

moments

EVENT PLANNING IDEAS + INSPIRATION

VOLUME SIX



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MAKING YOUR TEAM STRONGER

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ENGAGE ISSUE

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.

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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 that events can help your business gain more customers, your social profit organization connect more effectively with donors, or your volunteer group reach out more meaningfully 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, and sometime difficult, 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 ideas, 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,

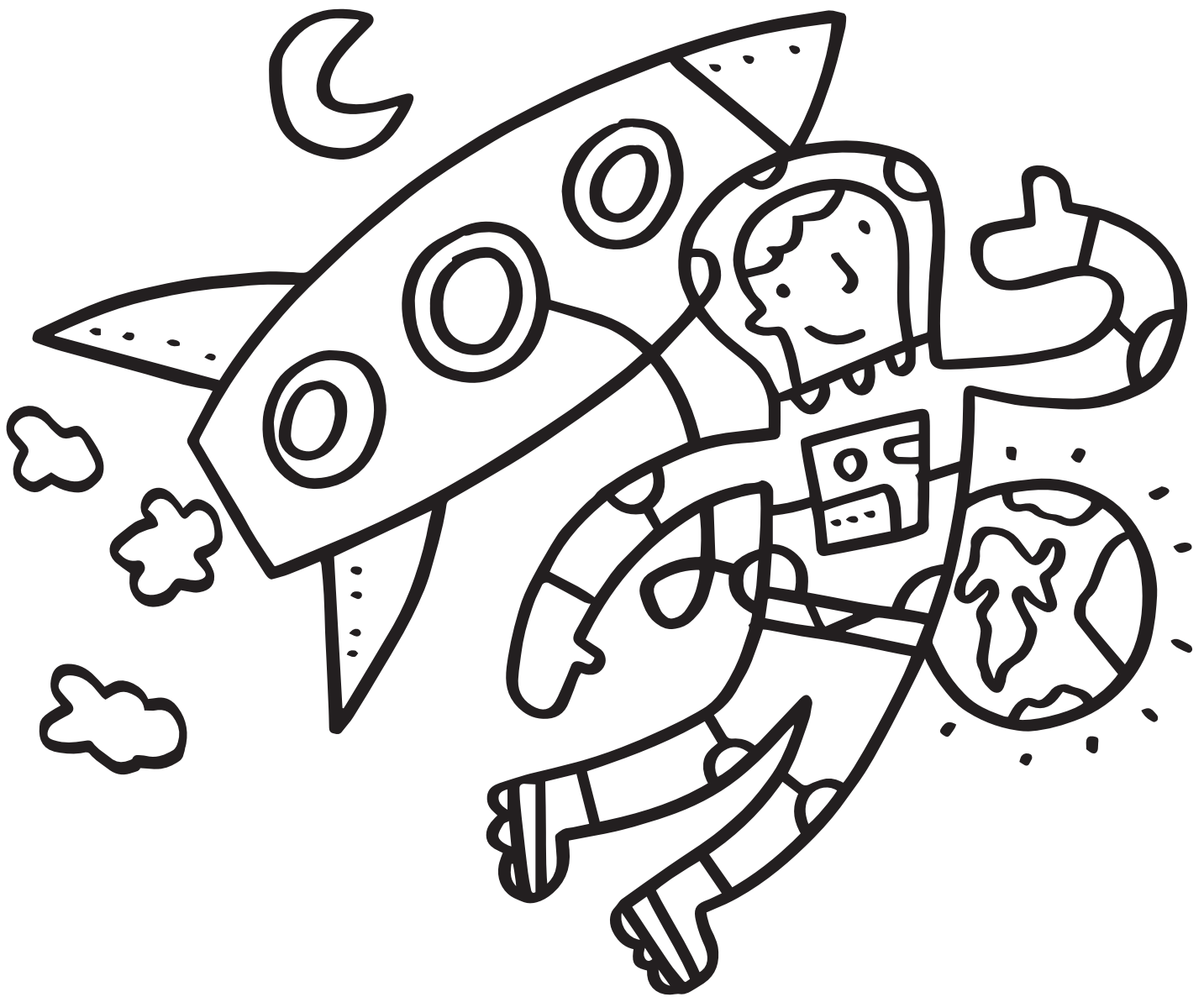
A handwritten signature in brown ink that reads "Gareau".

Lisa Gareau

Founder + President
Candy Event Consulting: Making Your Team Stronger

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it's GO time!

ORDER **THE EVENT PLANNERS KEEP CALM COLORING BOOK** FEATURING THE ART OF **DEAN STANTON**
Learn About Dean's Interactive Artwork on Page 30 • Order Your Copy at CandyConsulting.ca/Candy-Store

HOW I LEARNED TO GET UP, SHOW UP, AND STAY STRONG IN THE PLANNING GAME.

Inspired by Shawn Barrie,
Event Planner, EvntDsgn.ca

As told to Lisa Gareau,
Candy Event Consulting

UNENGAGED>>>



"I SHOULD HAVE STAYED IN BED"

As an event planner there are days - more days than I'd like to admit - when it's hard to stay in the game.

It might be the stress that comes from a toxic work environment, or workmates that are - to be honest - hard to work with. There are times when that sunny day turns into grey clouds and a sudden 90% chance of rain for that outdoor event ... and you know the scramble to Plan B is inevitable. (Oh, and remember to keep smiling when your moving everything indoors!) There have been times when I have planned events in beautiful locations, planning fun activities, and a dynamic group of guests on an incentive travel trip. Sounds great, right? Well the fact that I was the planner fully responsible, running hard, meant that many times I was isolated and lonely; I was there to serve and support the guests - not to hobnob and hangout after the planning hours had ended. You can do all the planning in the world, have your ducks in a row, and have everyone moving in the right direction at the right time (bonus!), BUT even then there were times I wished I would have stayed in bed. When the room bookings went wrong, the AV equipment didn't work, and the weather didn't cooperate for that group day trip to the beach.

At the end of the day, though, if you are like me you'll do it all over again tomorrow. And LOVE it!

When it's hard for you to get up, show up, and stay strong in the planning game.

It might be time to remind yourself why you started in the game in the first place.

Here are some ways I have learned to stay in the game:

KNOW YOUR WHY

Start by remembering why you started. We all have things we love about planning events. What are yours? The people, the energy, making a difference, making money, creating new experiences. Write them down if you have to. Post them up and refer to them often!

SEE IT THROUGH

Even when things go (almost) completely off the rails - when you see your event through to the end - you're sure to find some small joys and triumphs. When they reveal themselves celebrate those wins, no matter how small or insignificant they may seem.

GO WITH THE FLOW

There is personal pride at stake. You've worked hard, invested creative energy, and built your dream team. The event is about to start, everything looks amazing, and you're ready to roll. When you open the doors that's when it's time to catch your flow, trust the process, and hit it out of the park. You've got this!



◀◀◀ENGAGED

THE YOUTH OF DISTINCTION AWARDS

READ MORE ON PAGE 21

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«« READ HOW TO ENAGE YOUTH VOLUNTEERS
WITH CALGARY'S YOUTH CENTRAL ON PAGE 38

PHOTO CREDIT: Glen Co Photography



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NookPod.com

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!

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PUBLISHER'S

GREETING



IT'S GO TIME!

Are you stuck with "Analysis Paralysis"? Do you know what it would feel like to be TRULY engaged in the event planning work you have set out to do?

You might be planning events off the side of your desk, as part of a wider portfolio of tasks, or as a volunteer with only limited time to really get into the work.

Take heart that getting unstuck doesn't necessarily mean DOING more but rather ENGAGING more ... giving your event, process, or idea all you've got - pressing the GO button. You may not even feel ready but just getting moving can be the way to find solutions, great ideas, and the resources to make your event a success.

Once you flip the switch don't turn back. This is your time. For the benefit of your team, your volunteers, and your guests you must claim it. Learning to truly engage in your work will also help you to engage your audience in ways that will inspire and amaze them.

In this issue you'll learn how to create events that your team will LOVE, practical ways to avoid deadly engagement killers, and how to integrate fun, creative, collaborative activities in your next event like the guest-friendly, interactive art stations by Dean Stanton!

When you learn to engage deeper in your work you will find YOURSELF closer to your team and guests and to the work you have set out to do. Are you stuck with "analysis paralysis"? You know what to do. Press the button. Prepare for lift-off. It's GO time!

(Gareau)

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Moments Magazine - Event Planning Ideas + Inspiration
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Learn About CAAT at CandyConsulting.ca/Team

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SUBMISSIONS

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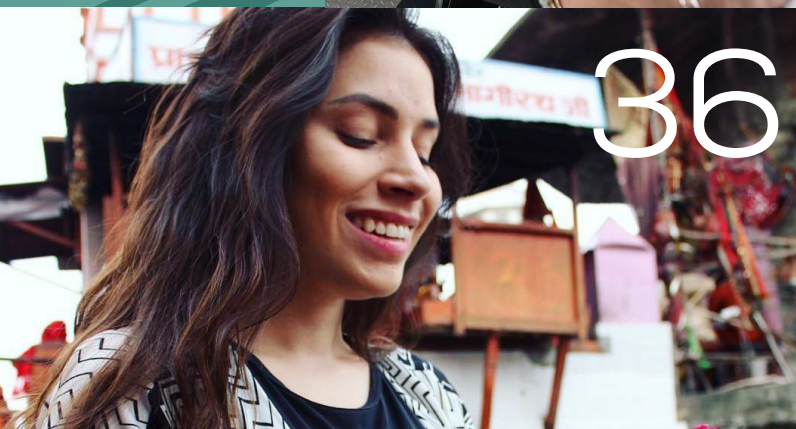
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FRONT & COVER ART

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YOUR COMMUNITY CONNECTION

Moments Magazine is a resource provided by Candy Event Consulting where we are passionate about supporting anyone planning and promoting events for their business, organization, or group and offer workshops, coaching, and resources face to face and online. Learn more at CandyConsulting.ca/Academy



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STAYIN' *Alive*

ARE YOU KILLING **ENGAGEMENT**? HERE'S WHAT TO DO INSTEAD!

By Lelde Dalmāne, Catchbox

What is this mythical creature "audience engagement". What does it really look like, how do you capture it, and how do you not to scare it away? Event engagement involves several moving parts - great speakers, relevance, and interesting subject matter are a given. But there are also other killers which, without careful planning, may derail the learning process. Let's take a look at a few engagement killers and try to figure out how to keep engagement alive.

There's isn't one magic formula for keeping your event attendees engaged ALL THE TIME, but these engagement tips will most definitely allow your attendees to get the most of your next event.



ENGAGEMENT KILLER 1

You didn't create enough engagement before the date

Discussion, learning, and inspiration don't just happen because you've put your attendees in a room with a good speaker. Their minds have to be receptive to new knowledge to start with. You can do a lot of the groundwork for this in the run-up to the event. Creating engagement before the event builds a sense of excitement and anticipation. This will make your attendees more receptive to new knowledge from the get-go. **There are two great ways you can do this: 1) create a segmented email campaign based on registration data 2) Use a survey tool to crowdsource questions or ideas for discussion**

ENGAGEMENT KILLER 2

Whoops! You are arranging the room layout wrong

Many events tend to use a theatre-style layout, usually because it maximizes the amount of space in which attendees can be placed. The flipside is that this kind of layout reinforces the idea of a passive audience, which discourages interaction. Planning your room layout can have a hugely positive impact in terms of achieving learning goals. Splitting your attendees into small groups or creating a living room-type setting, for instance, creates an informal atmosphere which encourages interaction. It also makes it easier for speakers to walk around, which makes them seem much more approachable than if you placed them on a stage. Also, allow and encourage your attendees to switch their places throughout the day.

ENGAGEMENT KILLER 3

You are keeping the same pace throughout the event

Keep up the same pace for too long and you'll lose your attendees' attention, killing the event engagement process. The trick here is to work with your attendees' attention span, not against it.

1) Schedule time for warm-up activities instead of diving straight in. Use Catchbox throwable microphone to catch the attention of your attendees.

2) Sharing a joke or using the element of surprise at regular intervals is also a great way to get your attendees to refocus.

3) Make sure to schedule regular breaks in which attendees aren't exposed to any content at all.

ENGAGEMENT KILLER 4

An overloaded program only gives the illusion of learning

The brain is an organ, not a machine. All those different discussion panels and talks you've organized might create the illusion of learning.

Once you've decided on the key points you want your attendees to take home, you can design your event schedule around them.

It's also important to review key points regularly throughout the event by blocking out time for breakout sessions and other activities that reinforce new knowledge.



TRENDY TEAMS

HOW THE EXPERTS GO BEYOND THE TRENDS WITH TEAM ENGAGEMENT

By Jenny Stanfield, Engagement Unlimited

As the "Engagement Experts" our clients are always looking for new ways to combine enhanced engagement and the incredible value of team building with fresh, exciting feel-good ways to give back to the community.

We always aim to start with the 'why' and focus everything we do around heightening engagement in the room based on the reason for meeting, and we have noticed lately one of the biggest 'why's' around meeting is making an impact on the world around us.

In 2016 we launched our first ever signature community give-back at PCMA's Convening Leaders conference in Vancouver. The goal was to support local daycares and promote the value of play with tactile objects, along with getting everyone together to build something with their hands that they could see immediately in the community.

Based on the success of that project (now one of our top activities for groups across Canada), this year we successfully rolled out a give-back tied to our **Capture U Mobile Scavenger Hunt** that includes a really cool way to donate clothing to **Dress for Success** - empowering women for work.

We debuted this project earlier this year in partnership with Marriott as part of a global sales meeting here in Vancouver. The group was on a tight timeline to tour Vancouver, network, visit multiple hotel properties, and add a charitable component as well.

Our solution was to use our professional, interactive tour guides to energize, excite and enhance the transfers and missions where guests had to earn pieces of clothing from each hotel by answering trivia questions about the property.

At the finale, the teams dressed mannequin with their completed outfits. The most complete and stylish outfit was awarded the win!

We realized we could then take this creative concept and apply it to the standard version of our uber popular mobile app based scavenger hunt - **Capture U!**



ENGAGEMENT EXPERTS
TEAM BUILDING. ENTERTAINMENT. EDUCATION.



The final version of this activity was showcased in partnership with **Rare Indigo** for **FICP** delegates across the beautiful False Creek seawall and Granville Island.

Guests were welcomed by our awesome facilitators, broken into teams and set off with iPads in hand to capture photos and videos to locate and complete our fun missions.

These missions were meant to foster community, show off the city, and promote a fun, competitive team dynamic. Of course, we added our creative flair with animations manned by professional actors in character as everything from Yoga Gurus, to Game Show Hosts, to Artists, and much more.

Along the way, teams again collected different articles of clothing to complete their outfit for donation. At the end, we were able to donate 19 complete outfits to **Dress for Success** in Vancouver.

This is now a permanent activity we offer to promote community engagement and support women in need, as well as just an awesome way to network, and bond as a team. It also really embodies both the trends of engagement and giving back that are currently dominating the meetings industry as a whole.





Kathryn Kolaczek,
Alchemy Communications

Make Your Event Matter to the Media

An event is a fantastic way to bring more awareness to your brand and to heighten your exposure. As you all know, organizing an event can take a lot of time, and can occasionally be overwhelming, but the payoff is worth it. There are many essential components to promoting your event including writing and sending out press releases, advertising on social media and using influencers to bring more interest to your event. Here are some ideas to help make your event matter to the media ... and to your guests!

Build Your Strategic Plan and Budget

When planning your event you want to first build your strategic plan. This is an exhaustive list of everything involved in your event. Among other items, your strategic plan should include your goals, the date, time, and location of your event, your key messages, a social media plan, your timeline, and the marketing budget. This budget is another detailed document listing everything that you will need to promote your event from a cost perspective. Having a budget written out - including promotional elements - will help you stay on track, and prevent unexpected budget deviations.

Decide on Your Key Messages

Key messages are a great way to communicate concise points to your target audience. They are also a great tool to use to keep everyone on your team communicating the same ideas. You want to keep your key messages simple and easy to understand. They are the core ideas that you want your audience to remember. In deciding on your key messages, you want to identify your target audience, define your goals, and communicate why they are important.

Press Release

A press release is a document containing all the relevant information about your event that you will send out to the media. Writing a press release for your event is crucial because it is how you get the word out about your event to larger audiences. Your social media can only do so much in reaching your target audience. Having the media attention can help increase the coverage before the big day and will increase your attendance levels. Your press release should include the "who, what, why, when, where and how" of your event; you want to give enough details to convince the media that your event is worth writing about. Finally, include your contact information so that the media can contact you for further details regarding your event.

Social Media

Social media is a great tool to use when you want to interact with your audience, and when promoting an event, it is a great way to generate excitement. Your followers on social media can help you to promote your event and spread the word. A great way to do this is by creating an event hashtag. This hashtag will accompany every post you make on social media, and during the event, you can encourage the attendees to use your hashtag to promote your event and brand even further. As well, creating a photo ad to splash across your social media will also help increase your visibility and can be used cohesively across all of your advertising. To make sure you reach as many of your target audience as possible, you want to start promoting your event on social media weeks in advance.

Engaging Influencers

Depending on the event, social media influencers can be a great addition. They can bring more coverage to your event and increase attendance levels. When choosing your influencer, you want to find one with a following that lines up with your target audience. For example, if your target audience is business men and women over the age of 30, then a teen travel blogger isn't going to be a good fit. Collaborating with an influencer should begin before your event, so they have ample time to draw in a large audience and attract much excitement.

Start promoting your event early so that you generate excitement in the weeks and months leading up to your event. If you need assistance in planning your event, Alchemy Communications Inc. can help you every step of the way. Ask us about the events we've prepared for clients in the past.



**MEDIA
PRO TIP**

**Start
promoting
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>>> THE ENGAGEMENT EXPERTS



EMBRACING YOUR INNER Super Hero



By Lisa Gareau, Candy Event Consulting

You may not feel like a super hero everyday but there are ways you can tap into your potential and set your belief to do more than you ever thought possible! Here are three ways to unleash your inner super hero!

Believe in Who You Are: YOU are Enough You don't have to learn more, have more, or even be someone else to succeed. You have every right to take up space in the world. Today. Just as you are. Tell yourself that today's the day. Today's YOUR day. Because you are enough. Everyday!

Believe in Your Abilities: You Have What it Takes You may not have every learned skill you need to move forward but you must believe that you can figure it out. Say yes to that nagging passion you have been wanting to pursue and then be ready to surprise and amaze yourself with your ability to follow through. Trust yourself. You have what it takes!

Believe in Your Capacity: You Can Do More We often look at others and wonder what they have that we haven't got. Why have they experienced wild success and we feel stagnant and stuck? You must believe – wherever you are at today – that you are capable of more. There are more ways than every before to learn, grow, train, and test your passion. Do the work. Widen your world. Know you can do more!

Q+A

LORI DERKSEN

LORI IS A WINNIPEG-BASED EVENTS AND FUNDRAISING PROFESSIONAL WHO HAS A LONG EVENT PLANNING CAREER SPECIALIZING IN SAVING THE DAY!



You've been planning events for over 18 years! What got you interested in planning events?

Taking after my Mom, I've always been a planner, even as a kid. I loved planning sleepovers, birthday parties, book clubs, you name it and then my early career days involved helping with a Homecoming Celebration at Canadian Mennonite University and then I started planning events at the Royal Winnipeg Ballet and was professionally hooked.

Planning events takes the courage and strength of a superhero!

Who is your favourite superhero?

Superman – he was my obsession as a little girl. A simple farm kid with kind and loving parents who became a superhero. Someone who people looked up to. Invincible yet with a weakness. With the ability to fly, x-ray vision, body made of steel, he had one main focus, to save and help those around him.

Do you have anything in common with Superman?

I'm a simple farm kid who ultimately has the same goal – I want to help those around me. Fundraising and event planning let me make a contribution to my city, community, province and country.

What are some of your other superhero traits that help you when you're working with your team, vendors, or other stakeholders?

Ultimately my vulnerability, integrity, ability to communicate and my warmth with engaging others help me when I'm working with staff, vendors, sponsors, and volunteers.

Tell us about an event you've planned that took superhero strength, patience, or courage.

Although my day to day work life takes superhero strength, patience and courage – ultimately planning my Mother's funeral about six years ago took the most superhero abilities I didn't even know I had. Relying on your skills and not emotions is a key ingredient to keeping a handle on fundraising events – your skills tend to be forgotten if you think with your emotions.

If you could build your own team of superheroes who would you choose?

Wonder Woman she's an amazing example of female strength and empowerment.

Lois Lane Superman's right hand woman – she's vital to his success in helping others and you always need backup.

Batman he comes pretty close to my love for Superman! :)



DOCK talk

By Randy Kennedy, Dock Master
Calgary TELUS Convention Centre

By Peter O'Dwyer,
St George Show Services

How could event planners be more prepared and ready to work with you?

First is budget, ensuring that you budget time as well as paying for the space.

Sometimes the show manager doesn't take into consideration the time display companies need for set-up. Everything from tables, chairs, booths, furnishing, carpet, etc.

Second, attention to detail. We find is that exhibitors don't always read all the paperwork and exhibitor kit closely enough. There should be enough information in these packages to answer any questions exhibitors might have. For example, dock hours of operation move in times, material handling, and familiarizing yourself with our building procedures.

Tell us what communication is most important to keep things moving?

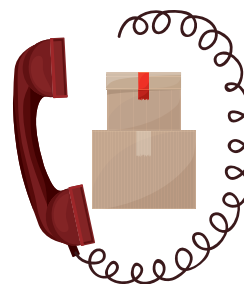
Communication is so important because there are so many moving parts between the centre, show manager, and exhibitors. Being clear and aware of our processes really helps.

A big one for us actually is noticing directions. The dock is full of signage of where things should be delivered, where you can park, and the general flow of the area.

Make sure you connect with someone from our team! Our staff have all the information and expertise to make sure your move in and move out experience is great.



Log



Randy Kennedy and Peter O'Dwyer have had many years of experience moving in and out tradeshow, conferences, and exhibitions at the **Calgary TELUS Convention Centre** loading docks. We asked how they work with planners to keep things moving in one of Calgary's busiest venues.

How do you build long term relationships with the convention centre clients?

Mutual respect. Our dock is very busy and we know our clients are very busy. Keeping each other in the loop leading up to, during and after events here at the centre is so important.

We've had Art Market here for over 40 years and Calgary City Teachers for over 20 years. We have kept these relationships strong because we respect what the other party needs.

As we work with repeat clients, move ins and outs become even more seamless and speed up.

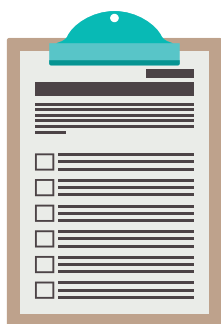
Can you give us some tips we can pass on to event planners looking to do this right?

For the new planners, remember, communication is key! Don't be scared to ask questions if you are confused on certain details, we are here to help.

A great example is when working with freight companies. The details can get complicated, we have been doing it for a long time and are happy to help.

For the season planners out there, stay current, processes do change at venues and it's important for you to have that information.

Again, everyone needs to remember to be detailed oriented, and make sure you always have a plan, no matter how long you have been doing it for!



istics



2017 marked a challenging year for our Food Bank Drive. The economy had not quite recovered; some of our major corporate partners were downsizing and restructuring; and we just moved our station to a new location after 50 years. We knew it was ambitious to set our usual \$1M goal this year when we had the additional challenge of a smaller building in a new location. **The CBC Calgary Food Bank Drive is a very public campaign - what would happen if we didn't reach our goal?**



FOOD FIGHT

Over the last 32 years, CBC Calgary has helped raise over \$18M in food and funds to help feed the possibility of a Calgary without hunger. The people who live and work in Calgary have always been known for their generosity and unbreakable spirit.

CONTACT CBC CALGARY
 Website: www.CBC.ca/feedyycc
 Facebook, Twitter & Instagram: @CBCCalgary

ENERGIZING THE COMMUNITY

How CBC Calgary engaged the community to help raise \$1.45 M for the Calgary Food Bank

People support what they create

Anyone planning an event knows relationships are everything. We engaged as many people as we could to help us reach our goal. From our loyal listeners, our audiences on television and online, our community partners and advertising clients, our new neighbours and landlord, our family and friends – we reached as many people as we could to help support the campaign. All of them were willing to help. We have a long-standing volunteer team called the Do Crew and this gave us an opportunity to add many new volunteers to our CBC family. Volunteering for a good cause is one of the best ways to engage people with your brand. It connects us closer to the community and them to us. All of these groups contributed in their own way whether it was hosting an event, volunteering their time, or cutting a large cheque.

Teamwork makes the dream work

CBC employees and their families come together to volunteer for a shift at the food bank every year. We are also fortunate to work with corporate partners like Brookfield Properties who provided the space for donations desks throughout the city. Fratello Coffee has been a great local partner for the Food Bank Drive creating and donating a special CBC brand of coffee which we sold during the campaign with all proceeds going to the Food Bank. We are also proud supporters of YYC Tech Gives – historically our largest donor group – made up of individual tech organizations who come together in support of the campaign. Whether it's a financial contribution, space or workplace campaigns, we can demonstrate community leadership through giving.

Getting social

Our TV, radio and online platforms are the main source of marketing to the community. We had a lot of information to get out, so we created daily hot sheets for our programmers and used the hashtag #CBCfeedsYYC in everything we did relating to Food Bank Drive events and information. We also sent the information to all our partners so they could promote on their networks and we did a lot of cross promotion. With so many events, we had lots of opportunities to create fun, sharable and inexpensive online content. We were also on Facebook, Twitter and Instagram @CBCCalgary and online at www.cbc.ca/feedyyyc

Engaging means getting everyone involved, including the kids!

This year, we wanted to engage kids in our campaign. At CBC, our mandate is to inform, inspire, and entertain. We created the Food Bank Kindness Challenge to help kids understand the importance of the food bank and how they could help those in need. We kept the contest as simple as possible creating an online sheet for the kids to write or draw their act of kindness. We also included some tips for parents to talk to their kids about how food banks help people by getting them to think about their lives without all the foods they loved. Or, not having a healthy meal during the holidays. We have always felt that CBC Calgary is a place where all Calgarians come together. By organizing this campaign Calgarians can easily share the generous spirit they have shown time and time again. We are looking forward to our 2018 CBC Calgary Food Bank Drive and hope to bring even more people together to help those in our community and strive towards a Calgary without hunger.

GATHER FOR GOOD



**SAROSH
RIZVI**

The Kleos scholarship program doesn't quite operate like your traditional scholarship program. Scholarship recipients are chosen among unemployed or underemployed youth related to current loan members who are able to enrol in the Technical College in one of eight skill development programs. Successful candidates not only are awarded with their tuition and materials paid for for the duration of their course, but also receive their first microloan at their graduation so they can immediately begin working in their field and earning for themselves and their families. As with our microloan program, Kleos emphasizes employable skills, ensuring that graduates will not only learn a new skill, but they will be set with the tools they need to turn that skill into their own micro-business. **Learn More: KleosMFG.org**

GATHER FOR GOOD



Photo Credit: Glen Co Photography



THE YOUTH OF DISTINCTION AWARDS

The Youth of Distinction Awards (YODA) is an annual event hosted by Youth Central that celebrates youth for their amazing contributions to their communities. Youth aged 12-18 can be nominated for an award under eight different categories: Advocacy, Arts & Culture, Environment, Leadership, Peer Support, Perseverance, Sportsmanship, and Volunteer. The ceremony takes place in early May and nominations are accepted in February and March.

For more information or to become an event sponsor, visit YouthCentral.com or contact Yoda@YouthCentral.com.




**SASHA
TOMCHUK**

ARTISTS THAT CAPTURE ATTENTION

As an artist, Heidi has made a career of bringing mobile art studios to any gathering or event. Heidi is seen here in her Nashville studio. Read about her passion & process on page 26, Design + Decor.





A portrait of Heidi Schwartz, a live event painter. She is a blonde woman with long, wavy hair, wearing a blue and white striped tank top and blue jeans with paint splatters. She is smiling and looking towards the camera. In the background, there is a painting of a pink structure, possibly a house or a piece of furniture, on a canvas. The overall scene is set in an art studio or gallery.

I'm in the unique position of bringing a mobile art studio to every gathering. People get to see the process of creation in real time. They're a part of it, a part of the atmosphere, the inspiration, the energy that goes into the painting. It's like being a documentarian, just instead of using digital or light through celluloid I'm using gesso and acrylics.

Heidi Schwartz,
Live Event Painter
Paint Your Event
PaintYourEvent.com

Stop
WISHING
Start
DOING



CANDY ACADEMY
OF EVENT MANAGEMENT + PROMOTIONS

CANDYCONSULTING.CA/ACADEMY

I never know what I'm going to paint before I walk into the room.

It's necessary for me to be completely immersed in the moment, the now. I pay attention to surroundings, the theme of the event, and spontaneous happenings.

Each event has its own timbre - the goal is to capture that. Not to get too woo-woo about it, but there's a spiritual thing that can occur in these temporary communities.

This particular group of people in this particular place will never happen again - putting some of the essence of it down on canvas feels worthwhile.

Honestly its just a lot of fun, and I think that comes across. It might throw people a little off-balance at first, me in the middle of these corporate events or fundraisers or weddings, making my discreet little mess, splattering paint on my dress.

But when the piece starts to come together the energy shifts: people see their own experience in it, and know they weren't only guests at an event but are part of a work of art now.

RECORDED BY ARTIST, HEIDI SCHWARTZ
IN VANCOUVER, BC, CANADA >>>







IT TAKES TWO

TO NEGOTIATE YOUR **EVENT CONTRACT**

By Heather Reid, Planner Protect

"The way I have been brought up in this industry is to reduce the rental and the food and beverage minimum, add my concessions, sign and send."

These words – written by a respected Canadian event planner – took me aback! How could this be – this just scratches the surface of negotiating a venue contract?

Yet, when I reflect on my 25 years as an event planner in our Canadian industry – I can understand and even empathize with this planner.

Negotiating contracts – whether it be for meeting space, guestroom block, audiovisual, catering, keynote speakers, or entertainment – is fundamental to everything that meeting professionals do!

However, RARELY do we learn terminology in sufficient depth to explain the legal concepts and premises in the simplest of terms; RARELY do we learn how to counter with our event's needs; and RARELY do we learn to assert and leverage our role in the negotiations process!

By definition, "negotiation" means two or more parties engage in discussions designed to produce an agreement for services or value received.

(Funk & Wagnalls, 1986)

In the meetings industry, commonly there are only 2 parties involved in the "giving and taking", in the "risk taking" and in the "financial outcomes": the EVENT HOST and the SUPPLIER.

It has long been my message that every supplier that presents a contract to an Event Host has invested heavily in ensuring that their contract for services protects their own company, their reputation, their assets, their employees etc.

And yet – seldom do Event Hosts invest as heavily in negotiating these contracts such that they protect their interests, their reputation, their assets and the Event itself!

As meeting planners – being confident in engaging in candid and often-times challenging discussions to reach balanced contracts – requires three "A's" –

**Agree,
Acknowledge,
and Accept.**

A **AGREE** that contract negotiation is critical to our profession, and individually and collectively treat it as a core area of knowledge

A **ACKNOWLEDGE** what we don't know. There is no stigma here – just awareness and a willingness to address it!

A **ACCEPT** responsibility, individually, and collectively, for conducting negotiations astutely and consistently achieving balanced outcomes.

When we embrace the 3 A's above, I am confident we will then engage in taking courses, avail ourselves of the services of contract professionals, and willingly and responsibly consult legal counsel.

And we will do these, with the express intent to fully protect and serve the interests of those we represent, the Event Host.

It is my hope that in the not-too-distant future, my colleague could confidently write: "I have been brought up in this industry to read, understand and negotiate every clause in a contract.

My contracts protect the supplier and our event, while creating beneficial business outcomes for both."

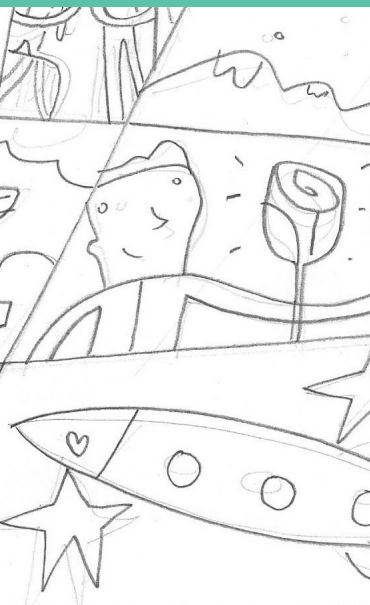




INTERACTIVE ART

By Dean Stanton, Interactive Artist

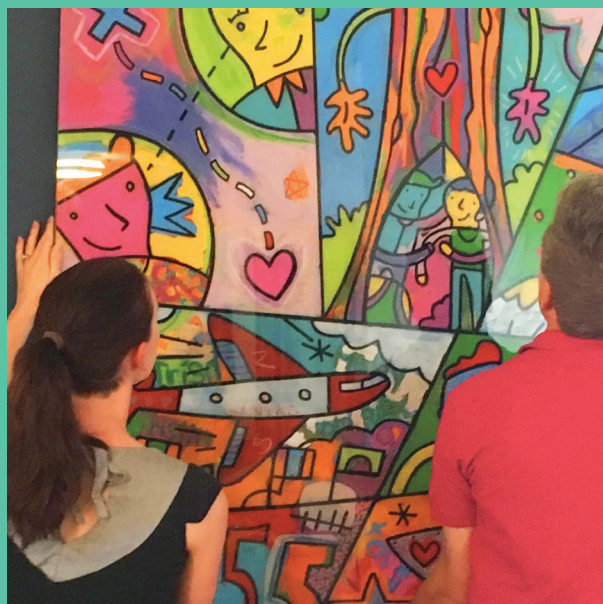
DEAN STANTON ACTIVATES
COMMUNITY EVENTS WITH
INTERACTIVE ART STATIONS



As a full-time artist in Calgary for almost 30 years, I got the bug to create with community members 8 years ago. Interactive art projects have been a hit with community groups, students, veterans, and everyone inbetween. I like any kind of odd challenge that requires the smashing together of the public with art supplies to create something awesome and lasting. **I'm just getting started!**

Eager to Create

Doesn't matter if they are young or old, introverted or extroverted, artistic or artistically challenged, everyone seems eager to have the opportunity to create! And it's my job to create an environment that gets them participating.



All Can Enjoy

The largest project I hosted to date was with Calgary's Bow Valley College. It was exciting to create a way for over 1000 random painters to grab brushes and paint for over 6 hours, creating 2 large murals in celebration of the school's 50th Anniversary!



Everyone Paints

When a project is set up, the paints and brushes are out, the invitation is made, and guests step up to the canvas, magic happens. Everyone that steps up finds a creative space inside that helps them embrace the experience.



Why should you add an **interactive art station** to your next special event?

Instant and easy collaboration with friends, strangers and co-workers

Satisfaction of seeing a finished product on the spot

Conversational ice-breaker

Adults and kids literally working together to make something cool

Easy to participate in something fun, no pressure!

In some cases, the artwork will go to a charitable cause, allowing average folks to contribute in a positive way

Adds a spontaneous bit of creativity to someone's day

Creates a keepsake of the event for a person, organization, or group



MultiRealities

By Shaun Crawford,
MAMMOTH XR

"Revolutionary Mediums"

We are of course referring to augmented and virtual realities, now commonly contained under the umbrella, Extended Reality or XR.

As these revolutionary mediums emerge, event planning and event hosting must now carve out a significant portion of its focus to include these new game-changing realities.

With virtual reality, we can take someone to a job site, the perspective of a refugee, or a full blown fun house. With augmented reality, guests can use phones or tablets to view a promotional video over top a banner - or perhaps a 3D event host with a welcome message at every single table.

And that's just the tip of the XR iceberg. We are making a bold prediction. And you can hold us to it. We believe that Extended Reality mediums will begin replacing the smartphone inside the next decade.

Until then, it's clear that AR is already the next big thing - an opportunity for dynamic adopters to take action.

Now is the time to begin integrating a meaningful XR presence into events.

**Now you can start imagining what kind of an experience events can feel like in the future
... the VERY near future!**

FUND DEVELOPMENT

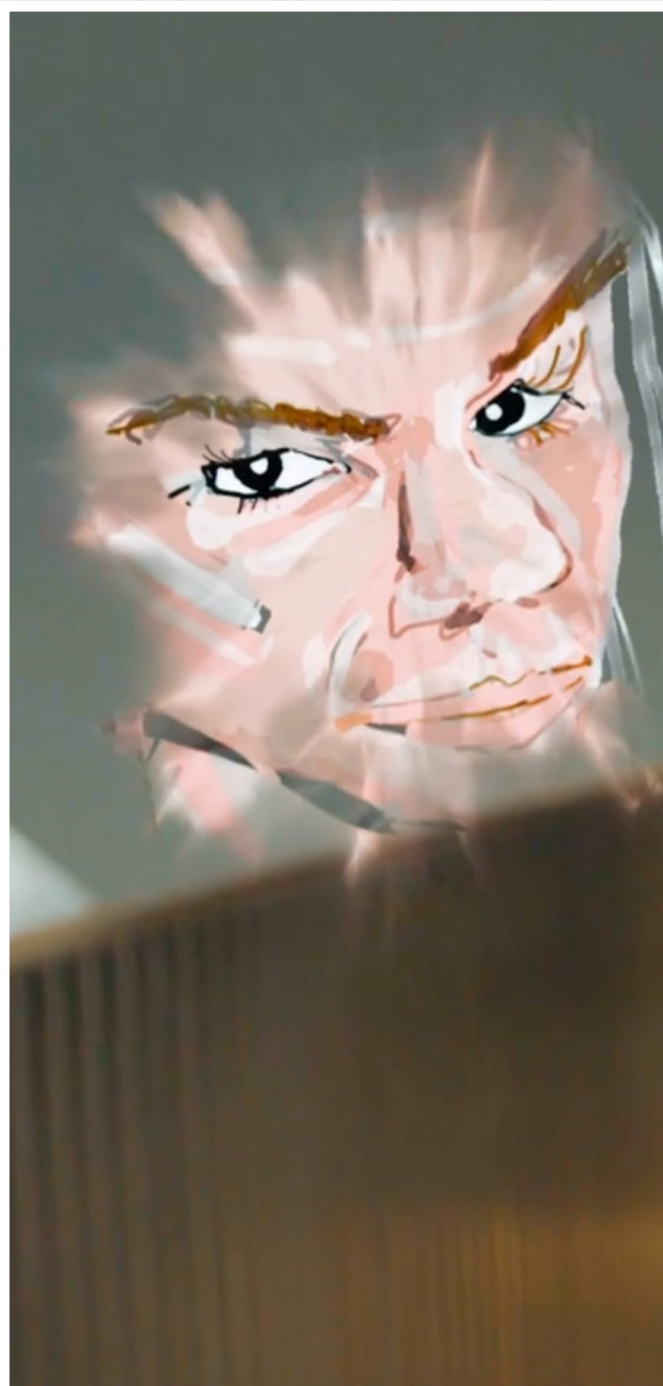
We have already developed VR experiences for organizations like the Calgary Drop-In, who launched the experience at an event hosted by the National Music Centre's incredible venue.

SEAMLESS INTEGRATION

We also developed AR experiences for a PwC alumni event. Attendees were able to get a glimpse into the future they help build through AR experiences at placards decorating each table, or banners situated throughout the room.

ENHANCED ENGAGEMENT

These instances of XR mediums provide an opportunity to include additional content not capable before now, and enable people to connect with the purpose and messaging of the event on a much deeper level.



THE FUTURE OF EVENT ENGAGEMENT NOW INCLUDES **MULTIPLE REALITIES**



ASK THE EXPERT



Bryan
de Lottinville
 Founder + Chief Executive Officer
 Benevity.com



What is one way a company can engage their employees and build a bold, unique, and engaging corporate culture?

There is tremendous power, both culturally, societally and at the business impact level for companies to help people be their 'best selves' in their work and life, and that is key on many levels.

At Benevity, we've found that tapping into a broader sense of purpose is the most effective and impactful driver for employee engagement. There is both neuroscience and pragmatism behind some of this. Generally speaking, people have an innate need to pursue a sense of purpose, meaning and impact in their work and life. The first step – in our admittedly biased view – is for companies and their senior management to acknowledge that many of the prevailing approaches and mindsets around giving back need to be reimagined, and the sought after engagement outcomes are not likely to be achieved by engaging in a once-a-year arm twisting program to donate money to a small group of charities chosen by the company.

Giving, volunteering and other prosocial actions around issues that resonate at an individual enable people to achieve those goals, be part of something larger than themselves or their day-to-day work, and connect with their friends and colleagues using consumer-grade technology around issues that matter to them. The 'halo effect' that people feel around giving back (and being helped by their employer to do so in a democratized way) enures to the benefit of the relationship with their employer, in addition to delivering social impact. These things are not a 'silver bullet' to building an engaging corporate culture, but they are an increasingly relevant and powerful element in so doing.

How does a strong corporate "culture of engagement" serve both the employee's needs and the wider company goals?

Engaging employees through a culture of Goodness not only helps to attract, retain and engage today's socially conscious workforce, it can also enhance brand reputation and, most importantly, connect employees to their work, companies and communities. It is truly the recipe for doing well by doing good.



It's All About
COLLABORATION

By Eva Friesen
 President & CEO
 The Calgary Foundation

When you're in the business of community building, as Calgary Foundation is, collaboration is the only effective way forward. Listening, learning and sharing with others uncovers new ways to see solutions and opens eyes to new possibilities. Only that which is done together will create lasting change.



BORN TO Serve

By Deborah Barrett,
Anthony at Your Service
Founder + Anthony's Mom!

When Anthony Barrett finished high school, he wanted a good life. But, like many high school graduates with autism, Anthony faced a wasteland.

There were virtually no options for continued education, no job training or supported employment. Even the day programs had waiting lists that were years long. So family and friends started Anthony at Your Service, a delivery business, to keep Anthony engaged with the community. It grew and grew until every month we have jobs for about 25 people with autism and intellectual disabilities in Edmonton and Calgary. We are no longer limited exclusively to deliveries.

Many people of vision want to make a difference, especially to improve their communities, but they aren't sure how to create work for men and women with intellectual disabilities.

Our creative customers have taught us there are many ways they can use service teams that include a person with an intellectual disability and a driver to get them where they need to go and assist if necessary. Adding diversity to any event increases interest, engagement, and connection. Diversify! It's engaging.

4 BENEFITS TO ENGAGING DIVERSITY

- 1 If you don't know a person with an intellectual disability, you may be a little uncertain of how to engage. When you hire a service team, you don't have to worry. The individual's assistant knows him or her well and will help make engagement a breeze.
- 2 When you engage people who are intellectually disabled, you make their community bigger. You also broaden your own community and perspective.
- 3 People with intellectual disabilities are often overlooked, even for jobs they can easily do. Engage a service team and you will see eagerness to work, carefulness in quality, and pride in a job well done!
- 4 When you hire diversely, you demonstrate that you and those you are working for care enough about social responsibility to take action. That increases respect for your mission throughout the community.

YOU HAVE BEEN SERVED

Poster and Flyer Delivery It takes time to go around the city and surrounding areas to drop off posters and flyers, and you are so busy. Let a service team take that job off your hands.

Package Assembly Stuffing envelopes, assembling marketing kits, swag bags and conference packages are repetitive, time-consuming tasks. You have a million other things on your plate. Service teams will do these jobs fastidiously and joyfully. It's right up their alley.

Direct Pick Up + Delivery Whether it's food for hungry volunteers and behind-the-scenes personnel or patrons who need items picked up and dropped off, it helps to have someone else who can do the job. Service teams will pick it up when you need it picked up and delivered exactly where and when you want it delivered.

Innovative Service Solutions Service teams can also add an unexpected touch to your event. They can deliver prizes, run for coffee, or serve snacks or wine. It's an easy way to add diversity, engagement, and interest at your event.

DELIVERED TO YOU BY

Anthony
AT YOUR SERVICE

BETTER DELIVERIES. BETTER LIVES.

An Alberta business offering premium delivery services provided by men and women with intellectual disabilities.



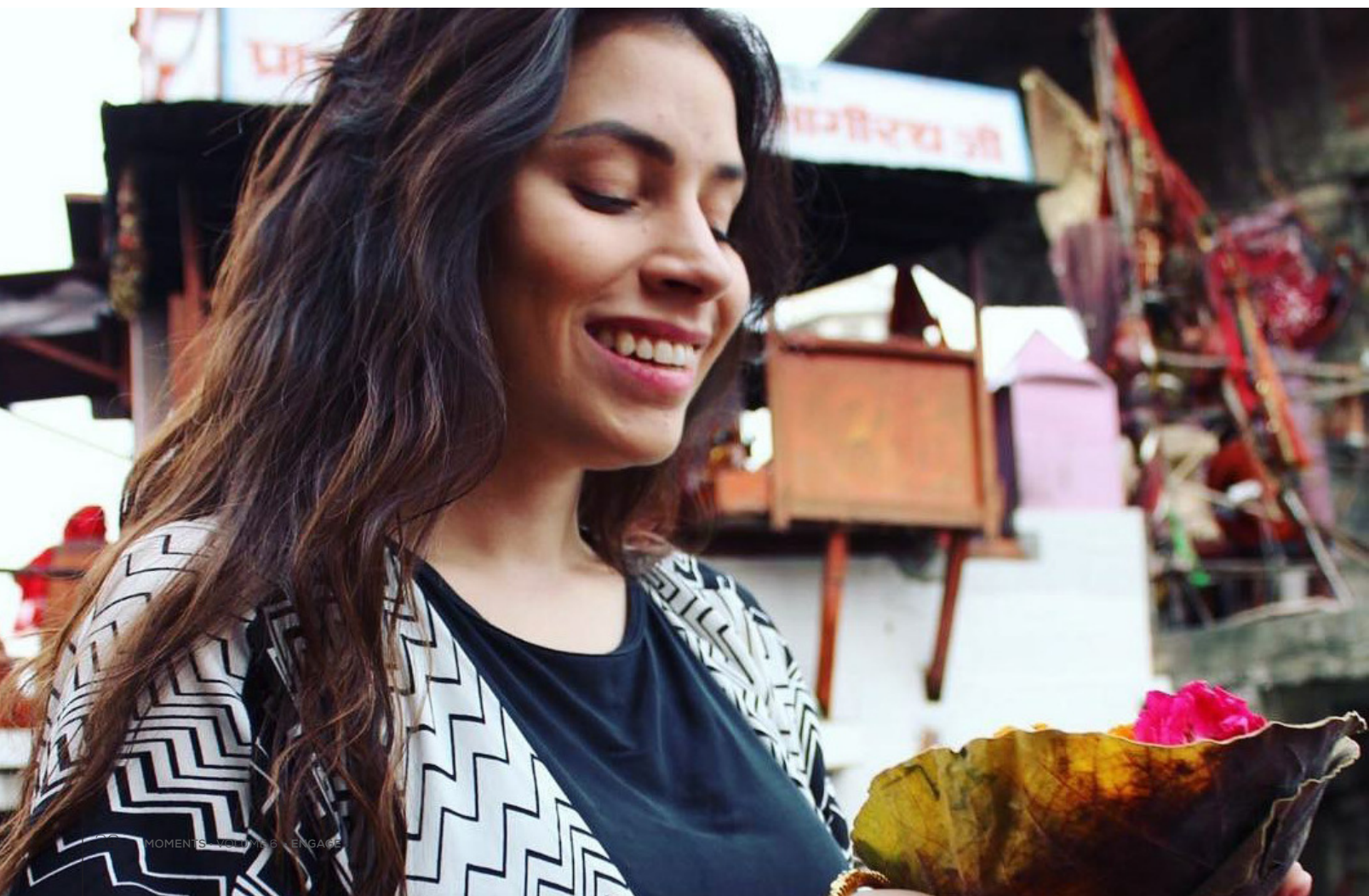
FROM VISION LOSS TO Serving the Senses

By Ashley King, The Dark Table

Cautious not to spill, you carefully grip the stem of your wine glass, slowly lifting the delicate glassware to your lips. Scents of dill, parsley and tahini swirl through the atmosphere, each unique scent lingering from a different table. The sound of forks and knives navigating dinner plates acts for background noise beneath nervous laughter and animated conversations throughout the room. Maneuverings around your own plate, food continues to fall from your fork, each bite coming up empty.

Foregoing utensils, you begin to use your fingers. You're slightly embarrassed to be eating with your hands, but the outcome of your finger-work is tantalizing. Thankfully you're in complete darkness, so no one can judge your poor table manners.

One of two in Western Canada, **Dark Table Restaurant** is Calgary's first and only dining in the dark culinary experience. With the help of 10 visually impaired servers, patrons are guided into a pitch-dark dining room and are led through an evening of sensory stimulation and fine dining. Tables are turned as you experience just for an evening what it's like to live with a visual impairment, and those who are usually perceived as disabled, are the able-bodied ones moving seamlessly through the dark. >>>





>>> Upon arriving at the restaurant, sighted front of house staff greet guests with menus. Choosing between two or three courses, guests then have the option of picking from a set menu for their main course, or the choice to leave all courses to chance.

Add surprise munchies or cocktails to make the entire experience a true mystery. After stowing your belongings and any light-emitting devices in available lockers, a blind or low-visioned server will then guide you into the dark room, tending to your dining needs and anything else you may require.

The blind-dining experience first hit the Canadian food scene in 2006, when restaurant entrepreneur, Moe Alameddine, introduced the unique culinary experience that had already taken off in other major cities around the world. Finding success with his first dining in the dark restaurant, O. Nior, open in Montreal and later Toronto.

Alameddine expanded the concept with the Dark Table franchise. First opening the Vancouver location six years ago, he finally brought the restaurant to Calgary last October 2017 hiring General Manager, Sandy Tavares.

Since the restaurants launch nearly a year ago, Dark Table has been working to not only bring unique and eye-opening experiences to Calgary's public, but work to educate patrons on disabilities and vision loss.

The reality is, the visually impaired community has some of the highest unemployment numbers in the country. Restaurants like this don't only give employment to those who struggle to find jobs, but it also helps build skills on resumes for future work.

This was the case for Dark Table server, Ashley King, who lost more than 90 per cent of her vision after unknowingly consuming poison while on vacation in Bali.

With few skills to land any work and a new life to navigate, Ashley remained unemployed until Dark Table's doors opened last year.

Using the skills she and fellow employees use daily to make their way through the world, servers at Dark Table will give you some serious food for thought when it comes to perspective.

BOOKINGS AND INFORMATION: DARKTABLE.CA





talk. ask. listen.

ENGAGE TODAY'S YOUTH AND EMPOWER YOUTH VOLUNTEERS

By Sasha Tomchuk, Youth Central

When the clock strikes 4 pm, it doesn't take long before the Youth Central office becomes a buzz with teenagers.

For 25 years, Youth Central has provided youth in Calgary ages 12-18 with volunteer and leadership opportunities that inspire, engage, and celebrate youth through community participation.

If there's one thing 25 years of working with youth has taught our staff, it's that being relevant and relatable is key.

If you're trying to engage youth, joking about how your bell bottom jeans from the 70's are totally coming back in style probably isn't going to fly. Wait, do kids still say fly? Likely not...

Whether your organization is hosting an event for youth, or you're involving youth volunteers in your event, the easiest way to get youth engaged in what you're doing is to talk to them, ask for their opinions, and listen to them.

Lucky for you, we've done the research and we'll let you in on our secrets to making every event "Insta-worthy"!

Provide Tasks that Empower

Youth are often underestimated for what they can accomplish. By providing youth volunteers with meaningful tasks, they'll leave with a sense of empowerment and ownership. Surprise youth with how much responsibility you give them, and you'll be surprised by the results. When you give youth responsibility, they'll continue to volunteer – not because they have to, or because it looks good on a university application, but because they actually enjoy it.

Pro Tip: Hone in on the current interests of your youth volunteers, and tailor the tasks accordingly. Youth can be excellent event photographers, social media gurus, or Spotify DJ's.

Choose the Right Time + A Cool Location

Choose timing and locations that not only work for youth but work for their chauffeurs (a.k.a their parents). After school and on the weekends is best. Locations that interest youth will also spike attendance.

Pro Tip: Book a venue with an added bonus. Youth Central holds an annual event at the Calgary Zoo's Safari Lodge, where our youth attendees and their families are able to enjoy the zoo afterwards.

Incorporate Mixed Mediums

Keep your event short, sweet, with plenty of breaks and a variety of mediums like videos, entertainment, and activities. Nobody wants to hear someone speak at a podium for hours, especially not youth. For smaller events, icebreakers, and games like "Kahoot!" can help youth feel comfortable with their surroundings. For large scale events, entertainment like singers and dancers will not only peak the interest of youth but also inspire youth to showcase their own talents.

Pro Tip: Hire youth performers for your event. Promote them on social media, and they'll do the same for your event! Not sure where to find them? Call a local school, dance studio, or an organization like Youth Central!



Ready. Set. GO!

HOW TO GO **BEYOND** THE HERE AND NOW TO REALIZE YOUR DREAMS

By Lisa Gareau, Candy Event Consulting

Give Yourself Permission

You may think that you don't have what it takes to chase your dreams. Maybe your limiting beliefs have you cornered and cowering. The truth is everyone has the capacity to dig deep and manifest their deepest goals in life. Let me give you the gift my mother gave me ... the permission to tap into your limitless beliefs.

DO it ... or DUMP it!

Growing up in a household that embraced the chasing of dreams was a gift. And I had many opportunities to take the chase. Each time something piqued my interest I ventured out. Sometimes just dipping my toe in the water and sometimes leaping head first into an unknown ocean of opportunity. Each time it meant digging deep and believing in myself. No one else was going to make my dreams a reality – it was up to me. When I was sick of hearing myself TALK about something I was going to do, that was my sign it was time to shut up and DO it ... or DUMP it! My belief that “the only limits in life are those that we put on ourselves” led me to travel the world, start multiple businesses, and, as life moved on, continue to be my best self through years of adversity.

"It takes courage to grow up and become who you really are"

e.e. cummings

Muscle + Moxie

Through the example and encouragement of my parents, I learned to believe in myself. To find where my passions lay and jump in. To embrace my unique contribution. And to do the work to make my dreams a reality. And, in many cases, bring others along for the ride. Was I nervous? Sure. Was I afraid? Almost always. But even seeing small wins along the way helped to grow my muscle and moxie. I risked more, worked harder, and learned how to get up every time life knocked me down.

The confidence that comes with a solid belief in yourself will keep your feet on the ground and your dreams in the air.

Read the full article as published in the 2018 Spring issue of Purposeful Entrepreneur, CoachByDesign.com





A HYPER-FLEXIBLE WORK SOLUTION PROVIDES A RESPITE FROM THE OPEN OFFICE - OR EVENT - ENVIRONMENT

By David O'Coimin, Nook Pod

It can be tough to make a space efficient and flexible. As event planners we all want to help people focus AND collaborate, to isolate AND gather spontaneously. But how?

Today's workspaces have become so open that disruption is a natural by-product.

With a drive for efficiency, collaboration, and the holy-grail of innovation many have removed the walls and dividers which used to create a sense of privacy and isolation. While the end is valuable and worthwhile, the means has had a negative side-effect.

Separation factors are critical to the personal focus required for deep work and to hold meaningful conversations. Their removal, while positive in many ways, has also resulted in difficulties for workspace occupants or busy, dynamic event venues.

The NOOK structure is a sit-in booth, shaped like a classic 'home' icon. It includes spacious bench seats with storage space underneath and a generous table area, mains power for international plugs and USB Sockets, colour controllable lighting above and a task lamp at table level, with a convenient shelf for devices and arms, and robust wheels for high mobility and ultimate flexibility.

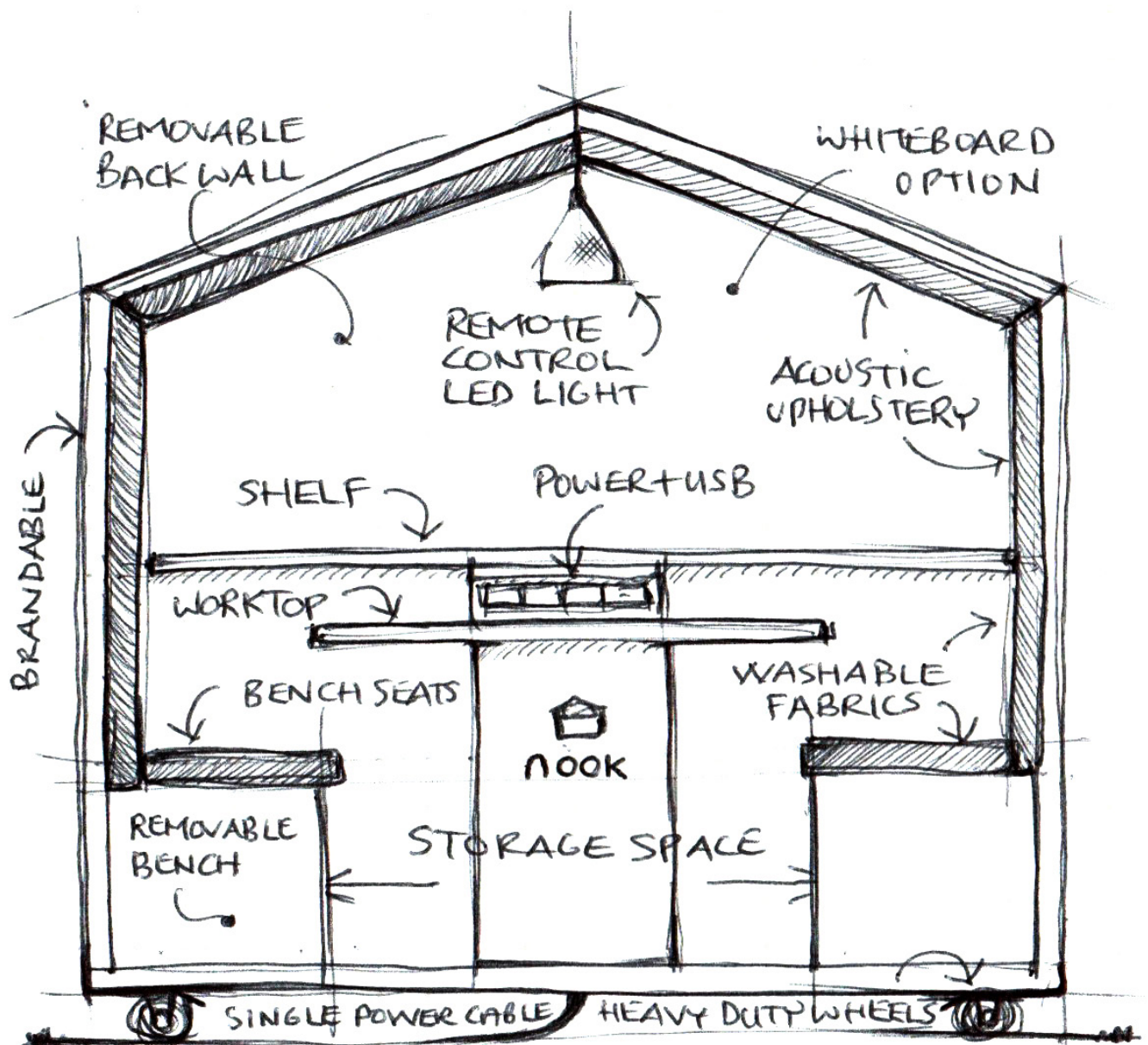
Using Nooks at your work - or at your next event - will help to make an environment agile, making it possible for you to host a variety of activities in one area.

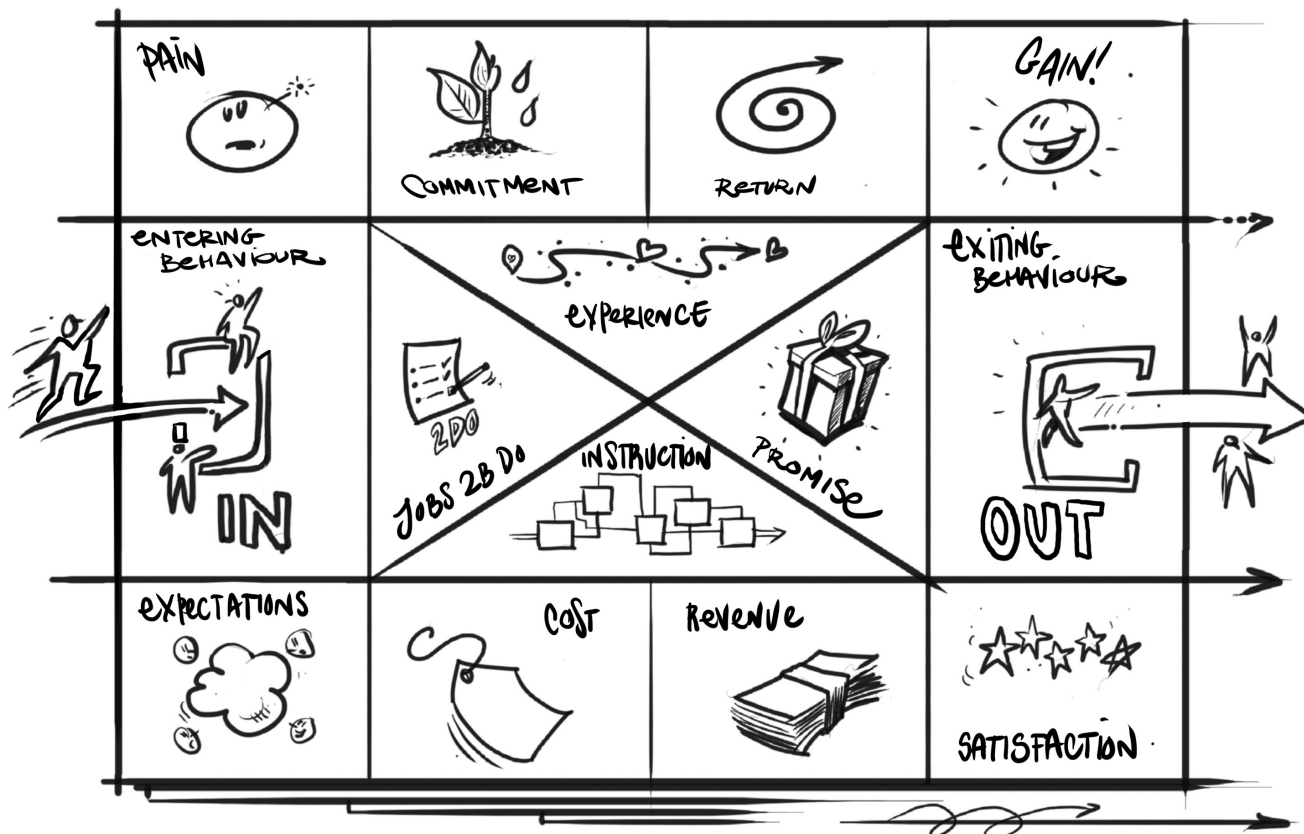
The space becomes more efficient and flexible while helping people to focus or collaborate, to isolate or gather spontaneously. When they are positioned between open working areas and closed meeting spaces, they offer an ad-hoc space to focus on a task or to quickly meet and connect.



Occupying a Nook brings a sense of peace and calm, communicating to others 'I am here to get things done'. An unspoken soft barrier is created, without having to close off from the surrounding activity or event.

DYK? A single Nook is ideal for 1-2 people to work, meet, relax or eat in. It can accommodate 3-4 people for shorter periods. Bench seats can be removed or added and placed alongside, to create additional seating around the Nook. Multiple Nooks can be placed together to build larger temporary meeting spaces. Using nooks together offers real opportunities to maximize space efficiency and to cause innovation to occur. Collaboration becomes inevitable while people are connected in an inviting, exciting way.





Some of the most life-changing connections are made at events.

But if you can't design events, how can you change your world? The answer? This handbook will change the way you think about how events change the world you live in. It shows the way to re-design your world on one sheet of paper using the #EventCanvas. This book identifies the starting point of any event and outlines steps of how events come to life. It focuses on the DNA of specific aspects of events, and provides insight into how to observe and analyze events, understand stakeholders, and define behavioural changes required to deliver value. It also identifies the levers and mechanisms that influence such behavioural changes in event design. This handbook lays the foundation for creating a common language. A language that can be spoken and understood by those who know and those who don't yet know the mechanics of events. It is a pragmatic approach for designing and creating events that matter.

EventCanvas.org/EventDesignHandbook



Roel Frissen | Ruud Janssen | Dennis Luijter

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*



Lisa's Library titles, and many more helpful planning books, tools, and resources, are available as audiobooks on Audible: an Amazon Company. Search Titles in Canada at [Audible.ca](https://www.audible.ca)

IT'S GO TIME!

Getting Things Done

The Art of Stress-Free Productivity

By David Allen • [GettingThingsDone.com](https://www.gettingthingsdone.com)

©2001 David Allen (P)2001 Simon & Schuster

Since it was first published more than 15 years ago, David Allen's *Getting Things Done* has become one of the most influential business books of its era and the ultimate book on personal organization. "GTD" is now shorthand for an entire way of approaching professional and personal tasks and has spawned an entire culture of websites, organizational tools, seminars, and offshoots. Allen has rewritten the book from start to finish, tweaking his classic text with important perspectives on the new workplace and adding material that will make the book fresh and relevant for years to come.

Getting Things Done
the art of stress-free
productivity
from the New York Times bestselling author
David Allen

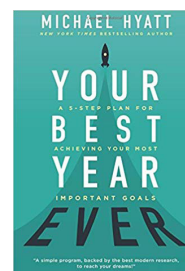
**Your Best Year Ever**

A 5-Step Plan to Achieving Your Most Important Goals

By Michael Hyatt • [YourBestYearEver.com](https://www.yourbestyearever.com)

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We all want to live a life that matters. We all want to reach our full potential. But too often we find ourselves overwhelmed by the day-to-day. Our big goals get pushed to the back burner - and then, more often than not, they get forgotten. New York Times best-selling author Michael Hyatt wants listeners to know that it doesn't have to be this way. In fact, he thinks that this is the year listeners can finally close the gap between reality and their dreams. Anyone who is tired of not seeing progress in their personal, intellectual, business, relationship, or financial goals will treasure the field-tested wisdom found here.

**Good Is The New Cool**

Market Like You Give A Damn

By Afdhel Aziz, Bobby Jones • [GoodIsTheNewCool.org](https://www.goodisthenewcool.org)

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Marketing has an image problem. If only there was a new model, one that allowed companies to address environmental, civic, and economic issues in a way that grew their brand and business, while giving back to society, and re-branding branding as a powerful force for good. Enter Good is The New Cool, a bold new manifesto from marketing experts Afdhel Aziz and Bobby Jones. In provocative, whip-smart, and streetwise style, they take aim at conventional marketing, posing the questions few have had the vision and courage to ask: If the system is broken, how can we fix it? Rather than sinking money into advertising, why not create a new model, in which great marketing optimizes life? This visionary book won't just change your business—it will change the world.





AROUND THE WORLD IN 80 EVENTS .com

FINDING THE WONDER

By Matt Lamb, Event Traveller



On the 4th of February 2019 the adventure “Around the World in 80 Events” begins. Along the way I will discover different cultural, sporting, historical and all other events in between that occur in this world. In terms of what is defined as an event – this is exactly what I am discovering and much more. We live in a world where events can bring people together but also cause division. Events are different for every culture, for every country and for everyone. I came up with this idea six years ago – it was all a dream. Literally – I woke up after thinking I had went around the world. A couple of days later, while I was working at an event, I thought wouldn't it be amazing if I went around the world and saw different events. Then I came up with the idea of going around the world – but making it special – so that's where the 80 events came in. At first the idea was to make it a blockbuster documentary – but of course that is not possible. Sometimes you need to strip it back and start from the idea that first came – and that's where it's at. >>>



FOLLOW THE JOURNEY:

"Around the World in 80 Events" starts Monday February 4th 2019! Matt Lamb will aim to discover different events - from the weird to the wonderful!

How will it be done? Currently I am only days away – and literally in the thick of the planning. The trip is broken down into four stages. Stage One is Oceania and half of Asia, stage two is the other half of Asia, India, Dubai and Turkey, stage three is Europe and stage four is North America. In all I will be aiming to go to between 25 – 30 countries – so obviously you can imagine the amount of planning. Going around the world itself is crazy but going and trying to attend some of the worlds biggest events and making sure you create your plans to tie everything in – is delightful!

What do I aim to do? I aim to either attend the event or volunteer at the event. As an attendee I want to immerse myself in the overall consumption of the event. So for example, at Running of the Bulls I want to understand why people immerse themselves in an event that is seen to be a spectacle but controversial. On the side I want to volunteer at events. Some events do allow volunteering to take place such as swimming events and other mass participation. However, the event I have my eye on to volunteer at is Burning Man 2019. This immersive is therefore another side of understanding the event and gives me another way of known what the event is like.

I want this project to be an open and honest one. I want to go to events that are deemed inappropriate – not because I agree with them or support but because I want to bring the topic up and raise the issues. For example, why in Spain is it culturally acceptable to chase a bull down a street and brutally, almost in some cases, kill the poor innocent animal. Or why in India do they see cow racing as a sport. I want to understand what people get from these experiences.

I leave on the final note. In life the most important thing to do is to think. If you think about something you question and usually develop a new answer or chain of thought. This is why I want as many people as possible to be part of this project. I want everyone to think. To think about the world, travelling, events, and everything else in between. Events are the main point but what do events do for our world? Follow along and let's find out!

#ComeOnTheJourney



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