

moments

EVENT PLANNING IDEAS + INSPIRATION

VOLUME SEVEN

PLANNING
FOR FUN
PG 8

A NEW TAKE ON
OLD SCHOOL
PG 10

MAKING
HISTORY
PG 16

CREATIVE
CATERING
PG 36

THE
RESILIENT
PLANNER
PG 44

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

Candy Event Consulting

MAKING YOUR TEAM STRONGER

MAKE IT YOURS! CANDYCONSULTING.CA/CUSTOMIZE-MOMENTS

IMAGINE ISSUE



Enjoy this 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 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!



This could be your message!
LEARN MORE ONLINE AT
**[CandyConsulting.ca/
Customize-Moments](http://CandyConsulting.ca/Customize-Moments)**

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


Candy Event Consulting
MAKING YOUR TEAM STRONGER



DO
WHAT
MAKES
YOUR
SOUL
HAPPY

The text is rendered in a bold, hand-drawn font where each letter is filled with a different watercolor wash. The colors transition through a spectrum including purples, blues, greens, and yellows. The background is white, decorated with numerous small, scattered watercolor splatters in various colors, creating a vibrant and artistic feel.

Marja Corona 2015



Often times we remember the catastrophes that happen in event planning because when things go right, they're oddly uneventful! Quite the oxymoron isn't it? When planning and executing events, we will inevitably run into some interesting things we'd never have expected. A cake falling, a costume mishap, the fathers of the bride and groom starting a flash mob in the middle of dinner. Whatever happens, it's usually the unexpected surprises that keep people talking days, months, and years later. We asked some event pros about funny things they've come across in their careers, we had to narrow it down because we got so many laugh-worthy stories!

HERE ARE A FEW OF OUR FAVOURITES >>>

A FUNNY THING HAPPENED ...

"A funny thing happened when I was planning my 10th Anniversary celebration. I've been teaching Zumba for 10 years and wanted to host a masterclass with some big names in the Zumba world with a big over-the-top event!

As things started moving, I realized the costs started rising and I was struggling with the idea of possibly cancelling because the price kept going up! So I reached out to my community of students, family, and friends and - WOW - was I ever shocked at the outpouring of support! I ended up with 40 sponsorships that covered the cost of the event, promoted my classes, and raised funds for the Canadian Cancer Society!

I couldn't believe the way people came out of the woodwork for me and I'm still so grateful for their support!"

Maria Hunter,
Zumba Fitness Instructor

A FUNNY THING HAPPENED ...

"A funny thing happened when a guest was returned to our event by the police in only his knickers! He had been hitchhiking down the road after a fight with his date - she had bought him the clothes he was wearing and had demanded them back!!!!"

Belinda Jane,
Event Planner

A FUNNY THING HAPPENED ...

"A funny thing happened when the bride was making her entrance. A guest in the back stood up and sang "She's Your Queen To Be" from "Coming To America." Took all of us by surprise. I had to compose myself to continue with the ceremony."

Rev. Meghan Gurley,
Beyond I Do



SO ... A FUNNY THING HAPPENED

Sam Livermore,

• • • Event Photographer



... when I went to San Francisco to shoot a wedding. I've never been there before but, I knew that I wanted to have a quintessential romantic shot of the couple in front of Golden Gate bridge!

So upon doing some research, I found a really nice area and beach where I could shoot the entire wedding party that didn't seem too far of a walk to get my photos.

We got to the beach, it was a hot sunny day, there were loads of people having fun playing in the sand and surf, and the bridge couldn't have looked any better. As we got closer to this rocky area I started taking photos of the group.

Knowing all the while that I would have to Photoshop a bunch of the people in the background out. But upon further review I realized the people in the background seemed slightly out of sorts. And then I realized, BAM; I was on an all male nude beach! So, I thought if you can't beat them, join them!

I approached one of these fine gentlemen who was working on his tan, to see if he wanted to be in any wedding photos! He quickly got up and gladly accepted.

The bride and groom have some of the best photos I have shot, the bridal party have the memories of taking pics with The Naked Ass Man and I have probably the best "a funny thing happened" story of my career.





MASKS INTERNATIONAL

READ MORE ON PAGE 22

Photo Credit: Larry K. Photography



MAYA CORONA

Artist, Maya Corona Art

Maya is a watercolour artist who creates original paintings in her signature style of watercolour & inks. In all her work she is all about connecting with people and creating more freedom, fun, and magic!

MayaCorona.com



LES MOTTOSKY

Founder, Zen & Inno

Fuelled by creativity and innovation, Les believes his life purpose is to help make ideas happen for brands, cultures, and innovators... adding tools, strategies and processes that support them in going from concept to "crushed it".

ZenandInno.com



LEA ROMANOWSKI AIFD

Owner, Designing on the Edge Inc.

Lea is dedicated to unique, thought provoking Floral Art and Design saying "We can build it, we will build it, we do build it, we have built it..... Can't is not an option".

DesigningOnTheEdge.ca



LOLA BALOGUN

Founder, Lulo Event Services

Through her company, Lola provides professional project services for clients looking to source project management, logistics, and coordination for their special events. Her passion is to connect the first world with developing nations through creating events, engaging audiences, and telling stories.

LuloEventServices.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!

Moments@CandyConsulting.ca

CONTRIBUTORS

Sam Livermore

Photographer

Belinda Jane

Event Planner

Maria Hunter

Fitness Instructor

Brittany Brander

Marketing Professional

Kait Kucy

Founder, Next Big Thing

Marianne Presumey

Creator, My Petite Box

Les Mottosky

Founder, Zen & Inno

Olga Sem

Mask Artisan

Lea Romanowski

Floral Innovator

Nathan Gareau

Calgary Mixologist

Jill Maria Robinson

Actress & Publisher

Dr. Linda ManyGuns &

Dr. Troy Patenaude, PhD

Conversation with an Elder

Fork & Farm Team

Innovative Caterer

Lola Balogun

Event Planner & Sponsorship Expert





PUBLISHER'S

GREETING



THEY SAY I'M A DREAMER

When I was growing up people around me would say I was a dreamer. Some might take that as an insult, or even a advocacy to get their feet planted on the ground. Not me. I took it as a compliment and vowed not to ever let go of my ability to "dream".

Dreaming not only about what is possible - but how it can be done - has defined my life and career. I have worn many hats professionally but have found the world of event planning the most expansive and exciting place from where I get to dream - and dream BIG - every single day.

In this inspiring IMAGINE Issue of Moments, our contributors have blown the roof off what's possible in your planning.

When reading through the pages to follow, you'll learn how to get out of your planning comfort zone, how to infuse serious FUN into your next event, and explore how people are making history while still respecting the past.

Do you want to open your mind from planning scarcity to planning abundance? This issue is for you!

If you haven't taken the time to dream lately, let me be the one to invite you into the world of your imagination. It's time to set your mind - and planning - free!

With you in the planning journey,

(Gareau)

Lisa Gareau
Founder + Publisher

Moments Magazine - Event Planning Ideas + Inspiration
W: CandyConsulting.ca/Moments-Magazine

MOMENTS MAGAZINE TEAM

Lisa Gareau
Founder + Publisher

Jennifer Hadley
Editorial Coordinator

Moments Magazine Team
Design + Production + Coordination + Promotion

CANDY ACADEMY ACTION TEAM

Learn About CAAT at CandyConsulting.ca/Team

PUBLISHED BY

Candy Event Consulting Inc, 2019. All Rights Reserved.

GENERAL INQUIRIES

Candy Event Consulting Inc.
Box 47053 RPO Creekside
Calgary, Alberta, Canada T3P 0B9
TF: 1-800-560-8180 Info@CandyConsulting.ca

CUSTOMIZATION + DISTRIBUTION

Visit CandyConsulting.ca/Customize-Moments for information about current customization opportunities and rates, distribution requests, and community partnerships.

MOMENTS SUBMISSIONS

To submit a feature article, story idea, or planners spotlight application, please contact Moments@CandyConsulting.ca

We reserve the right to refuse customize package inquiries, advertisement placements, articles, or art. Publication of any message, logo, article, advertisement, or art in Moments Magazine does not constitute the publisher's endorsement of (or assumption for) liability for any claims made in the messages/advertisements/advertising information or for the information, views, and opinions of the individual article writers, partners, or advertisers. The responsibility/liability for the accuracy of all their claims, statements, and information rests entirely with the advertisers, partners, and the article contributors themselves.

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

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

FRONT & COVER ART

Illustration Partner: Maya Corona Art • MayaCorona.com

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



22



8



34



28

10



40

CONTENTS

5	Contributors
6	Publisher's Greeting
	Planners Notebook
2	A Funny Thing Happened
	Purpose + Plan
8	Planning for Fun
	Trends + Tips
10	A New Take on Old School
	Space + Time
16	Making History : A GRAND Vision
	Design + Décor
22	Venetian Inspiration
26	Colourful Chaos
	Sound + Light
32	Adding Event Flare with Fireworks
	Food + Drink
36	Creative Catering : Stand out With the Crowd
38	Grab & Gab - Share Your Ideas!
	Planners Postcard
44	The Resilient Planner
	FEATURES + FUN
14	Making the Dream Work
15	Planner Spotlight : Aissatou Thiam
30	Show Up : Be Your Best Self
31	Tips for Fearless Planning
	BEHIND THE SCENES
12	Comfort Zone or Danger Zone
18	Open the Door to Abundance
42	Resources + Learning : Candy Event Consulting
28	Raising the Bar
40	Inspiring Your Team to Inspire
43	Lisa's Library : Imagine and Experience
	COMMUNITY VOICE
20	Gather for Good - Duke of Edinburgh's Award
21	Gather for Good - Calgary Reads
34	Conversation with an Elder

PLANNING FOR FUN

How do you know when your guests are having a good time at your event? Fun is a difficult thing to measure and means something different to every attendee. BUT - even the most mundane, historically 'unfun' events can be made to be enjoyable with a little pre-planning and a culture of creativity. You just have to want to make it fun! Who doesn't want that?

So where do we start? At the very beginning - in the early planning sessions for your event. Of course, your outline has to include your main goals, your purpose and all of the little details that make it up, but where do you plug in those little pops of playfulness, those neat nuggets of joy, and the sprinkling of satire? It depends on your strategy.

GENERAL MEETING

If you're hosting an AGM and want to add a little spice, get creative - have a theme based on your latest projects, did you just close a major deal with that huge client in China? Make it a Chinese theme and follow through in the details. Send everyone home with a takeout box of takeaways with a personalized fortune cookie tied to the handle! Your guests will appreciate those little touches and are likely tired of the usual baked chicken dishes or sandwich platters you usually serve, why not go for a Chinese buffet? Another great idea for boring meetings is a change of scenery. Get out of the boardroom and go to your public library, a museum or a cool event space that will spark creativity, excitement and encourage outside of the box thinking.



SEE BRIDE & GROOM ON PAGE 25:
Cameron & Brett Fichtner

Holly Louwerse Photography
www.HollyLouwerse.com

FUN-RAISER

Forgive us for being Captain Obvious here, but you can't spell fundraiser without the FUN! And why not include a little merriment into your gala or ceremony? Do you know that people are more likely to make donations if they are enjoying themselves? Why do you think the bar is always open at these things?

Let's imagine that your bartender was adding some entertainment value to the night. Instead of having a long line of guests waiting for a drink, what if your bartender had special flair bartending skills that turned that lineup into a show? This not only draws a crowd, but keeps people engaged, taking photos and videos (and posting them on social media creating more buzz for your organization!), and looking forward to the next time.

Pro tip – keep the bar close to your silent auction table – just saying ;)

WEDDING PARTY

What's the "FUN PLAN" for your wedding?

The Macarena went out a long time ago, along with the YMCA, the Limbo and the Conga Line. Do something different! Remember when flash mobs became all the rage? They're still fun, do you know why?

Because there's an element of surprise and surprises are usually fun! Maybe instead of just having a DJ or band and encouraging your guests to dance, hire a dance instructor to teach your guests some cool new moves. Or while your guests are eating dinner why not have some entertainers performing to music from your family heritage? This makes it personal, customized and yes... fun!

Fun Ideas Generated By Jennifer Hadley,
Candy Event Consulting



A NEW TAKE ON

Old School

By Brittany Brander

GETTING PERSONAL WITH SNAIL MAIL

With digital experiences and social messaging flying at us at record speed these days, finding innovative and unique ways to connect with your guests can be a challenge. Here are some practical, hands on ways you can create memorable moments that your guests can literally hold on to. Get ready to revisit "old school" connecting!



EVENT AWARENESS

Sending physical tickets and event materials or even surprising guests with a box filled with unexpected gifts creates opportunities for your guests to share their pre-event experience on social media, generating event buzz and encouraging further ticket sales.

WHY MAIL PHYSICAL TICKETS?

"By mailing out physical tickets we encouraged our attendees to participate in a voluntary content creation opportunity that furthered our audience."

Kait Kucy,

Co-founder of Next Big Thing

SURPRISE & DELIGHT

Every touchpoint of an event is crucial to ensure your event is a success. A great way to surprise and delight your guests after the event is to send a physical thank you card or a gift box filled with goodies from local businesses. You can also send a gift box before an event to give your guests clues around the event and get them excited before they even arrive.

WHY SEND A BOX?

"By sending boxes after or before an event, you create a community. There are so many ways to create incentives for your guests to connect with you."

SUPPORT LOCAL

Using a subscription box or even a pre-event ticket experience is a great way to celebrate, promote, and support local businesses. Marianne, creator of My Petite Box, shares her "love for local" by featuring one local business in her monthly subscription boxes and including a coupon code to be used towards a further purchase at the local shop.

WHY INCLUDE INCENTIVES?

"Our subscribers get an incentive to discover more. When they use their coupon code at a local shop, they are helping to create community and support local businesses in the long run."

Marianne Presumey,

Creator of My Petite Box



WHEN YOUR Comfort Zone TURNS INTO A DANGER ZONE



By Jennifer Hadley,
Candy Event Consulting

We all do this. Even the seasoned event planners. We use templates. Not that there's anything wrong with that! But is there? Maybe there is!

Let's face it, templates are the best way to ensure that you have covered all of the elements for each event you plan. This avoids the unnecessary and extra work of having to build a new set of checklists for every event. The problem with templates is that the planner gets so involved in filling in the spaces on the forms, that we forget to make it personal. We sometimes just go through the motions – booking your venue, your photographer, your speakers, your catering . . . you get it, it's pretty clockwork, right?

We also have our favourite vendors that we absolutely love so we get them to come over and over again and basically create the same events - that's what we've always done and we know that it works.

But what if you take your template and flip it around? What if that template is used only as a guide instead of a plan? How can you push the envelope and become excellent if you're sticking with your status quo? I want to give you a challenge... are you ready?

TOSS THE TEMPLATE!

Don't let yourself be pigeonholed into checking off "buffet" or "plated dinner". Don't decide between "DJ" or "band". Don't let yourself stay comfortable with what you've always done!

Can you do it? Here's how I do it. I learn from others. I watch what others are doing – you know, those pros that you see doing amazing things in the industry that you can't even compare yourself to; you're still stringing café lights at your entry way while they've got a laser light show that rivals a Vegas production? YES! Those ones! Watch and learn!

Everyone starts from a place where they have no clue what to do. Everyone is a newbie at some point and everyone has to take a leap to be bigger and better than they were last time. What stops us is the fear of failure or our own lack of confidence. "I don't know how", "I have no budget", "I don't know anyone that does that"; these are all excuses we tell ourselves and others as a cop out to avoid feeling the fear as we cling to our template safety net.

Don't forget that those laser light people were once stringing café lights too, they've just allowed themselves to push further, dig deeper, and challenge themselves to be excellent.

I encourage you to do that thing that you've never done, to take the leap and get creative; imagine new ways of offering the things you used to do in a different way. You'll see how far you can push yourself. Not only will your guests and clients be impressed, you'll be proud of yourself and your confidence will soar.



MAKING THE DREAM WORK

By Roxana Ile & Jennifer Hadley
Candy Academy Action Team

Often times we think about resources in broad terms and processes like budgets and timelines but the most overlooked aspect in the matter of resources is our team. Not only do we benefit from having extra hands on deck, but the shared suggestions, strategies, and creative input from different people really create a robust pool of assets from which we can draw amazing ideas.

Creating a Shared Purpose

The main goal when planning events is to capture the attention of the people in the room. Whether it's a team building session, conference or fund raiser, giving meaning to an event keeps people engaged and willing to participate. Team dynamics play a huge role in building meaning and purpose by using collaborative ideas with the intent of sharing a cohesive idea.

Shaping the Future

As event planners and promoters of creativity, connections, and shared purposes, our future stands on the idea of sharing the same dreams, values and ideals. Building a plan for growth and longevity is high on the list of the strategic blueprint. Succession planning, team building, and role definition are key inputs into the design of event strategies and will ensure success in the long run to promote a return on investment much more efficiently.

Connecting with Others

People naturally subscribe to new trends, innovations, and being associated with people of influence. We naturally want to be connected to who and what we love the most. Events have a way of bridging those gaps by bringing like-minded people together and celebrating those connections. Plugging the right team members into the roles that create these experiences is an important way of setting the pace for these relationships to be made. Knowing the strengths of your teammates will enhance your guest experience because you are able to input their skill sets into the plan in order to maximize interactive opportunities.

Making It Happen

Utilize your team members' individual skill sets to amplify your reach and impact on your events. Find out who has talent in specific areas and employ those talents to expedite the execution. The best part of this plan is that when you use your team to the best of their abilities, they feel valued and appreciate the work more because they connect with it intrinsically. There is always room to adjust the details and bring together all of the pieces to make it happen but if you undervalue your team members, you will notice a disconnect and less commitment to excellence. Rome was not built in a day and events take time to create and execute. However, if you have the right people in place, the path to success is paved much more smoothly.

Q+A

AISSATOU THIAM

- COMMUNICATIONS SPECIALIST
- EVENTS COORDINATOR
- PUBLIC RELATIONS COORDINATOR
- SOCIAL MEDIA MANAGER



What kinds of events do you plan?

I have had the opportunity to organize different kind of events: press conferences, press visits, lunch and learns, office Christmas parties, and birthday celebrations.

How did you get started?

When I was still home in Guinea, West Africa I was involved in the 50th Anniversary of my country's Independence Day. That event made me curious about the events industry.

Later on, the first event I really planned as a PR trainee was a French economic forum 'Printemps de l'économie'. There were more than 1000 attendees, which popularized and simplified economic concepts to a younger audience between 15-24 years old. That was the moment I knew I had found my calling.

What drew you to the industry?

I will say bringing people together and creating memorable experiences. Nothing is ever the same. Every event is different. You are constantly reinventing, imagining, and finding inspiration to create everlasting impressions on your audience.

Tell us about a favourite event you've planned so far.

I have so many favourite events that I have planned. If I had to choose one, it would be CPRS Calgary (Canadian Public Relations Society) 60th anniversary at the Highwood Restaurant. This event will hold a special place because it is the first event that I planned here in Calgary.

If you could imagine something new for the events industry, what would it be?

It is not really new as we can see more integration of digital marketing in the events industry, but both industries are constantly evolving. As an event professional, I always think about how to include a digital marketing strategy in my events to grow my audience and enhance their experiences. There are a lot of trends in digital marketing that we can apply to our events such as virtual or augmented reality.

Where do you want to be in 5 years?

I haven't thought much about where I want to be in 5 years but I am exploring all the opportunities that are coming to me. I have always had in mind to open my own consulting agency in both PR and event management with a focus on digital marketing.

MAKING HISTORY

WHERE WE WERE

Since 1912, The GRAND has been integrated into the heart of the Calgary Arts community. From its early days as a premier theatre, attracting high profile artists from around the world, to its lengthy stint as a movie house, the GRAND has survived and thrived through the ups and downs of Calgary's economy. Our most recent revival as a notable arts hub has carried its own challenges and opportunities to integrate further with Calgary's dynamic artists and influencers. Most recently, we have worked to learn from local artists and the community about how The GRAND can support the local arts community.

WHERE WE ARE

Today we are stronger, more connected, and more ready for the future than ever. We are bringing in world class artistic works while still leaning heavily into our local roots we are excited to showcase the best of Alberta in the seasons to come. By strategically partnering with resident companies like Making Treaty 7, and Black Radish Theatre, we have found a new grounding from where to grow. We are excited to see what further partnerships will come from our upcoming theatre and rental season and are thrilled to incorporate with further dynamic artists and community partners.

THE GRAND

Learn more about how The GRAND is both honouring and making history in Calgary, Alberta, Canada, at TheGRANDyyc.ca





OPENING THE DOOR TO ABUNDANCE

By Les Mottosky
Zen & Inno The Innovation Launch Pad

There is a kindness and abundance about reality that we deny ourselves when we're locked into a scarcity mindset.

In my personal experience this manifests as disengagement, withdrawal, and shut-down. I'm learning to conceptualize abundance and scarcity – not as opposing extremes of a broad scale – but rather as two connected spaces sharing a wall with a doorway. Like a change in physical spaces, we just need to walk through it. This has but one requirement, of course: an openness to do so. **As planners, you may find barriers that can stop you from moving forward with your brilliant ideas; barriers like budgets, personnel dynamics, or other details. But you can overcome these barriers if you allow yourselves to be open to face those challenges.**

For literally hundreds of weekends, I walked past a small room in my house that needed re-painting. Then one Saturday, I could no longer manufacture any more excuses. I reluctantly fetched the paint and brushes from the basement. To motivate myself I said, "I can have this done in three hours". After selecting some emotive music and covering the floor, I dipped the roller and got to it. About 20 or 30 minutes in, I stepped back to evaluate my effort on the first wall and something amazing happened: I liked what I saw! More than that, because the chore was visibly measurable (dramatically so), I began to care about what I was doing and started to enjoy it because I could observe the impact my effort was having.

The three hours I'd initially budgeted to check this task off my to-do list morphed into 9 or 10 hours of "a job well done" and included two teens volunteering to help.

I would later learn that what occurred that day was something social scientists have discovered in recent decades. While we're culturally conditioned to believe that engagement follows passion, it's now clear that the opposite is also true, passion can follow engagement. There is a profound freedom in understanding this principle.

As a catalyst, passion is an anomaly that seems to require a lucky lightning strike. Engagement only asks for the simple willingness to walk through the doorway and start. The benefits of this openness are numerous, but perhaps the biggest is the ability to shift mindsets.

With the simple decision to begin painting that day, I experienced a transition from scarcity to abundance. Not only did I more than triple the amount of time I was willing to invest in painting that room, I experienced an expansion in joy, pleasure, fulfillment, and enthusiasm.

While a delusional focus on lack and limitation can feel natural and legitimate, the kind and persistent truth about reality is that we're always supported when we choose to face a challenge head on. We are never (ever) without what we truly require in the moment. We just need to decide that we're open.



GATHER FOR GOOD

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD

CANADA - ALBERTA, NORTHWEST
TERRITORIES AND NUNAVUT



The Duke of Edinburgh's International Award is a global framework that allows young people to determine what they are passionate about, regardless of their background, culture or access to resources.

The Award is completed in three levels: Bronze, Silver and Gold. There are four Sections of activities for all Award levels, plus a Gold Project at the Gold.

Participating in The Award encourages young people to spend time volunteering in their community, which both benefits others and contributes to their own growth and well-being.

DukeofEd.org



SKILL DEVELOPMENT



**PHYSICAL
RECREATION**



**ADVENTUROUS
JOURNEY**



GOLD PROJECT

GATHER FOR GOOD



BOOKIE AWARDS

Our annual gala celebration of reading brings together book lovers and literacy champions to raise money and awareness for our programs and initiatives.

Enjoy readings from featured authors, connect with others who share your love of reading and help us recognize Calgarians who are working hard to support childhood literacy. Our Bookie Awards honour groups and individuals who are helping us make a difference in the lives of Alberta children. One award is given in each of three categories: business, education and community. If you love books and want to help us share the joy of reading, this is an event you won't want to miss. You can also become an event or award sponsor and show our entire community how you support childhood literacy.

CalgaryReads.com/
Big-Book-Club-Bookie-Awards



"I am doing everything that I can to help new talent, because I strongly believe that society can't thrive without supporting the arts. Find those people who believe in you, who will follow you and become your cornerstone, who always will support you."

OLGA SEM, ARTISAN





VENETIAN INSPIRATION

The Masks International Show is an international entertainment company that transforms the art through innovative productions using elaborately designed masks and costumes. Established by two Canadian women, Olga Sem and Galina Busova, in Calgary, AB, Canada in 2015, **MIS became soon a widely-known company for its unique masked performances which were inspired by the Famous Carnival of Venice.**

Being encouraged by the positive public reception, Olga Sem and Galina Busova decided to produce the first full production called the "Vizard Show" based on the original storyline. The production was a sold-out event and received an overwhelmingly positive response from the audience, media, and sponsors.

Each performing act is a unique visual experience, which creates a vibrant emotional bond between the audience and artists, who wear elaborately handmade masks and costumes powered by the latest wearable fabric technologies.

MASKSINTERNATIONAL.COM



BRIDE & GROOM:
Cameron & Brett Fichtner

Holly Louwerse Photography
www.HollyLouwerse.com



imagine



CANDY ACADEMY
OF EVENT MANAGEMENT + PROMOTIONS

CANDYCONSULTING.CA/ACADEMY





COLOURFUL CHAOS

FLORAL DESIGN ON THE EDGE

Lea Romanowski CAFA AIFD CAFD CFD
Designing on the Edge

Imagine if you will, looking through Kaleidoscope glasses at the world around you. Some would say they see colourful chaos, others a fragmented reality.

What I see is a million possibilities floating around just waiting for an opportunity to be seen and utilized. Imagination affords us the ability to try ideas out in our minds, before committing to them in the real world.

As adults and industry professionals there is little downtime to simply play and create. My studio was lovingly labeled the "Crafterium" by a fellow event professional. The name stirs one's imagination as to its possible contents; you may even laugh.

Often I invite people over for a "Crafternoon" to relearn how to imagine, play, and create without boundaries.

With thousands of different, unique, recycled, common, and botanical items at your finger tips there are unlimited possibilities.

Creativity for me is fuelled first by a challenge, then necessity, and finally a deadline for that added adrenaline rush. When that creativity is sparked, I find my body and mind work together at lightspeed together in anticipation of the completed concept.

So true is this statement that it's virtually impossible to take a clear photo of me during the design process!

In our ever changing world of events, we encounter exponentially more restrictions which stifles one's imagination.

Reclaim your imagination, put on those kaleidoscope glasses of possibility, and build that next great vision!

If I could give one great piece of advice in this creative field it would be,

When you have a vision, don't box yourself into a final destination. Let the creative road lead you; if you don't you may miss the most amazing journey along the way. Perhaps a greater unexpected vision is awaiting . . .

Raising THE BAR

PASSION AND PROCESS BEHIND THE BAR

By Nathan Gareau,
Calgary Mixologist

As a bartending amateur, I have taught myself by reading, imbibing many cocktails, and pestering my favourite bartenders with too many questions.

My passion for the ingredients and process is always the driving force behind my work. The most important part is having fun, and good cocktails simply come as a result. Here are a few things I learned that I can pass on to anyone wanting to raise the bar!

Process for Possibilities

When you're working with clients around a theme, the options for cocktail ingredients are nearly limitless so there's a lot of freedom and possibilities. Giving yourself some boundaries to work with helps to narrow down the focus, so I like to focus on the aesthetic qualities that will match the event. I think about the "feel" of different drinks, whether their fun and refreshing, more heavy and booze forward, or something different entirely. Getting the right "feel" of the drinks goes a long way to completing the theme of the event.

I choose spirits that work with the era or region of inspiration, and the rest of my ingredients and recipes are selected based on the feel. For a 1920's New Year's Party, I stuck to classic European spirits and worked with a lot of floral liquors, including a few pleasant medicinal flavours from amaros and vermouths.

And Here's My Favourite Part

Easily my favourite part of the experience is getting to work with the individuals who are enjoying the drinks and building something to their preference. I always start with a set menu for the event. This helps you to focus, and keeps things flowing if the orders stack up. Once I get into the groove, it's fun to chat with people and create new things tailored to them. Not all events allow this flexibility, but a calmer evening can lead to experimentation and getting to make new friends.

Create an Experience

Creating an impression comes naturally. It helps if you don't take yourself too seriously, but really it's just taking the time to get to know your clients. If you think about it as more of an interpersonal experience for both you and the guests, the conversation and impressions will come naturally. I just treat my guests like humans and try to help them enjoy their evening more. The alcohol never hurts to accelerate the process!





Show Up and Be Your Best (It Might Change Your Life!)

Spotlight on Jill Maria Robinson,
Calgary Actor, Publisher

Creating a Shared Purpose

Seven years ago, before working full time in the Calgary Film & TV Industry, Jill didn't know what she was going to do with her life.

Temp office, modeling, and aesthetics jobs didn't fuel her gust for life. Her first inspiration to become the artist she is today was Zulie Alnahas' performance in "Go Fish".

That is when she met the open doors of the Calgary film scene and her life changed forever. Jill was always thought as someone who is charismatic and different, open to connecting and to offer what she has to those around her. The vibrant Romanian-born, Calgarian actress is also a publicist, makeup artist and model.

Connecting with Others

"To get where I am today, I had to learn about myself first, learn what others need, and learn to listen and enjoy every moment." She credits her mother for this advice that has pushed her beyond her barriers.

"Along the way, we were devastated by the loss of a few people in our film circle, we live today for those who can't.

I surround myself with people who love what they do. The most important thing is to always show up, listen more than talk, and offer in an honest way what you have to give."

Jill knows the importance of claiming her worth, and keeping communication open with people she meets organically in order to grow. Event planners can apply these lessons by authentically showing up in their interactions with the media, at their events, or with others in the industry.

Everyone wants to be seen as polished and together, but how do you do that and still be yourself? Jill says that first impressions and looking groomed are the answer.

"I swear, people want to see that you made the effort when you leave your home. Be your best you and always be on guard to make the right business and relationship moves that fulfill you. With nothing but yourself and a put-together outfit you can go from being never heard of to the daily talk of the town!"



3 Tips for Fearless Event Planning

Taking your next event from mundane to bold is possible – and it may be easier than you think! Time to break out of the old mold and make your mark with these three tips to fearless planning.

By Lisa Gareau,
Candy Event Consulting

SURPRISE YOUR AUDIENCE!

Surprising your audience at an event can be a challenge – especially if your audience is familiar with you and your organization. Is your guest list made up of your current and loyal client base, your dedicated company employees, or invested donors that have supported your cause for decades? Be assured, a full throttle charge isn't necessary to wake up their senses. Adding small elements of surprise can be just as effective. Watch current trends from a variety of industries and tailor them to your event. Weave in unexpected choices in music, use bold colour combinations in your decor, highlight your theme with a theatrical presentation or funky flash mob. Surprising events are memorable ones!

MAKE A STATEMENT

As an organization you have something to say. You know it; your audience expects it, so say it! What is the worst that can happen? Yes, in making a bold statement when presenting your message you may ruffle some feathers, but you may also inspire, educate, or challenge others to look at their world in a whole new way. When planning your event, your objective is to make a statement. Developing a confident and clear message – making it strong, tangible, and authentic – is essential to stirring up the waters and engaging your audience.

CAUSE A REACTION

You've worked hard at making your event bold, surprising and memorable. But don't let the opportunity for a ripple effect pass you by. Let that energy break free – beyond the walls of your venue – and let your guests do the talking. Arranging unique take-a-way experiences will ensure your message will outlast the flowers, food, and fun of the evening. A photo booth will allow your guests to reconnect with warm memories, a well thought out gift bag can be a constant reminder of your message, product or idea, or a massive media shout out after the event will assure your guests that their presence was valuable. When planning your next event, be bold, make it memorable, and get people talking – trust us – it will be worth the effort.

ADD EVENT FLARE WITH A FIREWORKS DISPLAY

Do you want your event to go out with a bang? A fireworks display is a beautiful way to add some flare just make sure you're well versed in the intricacies of what that entails. It may seem like a great idea, but if you don't consider the following things, you're going to be disappointed, shut down or have a disaster on your hands. **Here are some ways to give your guests an experience that is safe and successful!**

PUBLIC SAFETY

This has to be your first consideration. Blocking public access from your detonation area is imperative. Public viewing areas must be far enough away and secured to avoid any possible risk of injury. Often times you'll need to secure the perimeter around the site with barricades and security personnel.



PERMITS & NOTIFICATIONS

Every municipality will have their own application and permit process. Check with your city's public events office to make sure you get the correct forms filled in to avoid disappointment. There are generally guides and phone numbers you can reference online to get the right information. Do not move forward without the proper permitting. The risk is far too great and you don't want to get into trouble because you didn't do it right.

FIRST AID ONSITE

Always ensure that you have first aid personnel present whenever you have a fireworks display. This is likely a step that you will have to complete through the permitting process but just expect that this will likely be required.

NOTIFY YOUR LOCAL AIRPORT & AIR TRAFFIC CONTROL DEPARTMENT

This didn't seem obvious to us at first but it just plain makes sense. You don't want any planes or helicopters being affected by your event!

Not everything about your fireworks display is going to circle around managing safety concerns.

The point of a fireworks show is to create a fun experience and a one of a kind entertainment option for your guests. When you have considered and worked for the safety of your attendees, you can add other elements that will enhance the overall experience. Adding sound, choreography, and comfy spots to enjoy the show will have everyone cheering!

Giving the Land a Voice

By Dr. Linda ManyGuns
and Dr. Troy Patenaude, PhD

For thousands of years, the Indigenous people of this land have gathered at the confluence of the Bow and Elbow Rivers to trade, celebrate, and build community.

The relationship that these groups have with the land is deeply meaningful and reciprocal. Land acknowledgements honour and respect that relationship.

As a community we endeavor to understand more about what land acknowledgements are and can learn together how to include this important step into the events we plan.

What is a "land acknowledgment"?

A land acknowledgment is a formal statement that recognizes the relationship First Nations, Métis and Inuit have with their land(s). The relationship is deeply rooted and the acknowledgment is intended to reflect our gratitude as guests in the territory. This practice isn't new; it spans generations as Indigenous People have consistently welcomed people to their lands.

Why are land acknowledgments important at your event or gathering?

Land acknowledgments show recognition and respect for Indigenous Peoples' long history in their territories and acknowledge the deep kinship ties that still exist with the land. This small act of recognition and respect is essential to building respectful and reciprocal relationships, which are the foundation of reconciliation. While acknowledging the land is meaningful, it is important to know that this is only a small part and the first step toward reconciliation -- this step begins the journey and embraces the spirit of reconciliation.

Tips for Planners >>>

- >>> The person doing the acknowledgement should be the event host or the oldest person in the room.
- >>> Practice the pronunciation of the names of the Nations. If you don't know the names of the Nations, just ask. Friendship Centers, University Indigenous Centers, or cultural organizations are great resources.
- >>> Reflect on your acknowledgment. Land acknowledgments should not be a simple statement made before the actual event; they should be a vital part of the event.
- >>> Familiarize yourself with the "94 Calls to Action" from the Final Report of the Truth and Reconciliation Commission.



When you begin your event by acknowledging the traditional territories of the First Nation, Inuit, and Métis Peoples, you are setting the tone for your invited guests to better understand the rich history of the land from a position of reconciliation. You invite your guests to reflect on the social and cultural differences that the Indigenous relationship with the land provides us with, in a space where we gather, learn, and connect.

**IF YOU ARE IN SOUTHERN ALBERTA
HERE ARE SOME EXAMPLES
OF SHOWING RESPECT TO
THE LAND AND ITS PEOPLE >>>**

SHORT ACKNOWLEDGEMENT

We acknowledge that we are gathered here on the traditional territories of the Blackfoot Confederacy, including the Siksika, Kainai and Piikani Nations; the Îyârhe Nakoda Nations, the Tsuut'ina and the Métis Nation of Alberta, Region 3.

LONG ACKNOWLEDGEMENT

We acknowledge that we are gathered here on the traditional territories of the Blackfoot Confederacy, including the Siksika, Kainai and Piikani Nations; the Îyârhe Nakoda Nations, the Tsuut'ina and the Métis Nation of Alberta, Region 3. As we are all Treaty People, we acknowledge that we have ongoing responsibilities to protect and honour all of life within our shared reality as treaty people.

Dr. Linda ManyGuns works on various community initiatives to help build bridges between Indigenous Peoples and their cultures with the wider population. She has a Bachelor's degree in Sociology, a Master's degree in Criminology, a doctorate in Juris Law and PhD. in Indigenous Philosophy.

Dr. Troy Patenaude, PhD. is the Director of Cultural Development at Fort Calgary. He works with the community and the nations of Treaty 7 to deepen our understanding of contemporary Indigenous relations and to deepen the relationships with the Treaty 7 Nations and the Métis Nation of Alberta, Region 3.

ABOUT FORT CALGARY

Fort Calgary is located where the Bow River meets the Elbow River. As a cultural and historic gathering place in the heart of the city of Calgary, Fort Calgary has a complex story to tell. Whether you want to experience the early days of the city, learn about its origins as an Indigenous gathering place, book a school program or host an event, Fort Calgary is the place where people and history intersect.

www.FortCalgary.com



FOOD STATIONS THAT STAND OUT *with* THE CROWD



CAN-DO CREATIVE CATERING

Mindful event professionals are always looking to the future of the industry and asking, "What's next?" That's why at Fork + Farm Catered Events our chefs and event professionals spend so much time researching what's up and coming in the world of events.

One trend we're particularly excited about is the enthusiastic embrace of experiential dining. In the restaurant world this has taken the shape of mile-high meals atop soaring cranes and dark room dining in pitch black venues. In the land of catering the desire for experiential event dining is just now beginning to explode. More and more event professionals are asking their caterers to contribute to the overall feeling of the event by elevating the experience of food and beverage, without compromising on the quality of service and product.

When our event professionals are working to create a custom catering experience, we ask ourselves three key questions before coming up with a plan.

How can we incorporate other event elements into our catering?

So much goes into making an event come together; décor, lighting, sound, rentals... the list goes on.

Leveraging these elements to elevate your catering not only gives you extra "wow" but provides more value for budget dollars spent. One of the event elements we love to work with is lighting- it brings a room to life with colour and ambiance, and we've also seen how it can elevate catering; our projection mapping equipment can add a crackling fire to an upscale s'mores station, or dewy ocean rain drops to a seafood bar!

Can we reimagine what our service style could look like?

Getting creative with service style is one of the main ways we believe catering can support the event experience. We created this "Leaf Wall" (see opposite page) featuring suspended Asian boxes filled with custom salads and delicate pipettes carrying different dressing varieties. Guests could come up and "pick" their salad and dressing at will! It was a huge hit and was a fresh take on the typical salad bar, which the client had expressly requested. Take the time to speak with your caterer about the atmosphere of your event and what feeling you want guests to walk away with- whether it's to surprise and delight or to spoil and indulge, service style should always support the overall purpose of the experience.

Are we embracing technology?

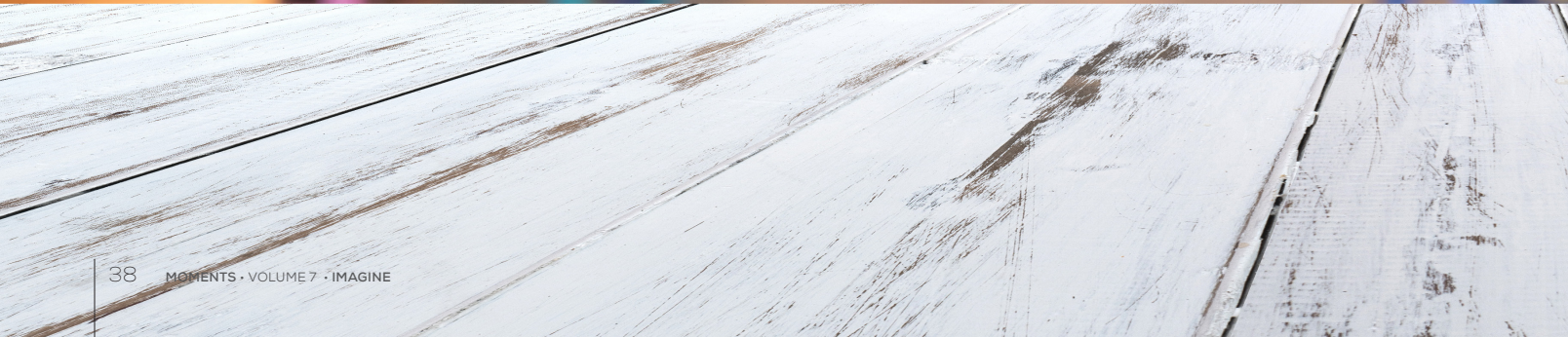
The robots are no longer coming- they are here, and it's time we start working with them. By keeping an eye out for new technological innovations in the catering world we let guests know we've got our finger on the pulse and are committed to keeping ahead of the curve. One of the robots we're particularly fond of is Bartendro, a robotic bartender that can create an almost infinite number of cocktails and mocktails for guests to enjoy, all with the push of a button! An event is all about the experience, and we believe dining is too.

By asking these three questions, event professionals will not only ensure they're staying on trend by offering experience-driven catering but will also create a food and beverage program that excites the palate as well as the mind!



FORK + FARM

{ HANDCRAFTED EVERYTHING }





grab & gab

The guest experience is one of the most vital aspects of events and is where we must do our best to pull out all the stops.

Food, drinks, and entertainment top the list of water cooler talk the next day after the event. The latest creations that caterers presented were not only delicious but also imaginative and interesting.

There's nothing wrong with an elegant plated dinner, a beautiful buffet set up, or cool action stations around the room. All of the usual options are great for feeding your guests, but an added flair of creativity brings it up a notch.

Thoughtful catering presentations create movement in the room – people migrate towards the exciting elements of event design.

It creates the ever-so-important photo opportunity that leads to public interaction on social media. People gather, talk, share their opinions, try the different options, and can really interact with each other (and with the food!).

What are things you can do to elevate your guests experience with food and drink? Encourage your team to step outside the box – hang things from the ceilings and on appie wall – and building a plan that won't just feed your guests but WOW them at the same time.

Share your ideas and let us show off your brilliance on our Facebook page!

***Candy Event Consulting
@CandyConsulting #GrabAndGab***

Inspired leaders inspire teams

By Lisa Gareau,
Candy Event Consulting

INSPIRED LEADERS CULTIVATE A SPIRIT OF CURIOSITY

YOU ARE A CURIOUS LEADER when you make a point of exploring new territory, sitting in the presence of something different, or entertaining another's point of view, you're learning. And when you're learning more, you'll be leading better. **YOU ARE A CREATIVE DABBLER** when you awaken the curiosity in your team with questions. Trying things that may at first feel new and uncomfortable can lead to lots of questions. Don't worry about answering them all. **YOU ARE A CHANGE AGENT** By letting questions flow out of curiosity – free of agenda – your team will get thinking about new ways to approach their own directions, decisions, and creative pursuits.

INSPIRED LEADERS LOOK FOR MOMENTS OF INSPIRATION

EXPECT THE UNEXPECTED when you open your eyes to each new day. Routine can be necessary or comforting but encourage your team to head into a new project with a sense of expectation. **IS IT NEW, EXCITING, OR INTRIGUING?** How does your team know when a spark of inspiration is something to pay attention to? Encourage them to pursue those things that make them feel energized, intrigued, and curious. Go down that rabbit hole – just for a bit – and see where it leads! **WELCOME WARMTH** Like a kind friend – moments of inspiration that you are meant to pursue will challenge you but they won't push you past the point of healthy engagement. Be sure you are also challenging your team as a leader, but be careful not to push anyone over the edge of inspiration when they're not prepared or ready to fly!

INSPIRED LEADERS LEARN TO CATCH AND RELEASE IDEAS

LEADERS LET GO As we create from our talent, heart, and soul, it can be hard to let go once we've had a monumental creative experience. Give your team room to celebrate the moments of inspiration and then be an example of how to also learn from it, let go, and move on. There will be new inspiring moments right around the corner! **MORE TO COME** Trust that if your current idea – or project – isn't "working" you can close the file and anticipate another angle or idea will take its place. **RELEASE AND EXPERIENCE PEACE** When you are a big picture planner at heart it can be hard to let go of big plans and concentrate on the moment. Learn to set plans in place but then move through the day to day with a trust knowing your team can be attentive and responsive to each moment of inspiration.



Candy Event Consulting

MAKING YOUR TEAM STRONGER



STRATEGIES FOR SWEET SUCCESS

» Plan Events that Better Express Your Purpose



DO IT
YOURSELF

1 Workshops
Coaching
Resources
Magazine



DONE
WITH YOU

2 Strategy
Consulting
Services
Support



DONE
FOR YOU

3 Strategy
Planning
Promotion
Creative

FB CandyConsulting
TW CandyMoments
IG CandyEventConsulting





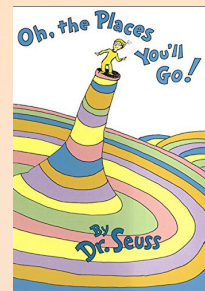
IMAGINE MORE, EXPERINECE MORE

Oh, the Places You'll Go!

By Dr. Seuss

(P)2007 Random House, Inc. Listening Library, an imprint of the Random House Audio Publishing Group

Here is the incomparable Dr. Seuss' story of an unnamed "you" whose travels through the world involve a series of ups and downs. His ultimate success, however, is "98 and 3/4 percent guaranteed!"



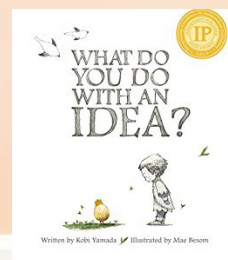
What Do You Do With an Idea?

By Kobi Yamada

Illustrated by Mae Besom

Compendium Inc (Feb. 1 2014)

A New York Times Best Seller and award-winning book, What Do You Do With an Idea? is for anyone who's ever had a big idea. This is the story of one brilliant idea and the child who helps to bring it into the world. As the child's confidence grows, so does the idea itself. And then, one day, something amazing happens. This is a story for anyone, at any age, who's ever had an idea that seemed a little too big, too odd, too difficult. It's a story to inspire you to welcome that idea, to give it some space to grow, and to see what happens next. Because your idea isn't going anywhere. In fact, it's just getting started.



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 bookshelf. Enjoy!

By Lisa Gareau,
Candy Event Consulting

Scaredy Squirrel

By Melanie Watt

Kids Can Press; Reprint edition (March 1 2008)

Scaredy Squirrel never leaves his nut tree. It's way too dangerous out there. He could encounter tarantulas, green Martians or killer bees. But in his tree, every day is the same and if danger comes along, he's well-prepared. Scaredy Squirrel's emergency kit includes antibacterial soap, Band-Aids and a parachute. Day after day he watches and waits, and waits and watches, until one day ? his worst nightmare comes true! Scaredy suddenly finds himself out of his tree, where germs, poison ivy and sharks lurk. But as Scaredy Squirrel leaps into the unknown, he discovers something really uplifting ?



calgary
reads

Calgary Reads brings together people, schools, community partners and business to make reading a priority. Find Recommended Family-Friendly Titles and Resources at www.CalgaryReads.com

THE RESILIENT PLANNER

THOUGHTS FROM BRAZIL

By Lola Balogun, Lulo Event Services

I love to travel. Learning about and experiencing different cultures excites and motivates me. Recently my travels brought me back to Brazil, a beautiful country I have had the privilege to live and work in.

While there, I completed a **Masterclass in Resilience**, taught at the School of Life in Rio de Janeiro. Admittedly, it was a topic I had known little about. The speaker defined Resilience as our skill - real or perceived - to overcome or recover from difficult situations; the act of becoming stronger as a result of falling repeatedly in our lives.

Resilience is therefore a skill that we hone from reacting better to life's challenges. I asked myself, "Am I resilient? What challenges have I faced in my life, and what have they taught me?"

Having experienced a failed international relationship and a failed career and business, I knew a thing or two about failure. Perhaps I could teach a Masterclass on it. But how has my ability to face challenges, experience failure, and then rise 11 times out of ten after falling shaped who I am today?

Indeed, it has developed and shaped my current and future paths; so much so that I can state with assurance that any challenge, no matter the depth or greatness, is yet another opportunity for me to grow.

Each mistake becomes a better source of information. That one massive mistake we may have made was because we had limited information at the time of action. But now, as a result of those mistakes, we can move forward with greater knowledge and experience.



So how can we put this skill into action? How did I put this into action? I travelled. After the Masterclass, I had a solo trip booked to the North of Brazil. I visited a place called Lençóis Maranhenses, which translates to "Sheets of Maranhenses". This area of the state of Maranhão is named for the sprawling desert sands, referred to as "sheets" that are accompanied by sand dunes and large natural water lagoons. The month of April signals the beginning of the rainy season, which is great for travellers because the lagoons will be full with fresh rainwater, but not so great because rainwater means - rain, and lots of it. My trip was dampened by battering torrential rain that would not let up. The rain was inescapable.

Everywhere I turned, it presented a challenge. I wanted to leave. This was not what I expected. I wanted the warm sun! I wanted to take a dip in the natural pools to cool down from the hot sun. I wanted to take some great selfies and desert shots. Heavy rain was not in my plans. I wanted to give up. I went to sleep that night with plans to leave a day early, the very next morning.

But I awoke the next day with a different mindset. I told myself, that today is going to be a better day. I opened the shutters expectantly and the sun was shining. It did not stop shining until I made my way back to my hotel later that evening in a small boat across the Preguiças River. As the storm clouds gathered ominously and rain drops began pelting my body, I could not help but to smile. That wasn't so bad after all.

Alas, challenges are truly what spur us to reach our true potential. When I experienced the challenge, my first instinct was to leave, to stop, to turn back. But in choosing to stay and believing that the new day would bring better things, my reality did change.

So, how can we relate this to our events, our businesses, or careers? First, we need to redefine resilience as rising to the challenge; bringing our best to each challenge by facing it head-on and using what we have learned to better the outcome.

WE STUDY OUR STRENGTHS

What are the strengths of our event, organization, or business? Are we accountable? Do we have a sense of humour? Do we have knowledge of self? Are we flexible to the outcomes? The strengths we possess will help us manoeuvre effectively through our challenges.

WE IDENTIFY EFFECTIVE STRATEGIES

Often times, challenges make us retreat to bad habits of over-thinking, worrying, and catastrophizing our situation where we imagine the worst-case scenarios. But what strategies can we use to combat these feelings? Some may opt for a good meditation, a good workout, prayer, a good massage, or other self-care tactics.

WE IDENTIFY OUR RESOURCES

Who or what can we turn to help bring in positive results and problem-solving ideas? With my business, LuLo Events, we help businesses and event organizers face their event challenges head-on by helping them simplify processes, manage aspects of their event or festival, and secure sponsorships and VIP experiences that help better monetize their special events. When faced with challenges in execution or planning, we can be a resource you can turn to, to help make sense of it all. Other resources can include turning to a trusted friend and/or family member, a mentor, or Pastor.

DRAW FROM LEARNED INSIGHTS

Since each mistake we have made is an opportunity to source more information, we should all have greater sources of insights we can draw on. Many have done - or tried to do - what we are attempting to accomplish. How did they overcome their challenges?

Building greater resilience arises from learning about ourselves and how we cope with challenges. We then use this knowledge in ways that can benefit our situation. Some challenges allow us to use our internal grit to supersede. But sometimes, we need a bit of help. Don't be afraid to reach out if you find yourself in over your head while managing event expectations and perceptions. Utilizing the lessons I have learned in building resilience, I am equipped to help my clients see the shining sun that awaits them on the other side.

Candy Event Consulting

MAKING YOUR TEAM STRONGER



EVENT PLANNING + PROMOTION
STRATEGY • SERVICES • SUPPORT
CANDYCONSULTING.CA • 800-560-8180