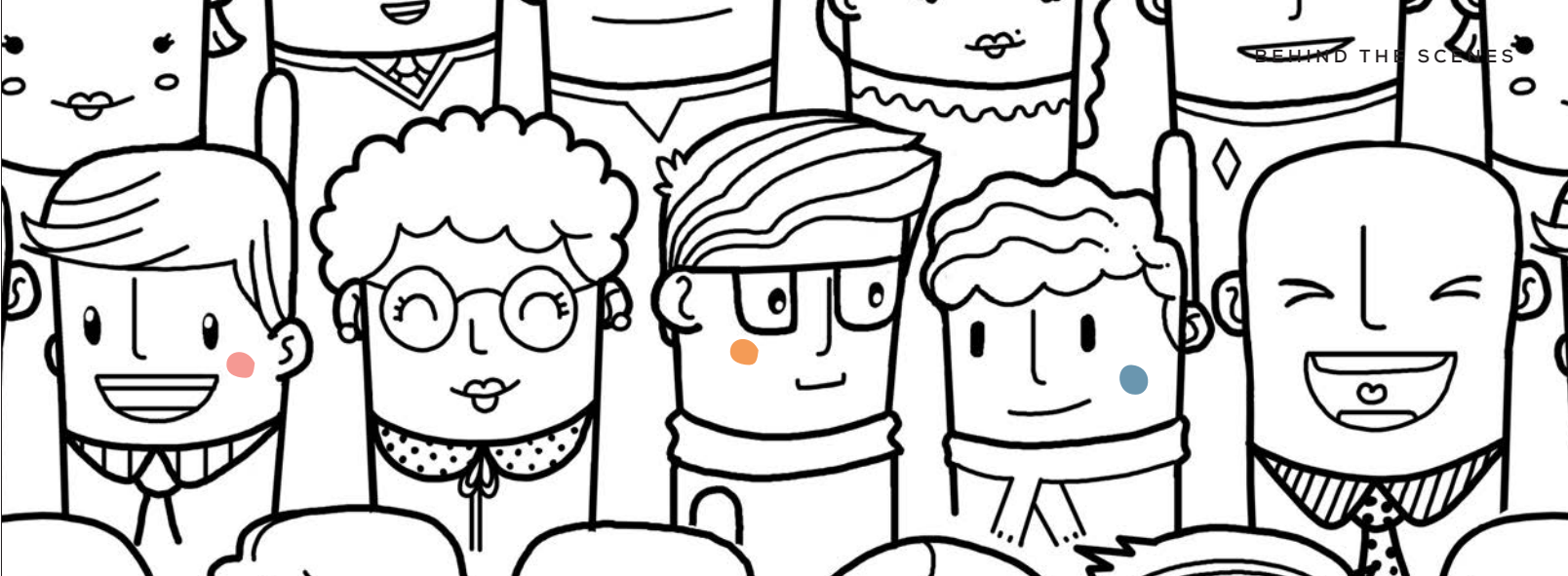
Successful brands are attention seekers. Whether they seek attention by being gaudy, controversial, or perhaps with an aire of hipster exclusivity, the most successful brands stay true to themselves and humanize their audience interactions to attain the right kind of attention. These brands have authentic personalities that resonate with their community members.

As consumers, we don't want to be treated like just another number. We live in a day and age where we have the ability to make our voices and opinions heard and put the onus of personalization on the brands we choose to have in our personal space. Consumers experience a brand in light of their own values, traditions and circumstances, but they perceive personality traits through the lens of their cultural conditioning.

The age of hyper-personalization is forcing brands to become more focused than ever on how to gain the trust and loyalty of their target audience. **Bottom line: you can't be everything to everybody.** Focus on your brand's personality, because people are attracted to people, not products.

According to brand expert Idris Mootee, "A brand is an intangible asset that resides in people's hearts and minds. It's defined by the expectations people have about tangible and intangible benefits that they develop over time through communication and, more importantly, action!"

Think of your brand equity as a bank account that you are filling with positive sentiments. These positive sentiments are moments you have shared with your consumer that represent their affection. This equity is valuable currency in the marketing landscape. The higher the balance in your bank account the more likely your community will stick with you and defend you in tough times or times of crisis.



Characteristics

How do you start filling your brand's "sentiment account"?

Find your personality – define who you are and who you are not.

Know the difference between the two and ensure that everything and anything that speaks to your consumer stays within these boundaries.

Give your brand human characteristics... humanize it by creating a persona.

Find your audiences' persona and traits.

Introduce them to each other. This is when it gets fun!

Plan your marketing activities in a way that will





HIRE A DESIGN TEAM? DO-IT-YOURSELF? YOU DECIDE!

Next Page Tips by Rivitt Collective, Calgary

Photo L-R: Nicholas Jones, Maya Corona, Alison Masniuk, Joanne Chung, & David Schmeikal

Getting the best look and feel for your event print, signage, website, social graphics is essential in making the best first impression with your guests.

We know time and money can be tight when running a small business, managing a community organization, or running a new venture as an entrepreneur. Sometimes enlisting a volunteer to help with the design you need is a great solution but at times you may feel stuck and frustrated with the process - or lack thereof. How do you decide when to do-it-yourself and when to take the leap and hire a professional.

The branding team at Rivitt Collective has some great advice on when to do-it-yourself and when to bring in the "big guns".

DO-IT-YOURSELF

Use the K.I.S.S. principle. Keeping your event design pieces or promotional graphics simple will ensure you'll get a better result more consistently, with fewer resources.

DO-IT-YOURSELF

Be open and welcoming of external input. There just might be undercover experts on your team or in your network willing to help!

DO-IT-YOURSELF

Have fun but stay true to any of your event brand guidelines and simply build your materials around the chosen elements (ie. colours, photos, logos, fonts, message).

HIRE A PRO

You can count on experts to deliver professional work if you have a tight schedule and a small team. They will also have access to the experts to help keep your projects moving.

HIRE A PRO

High quality content can often be applied to many print and digital expressions. A pro team will be up on new and creative ideas, digital expressions, and ways to repurpose the event design elements that are created.

HIRE A PRO

Professionals help your business avoid "brand erosion" by maintaining consistency throughout ALL your event collateral* and design material.

*Wondering where to start? Try the *Event Collateral Checklist for NonProfits* on 26 + 27

"Events create community and community creates events. A collection of like minded individuals gathering together for a greater purpose. A place where people celebrate, learn, communicate, grow and inspire. I love performing at events because I get to help set the mood for the creative collaboration. A beautiful ambience that soars and not only flutters in ears, but hearts as well. One piece of the puzzle that adds to the final masterpiece. Together at these events, we are all artists, crafting the greatest piece of art... Human Connection."

*Deanne Matley,
Vocalist
Calgary Event
Awards Finalist:
Best Entertainment*

I'M MAKING CALGARY

Vibrant engaged INFORMED

DYNAMIC close

FUN STRONG sweet

connected

inspired excited

CURRENT fabulous

beautiful

I'M AN EVENT PLANNER

Candy Event Consulting ©



CANDY ACADEMY
OF EVENT MANAGEMENT + PROMOTIONS

EVENT COLLATERAL CHECKLIST FOR NONPROFITS

TO HELP YOU INCREASE AWARENESS
AND RAISE MORE MONEY

☐ 1. *Establish the event theme early*

This should be done as early in the process as possible. There's no need to wait for the date, time and venue to be finalized. The theme should tie into your mission and get your message out there.

☐ 2. *Develop a look & feel to bring the theme to life*

Think of the event collateral as a cohesive system. The individual pieces must all look like they belong to the same event. Make sure your designer creates graphics that can be adapted to any piece needed over the next few months (digital or print).

☐ 3. *Create a professional-looking solicitation letter*

Make your event seem well established before asking for support. Hammer down the event details and then create stationery with the event branding on it. People will be more apt to join if the event looks like it's been around for a while.

☐ 4. *Create a matching sponsorship levels & benefits sheet*

This sheet is an opportunity to promote your highest sponsorship levels. Give prospective sponsors an apples-to-apples comparison of each level; it should clearly show the added value they get from investing more.

☐ 5. *Design the save-the-date (print or electronic)*

Make sure the save-the-date features the event branding, the event details and the key players that are now serving as main attractions. You can send out the save-the-date as soon as the date is set and the event branding is ready to go!

☐ 6. *Create a matching ad spec sheet*

An ad spec sheet is needed when your event calls for a program book or journal and you have the opportunity to sell ad space. It should list out the honorees and award titles (so that companies can say congratulations in their ads), the exact dimensions for each of the ad sizes, and any requirements for the electronic file submissions.

☐ 7. *Design the invitation (print or electronic)*

In order to avoid your invitation getting lost in a pile of mail, send a hand-stamped envelope that includes some of the event's graphics on it. We advise sending this four weeks prior to the event. Offer a special rate to reward people for buying tickets early.

☐ 8. Put together the program book

No matter how many pages your program book includes, save room for an inspiring and noticeable call-to-action. People leave events feeling inspired and ready to help. While their emotions are high, you must give them a way to get involved.

☐ 9. Design event signage for various purposes

There are three types of signage to consider: wayfinding signage (to help people locate areas within the venue), sponsor recognition signage (to showcase sponsor logos) and event branded signage (featuring the event logo and graphics).

☐ 10. Post web banner ads wherever your audience is online

Placing web banners on various sites your audience is visiting, including your own, is a great way to spread the news and stay top of mind. Share the who, what, when and where of your event and provide an easy way to register.

☐ 11. Create an event web page/site with details and resources

The event webpage should answer FAQs, give people the ability to register online, and share up-to-date event information. It's also a fantastic place to highlight the sponsors by showcasing their logos.

☐ 12. Share a PPT presentation

PPT slides can mirror the event branding and be an easy, affordable way of sharing photos of your organization's work, awardee information, sponsors, presenters, special guests and a call-to-action.

☐ 13. Display table tents along with the centerpieces

A table tent is a smart way to further brand your event, thank top sponsors and, most importantly, provide a call-to-action. While your attendees are feeling inspired and motivated, ask them to visit your website, get involved or sign up for your newsletter.

☐ 14. Don't forget to brand the nametags and bags

Adding the event title and graphics to the nametag shows an attention to detail that makes your event feel well planned and organized. For events that provide tote bags, it's a great idea to brand these items and send people home with your logo.

☐ 15. Give away actual awards as keepsakes

If you are honoring people who have furthered your mission, you can have awards made that include the name of the event, the date, the award name, the recipient's name and your organization's logo. Recipients are likely to keep the award on their desk.



We see so many entrepreneurs miss important opportunities, and it makes us want to scream, **"Slow down!"** This could be the opportunity that makes the difference!"

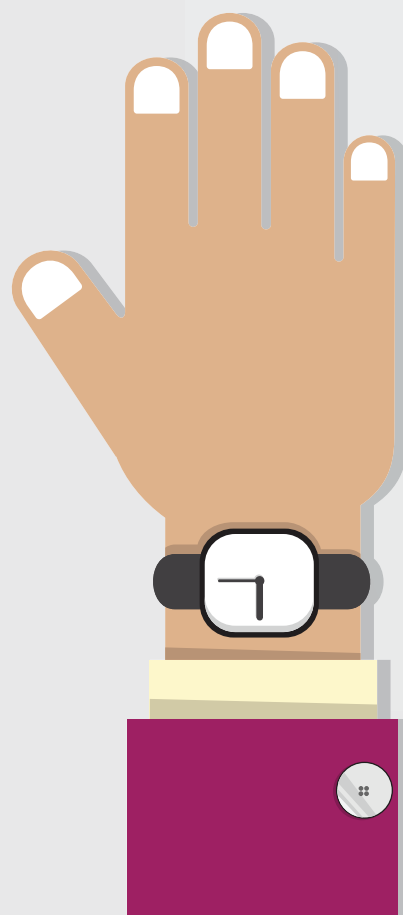
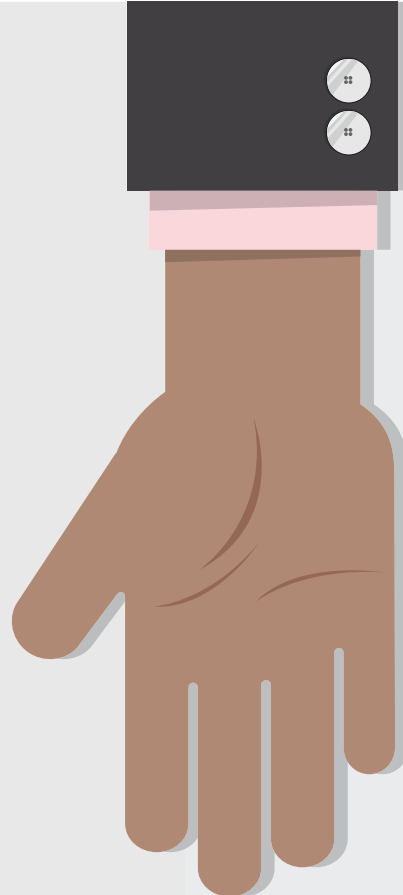
How many times have you attended a conference, trade show, or community event and either completely avoided the trade show/exhibit area or just visited the booths that totally excite you?

Ever walk around wanting to blend in with the audience so you don't get "sold to"?

WE TOTALLY GET IT... **WE'VE FELT LIKE THAT TOO.**

However, many successes that resulted from visiting the trade show, booth by booth, proved to us this was well worth the investment of time and a bit of discomfort.

Here's how we learned to talk to event sponsors and have found great results!



THE ART OF TALKING TO EVENT SPONSORS

By Charmain Hammond + Rebecca Kirstein, Raising A Dream

VISITING A TRADE SHOW, BOOTH BY BOOTH, IS WORTH THE INVESTMENT AND DISCOMFORT. HERE'S HOW ...

Learn more about the different brands, products, businesses, and services they represent and why they chose to be a sponsor of the event

This information is beyond valuable. In telling you why they sponsored the event, they are usually sharing with you what they value, what they seek in sponsorship arrangements, and (sometimes) what hasn't worked well for them.

Build meaningful relationships and connections

Usually, the one manning the trade show booths can help you get past the gatekeeper and, in some cases, is the very person you need to know to further advance the relationship and collaboration conversations.

Begin conversations about future collaboration

At a minimum, such conversations can get a follow up call on the books so he/she can focus on this event and the audience attendees (you don't want to appear like a sponsor stalker or poacher!). Not to mention, we have both secured sponsors from this very activity.

ATTEND YOUR NEXT CONVENTION, CONFERENCE, AND TRADE SHOW ARMED WITH THESE 5 PROVEN TIPS!

1
2
3
4
5

When you meet people, ask for their card, and send them a LinkedIn invitation immediately after you attend the booth so both you, and the conversation, is top of mind.

If you use and love their product, write reviews for them on Facebook, LinkedIn, and on their website.

Go through the event program, connect with speakers and exhibitors on social media, especially LinkedIn.

Send a thank you card to the organizer for hosting a great event. You can also do this for other partners, vendors, and attendees you made a connection with.

Take photos together at their booth, learn their social media handles and hashtags, and share their story!



DO YOUR RESEARCH TO MAKE THE MOST OF SPONSORSHIP CONNECTIONS – Doing research is one of the key strategies from our Big Dream Primer and we have suggestions there for how to do this in authentic and engaging ways. Find it at RaiseADream.com



CIDER CELEBRATION

By Jessica Kostka, Cooking in my Genes

I LOVE THE WINTER SEASON, COZYING UP WITH FAMILY AND FRIENDS AROUND DELICIOUS FOOD AND COCKTAILS, ENJOYING EACH OTHER'S COMPANY AND THAT IS EXACTLY WHERE THIS SPICED WINTER PUNCH FITS IN.



STEP ONE

First make the pomegranate spiced simple syrup;

in a small pot combine orange zest, star anise, cinnamon sticks, pomegranate juice, water and sugar.

Bring the mixture to a boil and then turn the heat down so the mixture simmers for 10 minutes.

STEP TWO

While your pomegranate mixture is cooking add your other ingredients in a pitcher: prosecco, ginger-ale, cranberry juice and spiced rum and stir to combine. When your pomegranate spiced simple syrup is done, take off of the oven and strain out the spices and orange zest. Set the mixture in the fridge to cool for a few minutes.



STEP FOUR

Next, add the brown sugar and cinnamon rim to your glasses by mixing brown sugar and cinnamon on a small plate.

Then, trace the rim of your glasses with honey (helps the sugar rim to stay longer) and then turn your glass upside down, dipping the glass in the brown sugar-cinnamon mixture firmly.

COOKS NOTE

You can make your pomegranate simple syrup ahead of time and chill until you're ready to use!



STEP THREE

Once your pomegranate spiced simple syrup has cooled for a few minutes in the fridge, add to your punch mixture in your pitcher.

Then, add in ...

- the orange slices
- fresh cranberries
- 2-3 extra cinnamon sticks.

STEP FIVE

Then you are ready to serve!

Pour your punch into your glasses. Make sure some of the orange and cranberries end up in the glass and garnish with an extra cinnamon stick.

I love to enjoy cocktails with family and friends during the holidays especially when there's something for everyone's taste this holiday season. ENJOY!

INGREDIENTS

Total Time: 15 Minutes

Equipment: Pitcher, Small Pot

Servings: 6-8 Party Guests

INGREDIENTS

- 1 x Bottle of Prosecco
- 1 1/2 Cups Ginger-ale
- 1/2 Cup Cranberry Juice
- 1/2 Cup Spiced Rum
- Spiced Pomegranate Simple Syrup (Recipe Below)
- 1 x Orange, Sliced Thin
- 1 Cup Cranberries
- Cinnamon Sticks (for Garnish)
- 1/4 Cup Brown Sugar
- 1/4 tsp Cinnamon

POMEGRANATE SPICED SIMPLE SYRUP

- 1/3 Cup Pomegranate Juice
- 1/3 Cup Olive Oil
- 2 tbsp Apple Cider Vinegar
- 1 tsp Honey
- Pinch Salt and Pepper

FINDING **BEAUTY** IN THE BLIZZARD

By Carol Rioux, Photographer
Photo Credit: Rioux Visuals
Carol Rioux + Carlie Rioux

Taking pictures at your outside gathering can be intimidating but with a little help you can produce incredible results! Grab those boots, mitts, and an extra dose of determination ... oh and don't forget your camera.



The Team

Stylist: The Well

Photographer: Carol Rioux

Photography: Carol Rioux

STAY CHARGED

Batteries die fast in the cold so bring an extra battery for your camera. Keep the extra battery close to your body to keep it warm.

OVER EXPOSE

Cameras do not see the way we do. Your camera will see white and try to underexpose your image - it thinks the scene is too bright. This will turn your snow grey so your best option is to over expose your image a bit for the best results.

TAKE YOUR TIME

Be patient. Its easier to compose a fantastic shot in warm weather but we tend to rush when we are cold. So dress warm and and take your time.

Winter creates some of the most magnificent scenes. It's the perfect time to head outside and create something beautiful.

- Carol Rioux, Rioux Visuals



ASK THE EXPERT



Sergey
ABRAMOV

Owner & Producer, NewWestVideo.ca



NEW WEST VIDEO
YOUR DIGITAL PRESENCE

What are the top 3 tips you would recommend when planners are working with an event videographer?

Tip 1. Tell your Video Crew all details about the upcoming event. They will need to know:

- The overall production schedule;
- Timing, names and performance types of all artists and performers involved;
- Any special requests to pay attention to get it 100% captured (special speeches, celebrities, activities, games, interesting booths, interviews, established shots of the venue);

Tip 2. Spend as much time as is necessary with your Video Crew and venue or third party technicians to discuss the venue setup:

- Setting up and sound check time;
- General venue lighting and light for the podium or any place for the main/second microphone;
- Areas required for tripods and clear pathways to move with a steady cam.

Tip 3. Get the idea of your final video product (one or many videos) finalized and clear in advance. Let it correspond with your marketing plan, etc. Deliver all your ideas to your Video Crew as the final result depends on the footage taken and the way it was taken. With the non-stop character of the most of events, the worst case scenario is missing a piece of important footage.

What methods or practices do you have in place at your events to ensure the safety of your crew and guests?

The open and trustful atmosphere between the event planner and Video Crew (and with all vendors and contributors) is a key to both a successful event and great memories. The planner has to know what may affect the normal workflow for video capturing and make all necessary arrangements to inform the Video Crew about changes, new start times, schedule variations, additional speeches or performances. Here it is very important to understand the role of every contributor in order to capture the event successfully. Please do not treat the video as a side product as the good memories will live longer having a well produced video to view and use down the road.

Telling **your** Story with Video

Videographers Help Event Planners Tell Their Story

Posting a well produced video can help your guests remember the fun they had at your event; what happened, who was there, and the fun/warm/important feelings that were created. Repurpose edits to create cost-effective promo videos for the years to come!



Join the *Community*

SHARE WITH THE COMMUNITY

- SUBMIT YOUR STORIES
- CUSTOMIZE MOMENTS
- BECOME A PARTNER

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- ATTEND A WORKSHOP
- ENJOY OUR RESOURCES
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LEAN ON THE COMMUNITY

- BOOK YOUR CONSULTATION
- CUSTOMIZE YOUR TRAINING
- MAKE YOUR TEAM STRONGER

Candy Event Consulting

MAKING YOUR TEAM STRONGER

CANDYCONSULTING.CA



Tables

SET FOR MEMORIES

By Jessica Kostka,
Cooking In My Genes

A gathering is defined as "an assembly or meeting, especially a social or festive one or one held for a specific purpose."

'Tis the season for gathering in many shapes and forms. As the days get colder and darker, we stay indoors more often, cozying-up and enjoying the company of our friends and family. The Autumn Harvest gives us a bounty of hearty foods to enjoy. We get together in groups to celebrate the festive season, creating memories along the way. We spend a little extra time on the finishing touches of social events, putting thought into how we're going to spend time together. It's the sights, smells and sounds of gatherings that etch into our memory, creating the most meaningful moments.

The Seasonal Scents

Candles. Cinnamon. Your favourite dish. Fresh baking.

Is there a specific recipe that reminds you of a specific time and place in your life?

The instant you smell the dish, you are whisked back in time and it's like you're experiencing that memory in real life. It's pretty amazing how a scent can trigger a memory; how a lot of our memories are linked to our senses; and, how sitting down with friends & family to enjoy food & drink can be so meaningful.

When you are enjoying the special social and festive events in your life, take it all in and enjoy the moment.

Photo Credit: Jessica Kostka, Cooking in my Genes



The Sweet Sounds

Voices. Conversation. Fire crackling. Music. Laughter. When you take a moment to just listen, what are the sounds of get-togethers? I have vivid memories of holiday dinners; I can hear the sounds from the kitchen, the food being prepared, oven opening & closing, 'dinner's ready!' All of the sounds we hear when we're together to share a meal, to celebrate the season; they are memories. What are the sounds of your memories? Who and what do you hear when you're gathered with friends and family? Take the time to soak it in and when you're gathering together this season think about how you can create a memorable ambiance.

The Special Touches

Gifts. A set table. Board Games. A packed house. Cake. Lights. What do we see when we gather? What are those special touches you can add to make your guests feel welcome, a part of something special and meaningful? Some of the simplest touches can create the greatest visual experiences for your guests. A name card for each guest as a part of your table setting. A small gift that your guests depart with; perhaps something homemade such as the curated playlist from the evening. All of these pieces create a mental snapshot that people will keep with them; a memory of a time with no distractions and simple enjoyment of each other's company.

DIY EVENT PLANNERS

told us about their favourite holiday family gathering memories . . .

Have your own favourite memory to share?

Tag us on Twitter @CandyEventConsulting
#CandyMomentsMagazine



"When I was eight years old I stayed up all night making my parents Christmas gifts and flooded the tree with gifts because I felt it wasn't fair that we got to open so many presents and they didn't have as many. I must have made 50 gifts - and my sister helped me wrap before morning. I remember making a picture frame out of a walnut and putting my picture inside the walnut - calling it 'the nut!'"

DEREK SELINGER

Magician & Motivational Speaker,
DerekSelinger.com

"Practicing disco dancing moves at Christmas time with my mom's family when I was around 8 or 9. That was where my love for disco music and dancing came from!"

LEONA DEVINNE

Founder,
Joy Socks • JoySocks.ca



"Funny how many of my memories are centred around food! Being from an Italian family, my fav memory is gathering at my grandfather's house for New Years where the spread on the table was oh so impressive, playing games with cousins and lots of laughter. He would make his own sausage, there would be multiple pastas, and so many great dishes from appetizers to dessert."

LINDSAY HILL

Account Director,
FEVER Communications • FeverCom.com

"My family is made up of many diverse backgrounds and the food was just as diverse. Foods like goat curry, roast turkey, and mediterranean salads were wonderful together."

SHARAYAH DAWOOD

Freelance Photographer,
Sharayah Photography • IG: @SharayahPhotography

"One of my favourite holiday gathering memories was when my family flew out from the UK to spend Christmas with me. We had so much fun together decorating the Christmas tree, taking trips out to Banff and Lake Louise, as well as arranging a surprise visit from Santa for my niece. I got to spend Christmas Day with four generations of family in a place I now call home - Canada."

ANITA KEMP

Founder,
Coach by Design • CoachByDesign.com

"My favourite family gathering memory is eating Jamaican style oxtail and exchanging Secret Santa gifts."

JAMEELA GHANN

Co-Founder & Designer,
Alora Boutique • Alora.ca



ICE- BREAKERS

FOR THE INTROVERTED

By Lisa Gareau,
Candy Event Consulting

"ICE-BREAKER"

Even as a part-time extrovert, the words still make my stomach tighten and my fight or flight responses kick in.

We've all been forced to participate in the silliness even if it makes us uncomfortable. I, too, have been the guilty of putting workshop participants, youth groups, or board members through the infamous ice-breaker. In the mid-80's it was the cool thing to break down those barriers prior to a meeting - with a sledge hammer if necessary - wielded by a good-intentioned extrovert of course. Even then, I do believe there is value in warming up a group with fun, interactive activities. They *can* help breakdown barriers, create social inclusion, and bring out creativity within the group. But I would guess that most of the activities we see in the idea books were created by extroverts. We now know that it's better to accommodate *every* style of learning if we want to truly create engaging team experiences. I'd like to suggest it's time to make the ice-breaker space a safe and engaging space for extroverts, introverts, and everyone inbetween.

The Activity

LARGE GROUP INTRODUCTION

You know the ones. They are the participants who are filled up by standing in front of a large group sharing who they are and what's important to them. We love them. We secretly want to be them. But people with introverted personalities also want to share what's important to them, why they're in the workshop, or "where they see themselves in five years" ... but it must happen in a safe and comfortable way.

The Adaption

THE ONE ON ONE INTERVIEW

Give participants interview questions to review on their own for a minute or two. Instruct them to then visit with a partner. Encourage them to ask and answer the questions on the paper. When they hear the happy chatter in the room the spotlight turns off in their mind and the connection can start.

The Activity

MOVE AND GROOVE

Everyone loves music. Some individuals will enjoy the chance to jump up, raise their arms, or dance to a world beat in order to "get their wiggles out" before settling in for the session. Others will be cowering in the corner and counting down the 3 minutes and 25 seconds until the song wraps up and they can head back to their chairs.

The Adaption

LISTEN AND REFLECT

It's good to get out of our comfort zones now and then but maybe those that would be the first to kick up their heels could also benefit from a listening exercise where members simply listen to piece of music and then to express what it meant to them through pictures or with few carefully chosen words.

The Activity

GROUP PROBLEM SOLVING

Anytime we put a group together to solve a problem, a natural hierarchy is created. If someone naturally hangs back they may defer decisions in the activity to those that are more outgoing, sometimes coming to a conclusion that they don't belong after all and their voice doesn't matter.

The Adaption

PERSONAL TIME TO PROCESS

Giving group members time to read, hear, write, and process with a partner prior to wider group work will help set the stage for equal opportunity engagement once the activity starts.

Candy Event Consulting

MAKING YOUR TEAM STRONGER

IS IT TIME TO MAKE YOUR COMMUNICATIONS, MARKETING, OR EVENT PLANNING TEAM STRONGER? [Candy Event Consulting](https://candyeventconsulting.ca) facilitates meetings, team building experiences, and inspires greater engagement in your team. Learn how here: [CandyConsulting.ca](https://candyeventconsulting.ca)

WHAT ARE THE BENEFITS OF LEARNING WITH CANDY ACADEMY?

CANDY ACADEMY OF EVENT MANAGEMENT + PROMOTIONS OFFERS COLLABOARTIVE LEARNING FOR IN-HOUSE AND DO-IT-YOURSELF EVENT PLANNERS.

CANDYACADEMY.CA

"As a small business owner, the workshop gave me some great ideas to help me plan more effectively and strategically."

JENNY

"Candy Academy workshops are always entertaining, full of valuable information, and very productive. "

HAYLEY

"As a start-up nonprofit, this workshop got us off the ground with fresh ideas and a boost of energy."

DARCY

"I've always felt welcomed, acknowledged and valued. It's been a tremendous learning experience."

ANNA

"Helping behind the scenes at the Candy workshops has been very beneficial to me personally and professionally. My confidence - and my network - have both grown exponentially."

JENNIFER

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!

*By Lisa Gareau,
Candy Event Consulting*

PREPARING YOURSELF TO GATHER

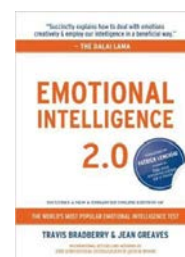
Gathering means getting people with different perspectives, expectations, and needs together. Whether you're trying to make the most of a gathering for an in-house team, a group of donors, or a committee of volunteers - personalities can often collide. This selection of books will help you manage the ever changing people dynamics - by starting with YOU - so you can bring the best out of your gathering experience.

Emotional Intelligence 2.0

By Drs. Travis Bradberry and Jean Greaves

(TalentSmart Inc., 2009 • TalentSmart.com)

In today's fast-paced world of competitive workplaces and turbulent economic conditions, each of us is searching for effective tools that can help us to manage, adapt, and strike out ahead of the pack. Emotional intelligence (EQ) needs little introduction. This "other kind of smart" is the #1 predictor of success personally and professionally. But knowing what EQ is and knowing how to use it to improve your life are two very different things. For the first time, Drs. Travis Bradberry and Jean Greaves reveal TalentSmart's proven strategies for increasing emotional intelligence. The authors unveil a step-by-step program for increasing your emotional intelligence via 66 proven strategies that target self-awareness, self-management, social awareness, and relationship management.

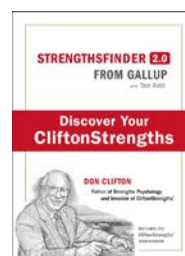


Strengths Finder 2.0

– By Tom Rath

(Gallup, Inc. 2007 • GallupStrengthsCenter.com)

Do you have an opportunity to use your strengths every day? Chances are, you don't. All too often, our natural talents go untapped. From the cradle to the cubicle, we devote more time to fixing our shortcomings than to developing our strengths. To help people uncover their talents, Gallup introduced the first version of its online assessment, StrengthsFinder, in the 2001 management book *Now, Discover Your Strengths*. The book spent more than five years on the bestseller lists and ignited a global conversation, while StrengthsFinder helped millions discover their top five talents. In StrengthsFinder 2.0, Gallup unveils the new and improved version of its popular assessment, language of 34 themes, and much more. While you can read this book in one sitting, you'll use it as a reference for decades.

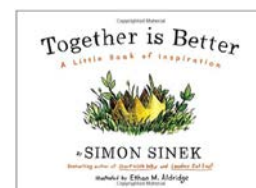


Together is Better: A Little Book of Inspiration

– By Simon Sinek, Illustrated By Ethan M Aldridge

(Sinek Partners, LLC, Inc. 2016 • StartWithWhy.com)

Together is Better is for those interested in exploring Simon's ideas in an entirely new way. This delightfully illustrated fable is about a boy who takes a stand for what he believes in. The playground serves as a backdrop for the book's broader message: We are more likely to overcome our struggles and find what we are looking for when we are willing to take others on our journey.



CARTE POSTALE

CORRESPONDANCE

I grew up in Saskatoon, Saskatchewan where winters were cold but family times were warm and cozy in our little bungalow home. My mother was the perfect hostess and tried her best to teach us how to make others - old friends or new - feel at home. She was the one who must have coined the phrase *Home is Where the Heart Is* as she put her heart into every meal, every conversation, and every glamorous presentation of angel food cake topped with clouds of whip topping that graced our table.

ADRESSE

The times our home became event central have become fond memories. It was busy, and yes, we had to do the dishes, but I wouldn't be who I am without those times. My mom is my hero and the most heart-centered event planner I've ever known. If you ever meet her she'll probably serve you angel food cake. And, if you know what's good for you, you won't say no. :)

POSTCARD FROM THE PRAIRIE
SASKATCHEWAN, Canada

By Lisa Gareau

moments

EVENT RESOURCE DIRECTORY

It takes a community to plan and promote events! Finding quality event vendors, services, and support professionals will help simplify your planning process. Moments Magazine is proud to provide a time-saving directory service in partnership with the dynamic team at Evented.ca.

Venues

- Weddings
- Celebrations
- Meeting Rooms
- Unique Spaces
- Performance Theatres

Food & Drinks

- Catering Services
- Specialty Caterers
- Food Trucks
- Sweets & Desserts
- Food Suppliers
- Beverage Suppliers
- Bartender Services

Audio & Visual

- Rentals
- Services

Entertainment

- DJ & Party Pros
- Bands & Solo Acts
- Actors & Performers
- Kid's Performers

Speakers

- Keynote
- Emcee
- Training

Décor & Rentals

- Décor Rentals
- Décor Services
- Florist & Floral Supplies
- Outdoor Supplies
- Party Supplies
- Decor Services

Art & Design

- Stationery Supplies
- Graphic Designers
- Web Designers
- Artists & Art Supplies
- Printing Services

Media & Promotion

- Photographers
- Videographers
- Photobooth Services
- News Media & Advertising
- Travel & Transportation
- Shared Ride Services
- Limousine Services
- Travel Agencies
- Hotels & Accommodations
- Resort & Conference Facilities

Staffing & Security

- Personal Security
- Events & Celebrations

Professional Services

- Event Planners
- Administrative Pros
- Project Managers

Fashion & Beauty

- Makeup Artists
- Hair Stylists
- Spa & Esthetics Services
- Costumes & Stylists
- Men's Fashion
- Women's Fashion

Gifts & Novelties

- Food & Perishables
- Unique Keepsakes



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