

# moments

EVENT PLANNING IDEAS + INSPIRATION

VOLUME NINE

Expand Your  
Event Planning,  
Perspective,  
& Possibilities  
Even in Times  
of Crisis &  
Uncertainty.

In Recognition  
& Celebration of  
Anyone Planning  
& Promoting Events  
Through Hard Times.

THE 2020  
EXPAND  
ISSUE

Candy Event Consulting

MAKING YOUR TEAM STRONGER

[CANDYCONSULTING.CA](http://CANDYCONSULTING.CA)

MAKE ANY ISSUE OF MOMENTS YOURS!  
[CANDYCONSULTING.CA/CUSTOMIZE-MOMENTS](http://CANDYCONSULTING.CA/CUSTOMIZE-MOMENTS)

Enjoy this free resource compliments of Candy Event Consulting and then visit us at [CandyConsulting.ca](http://CandyConsulting.ca) to learn how we can help make you and your event planning team stronger.



**Lisa Gareau**

Founder + President  
Candy Event Consulting

Planning and promoting events might be a necessary part of your work, 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!  
FIND OUT HOW AT [MOMENTSMAGAZINE.CA/CUSTOMIZE](http://MOMENTSMAGAZINE.CA/CUSTOMIZE)



## 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 planning great events but you know they could be even better! 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 . . . that plan events as part of your current role or wider responsibilities!

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

Be assured I understand your challenges – in fact I've faced many of them myself – and I am ready to guide you through 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 and promoting events might be a necessary part of your work, but I believe it can also be fun, energizing, and effective. I invite you to settle in with Moments, be informed by the planning departments, be inspired by the feature articles, and get ready to experience a fresh start to your planning!

With you on the event planning journey,

*Lisa Gareau*

**Lisa Gareau**

Founder + President

Candy Event Consulting: Making Your Team Stronger

**Candy Event Consulting**  
MAKING YOUR TEAM STRONGER





YOU'RE  
-not-  
ALONE

# REAL-LIFE CONFESSIONS

## OF A RECOVERING BOX-CHECKER

By Lisa Gareau, Event Coach + Strategist  
[CandyConsulting.ca/Strategy](http://CandyConsulting.ca/Strategy)

My name is Lisa. I'm a box-checker. I have been a box-checker as long as I can remember. But I'm in recovery and have learned to see that, although checking boxes is important, working from a place of strategy and purpose is even more important! Now I help other event planning box-checkers become more purposeful in their planning. If you are addicted to just "checking the box" and moving on, I challenge you to rethink why you are planning events the way you are.

**You *can* shift from your box-checking tendencies to planning strategically. Admitting the limitations is the first step. Here were some limiting thoughts that were holding me back, and how you can make the shift for yourself. >>>**





**CHECKING OFF  
THE ITEMS ON MY  
DAILY TO-DO LIST  
MAKES ME FEEL  
FULFILLED.**

We all get that feeling. When we write something down and actually DO IT we feel great. But are you doing the things that produce results? Time will tell.

**I DON'T HAVE  
TIME TO TAKE A  
BREATH, PUT DOWN  
MY PEN, & LOOK AT  
THE BIG PICTURE!**

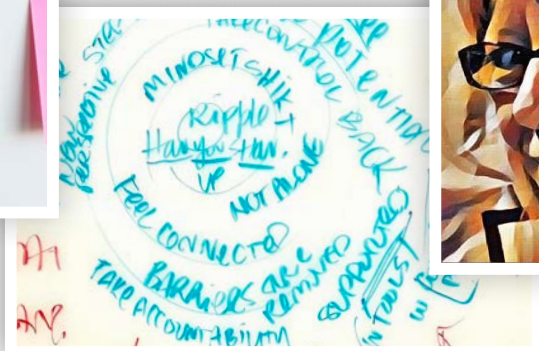
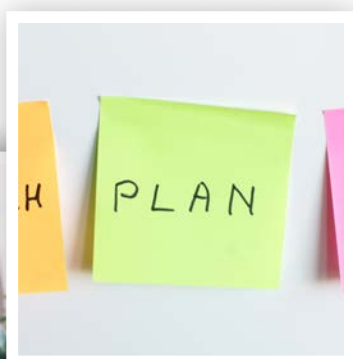
If you are planning events, you're busy. But are you TOO busy? Are you marching in the right direction? Fighting the right battle? Put down the pen.


**IF I DON'T  
CHECK THE BOXES  
I'M GOING TO DROP  
THE BALL & BE IN  
BIG TROUBLE!**

You are the go-to person for all things events. But DYK you can educate your team on what you do and how they can help? Share the load & see the results.

**I WAS NEVER  
TAUGHT TO PLAN  
STRATEGICALLY.  
I'M DOING WHAT I  
KNOW TO DO.**

Just because we didn't learn something early in our career doesn't mean we can't start. Checking boxes is good but checking the RIGHT boxes is better!





Set your event planning  
free this Fall with your very  
own, self-directed, "Sweet  
September Strategy"!

Find your DIY workbook  
starting on page 34.



### KRISTY GARNET

*Clinical Herbalist  
AlmandineWellness.com*

*As a Holistic Living Empowerment Mentor & Clinical Herbalist, Kristy creates customized programs that empower professionals to heal naturally. Empowered holistic living without sacrificing luxury or grace is possible with the right knowledge and support.*



### SHAWN KANUNGO

*Key Note Speaker & Disruptor  
ShawnKanungo.com*

*Shawn has been recognized widely for his work in the innovation space after 12 years working at Deloitte. Shawn's mandate at the firm was to help corporate executives to better understand and plan for the opportunities and threats associated with disruptive innovation.*



### WANG YIP

*Author, PMP, Teacher, Coach  
LinkedIn.co/in/WangYip*

*Wang Yip enjoys connecting with others, discussing topics including management consulting, interviews, resumes, career advice, situations at work, routines and habits, and creativity. Wang loves connecting creative ambitious people to other creative ambitious people!*



### GIL NGAI

*Founder, Day One Media*

*When not on a bicycle, Gil Ngai is a digital storyteller helping businesses tell good stories with films and media. He also mentors students as an instructor of media production at Mount Royal University. He is the president of the non-profit Calgary Professional Videographer's Association. He is husband and father, tech geek, artist, fitness fanatic, and spiritual encourager.*

## 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

### Connie Jakab

Founder, National Hope Movement  
NationalHopeTalks.com

### Dean Stanton

Artist, Interactive Art Stations  
ilovestanton.com



**Thank you to Candy Event Consulting Partner  
the Association of Administrative Professionals**

### Michelle Hrycauk Nassif, CCAP, CAPM

President, Edmonton Branch

### Edmonton, Alberta, Canada Branch,

Association of Administrative Professionals  
CanadianAdmin.ca/branches/edmonton

### Christa Hiebert

President, Calgary Branch

### Lynda Bergeron

Event Coordinator, Calgary Branch

### Jimmy-Lee Vennard

Community Engagement, Calgary Branch

### Calgary, Alberta, Canada Branch,

Association of Administrative Professionals  
CanadianAdmin.ca/branches/calgary





# PUBLISHER'S

GREETING



## PLANNING IN CHALLENGING TIMES

### **Events can create wonderful, lasting connections with your customers, members, donors, or group.**

Faced with the current crisis, your team may have made the difficult decision to cancel, postpone, or move your events online. Be encouraged. We see this as the perfect time to EXPAND your planning, perspective, and possibilities. My guess is you've already stepped up to the challenge and skilled up in areas that are brand new to you and your planning team!

### **Now more than ever, we must keep showing up for our communities with events that support, energize, and engage. Your community needs you, your ideas, and innovative thinking - and events - as it attempts to recover well from the impact of COVID-19!**

In our Candy Event Consulting event strategy sessions, we assure in-house and do-it-yourself event planners just like you that "event success" happens only as they keep showing up on purpose for their team, audience, and guests. We must show up even now, when it's hard.

### **Take heart, we are on this journey with you and are ready to take you through a courageous exploration of your connection challenges through the pages of this special 2020 EXPAND Issue.**

This crisis may have knocked you down but we're here to help you get back up with the skills and strategy you need to keep moving.

You've got this. Even if just one day at a time.

*Lisa Gareau*

**Lisa Gareau**

Founder & Publisher, Moments Magazine &  
Candy Event Consulting : Making Your Team Stronger

## MOMENTS MAGAZINE IS PUBLISHED BY

©2020 Candy Event Consulting, Inc.  
All Rights Reserved.

### GENERAL INQUIRIES

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

### CUSTOMIZATION + DISTRIBUTION

Visit [CandyConsulting.ca/Customize](https://CandyConsulting.ca/Customize) for information about current customization opportunities and rates, distribution requests, and community workshops and events.

### COPYRIGHTS + SUBMISSIONS

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 but rather a sampling of industry ideas, resources, supports, and opinions in support of any event planner, planning any event, anywhere.

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. We reserve the right to refuse customize package inquiries, advertisement placements, articles, or art.

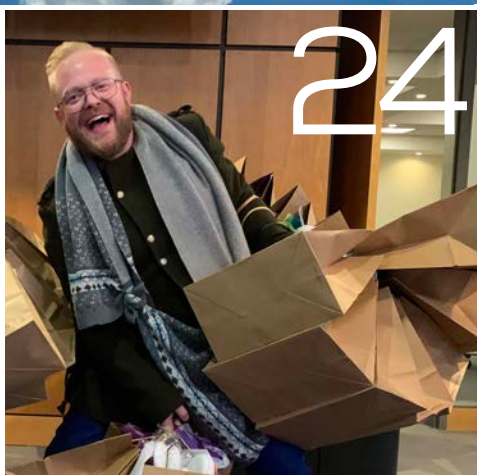
To submit a feature article, story idea, artwork/photography suggestion, or planners spotlight application, please email us at [Moments@CandyConsulting.ca](mailto:Moments@CandyConsulting.ca)

### YOUR COMMUNITY CONNECTION

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

Learn more about how we serve and support anyone planning any event anywhere at [CandyConsulting.ca/About](https://CandyConsulting.ca/About)





Expand Issue

## CONTENTS

5	Contributors
6	Publisher's Greeting
	<b>Planners Notebook</b>
2	Real Confessions of a Recovering Box-Checker
	<b>Purpose + Plan</b>
8	Get Up & Skill Up Through Crisis Points & Curve Balls
	<b>Trends + Tips</b>
10	Reinventing Event Trends with Technology
	<b>Space + Time</b>
16	Creating Space at Home to Work
	<b>Design + Décor</b>
22	Design Safe Events ; World Health Organization
26	Turn Your Event Plan into an Event Experience
	<b>Sound + Light</b>
28	Embrace the Most Screen Friendly You
	<b>Food + Drink</b>
32	Expand Your Summer Favs into Fall
	<b>Planners Postcard</b>
44	Life is Simple, Just Add Water
	<b>FEATURES + FUN</b>
20	Reimagine the Future ... Now!
34	Sweet September Strategy Workbook > Track Your Progress at "Strategies for Sweet Success" Facebook Group by Candy Event Consulting
40	Living Light with the Habit of Gratitude
	<b>BEHIND THE SCENES</b>
14	The Unsung Planner: Deflated But Not Defeated
15	Planner Spotlight: Lynda Bergeron
18	Distract & Relax : Creating Calm in Crisis
42	Resources + Learning : Candy's Event Building Blueprint by Candy Academy of Event Management + Promotions
43	Lisa's Library: Expanding Your Perspective
	<b>COMMUNITY VOICE</b>
30	Ask The Experts : AAP Calgary & Edmonton
24	I'm an Event Planner : Jimmy-Lee Vennard

# GET UP & SKILL UP THROUGH CRISIS POINTS & CURVE BALLS

When the going gets tough, the tough get skilled up. When it comes to event planning there will always be curve balls thrown our way. If we want to stay in the game - no matter what comes - learning new ways of doing things will be essential. And if you lean in, get the right support, and give yourself some slack, "skilling up" might be fun too!

## FIND YOUR PASSION & PURPOSE

Learning new skills can be hard, will take time, and you'll look silly now and then as you learn. You must be able to keep going in your pursuit, and for that you'll need a strong reason to continue. Make sure your quest will lead you to the treasure you seek by understanding why you're doing it in the first place.

## ACTIVELY LOOK FOR SUPPORT

Believe it or not, those that have the skill you need are most often willing to help you learn - or at least set you off in the right direction. Ask trusted friends or colleagues to suggest people or programs that can help you learn faster than you would by yourself. Getting from 0-60 as fast as possible is key in crisis!

## CREATE ROOM FOR MASTERY

In crisis you will need to deploy solutions as fast as you are learning new skills. Where skilling up becomes "fun" is when the crisis has settled or your plans have been put in motion, and you have time to perfect the skill. Humans are built for mastery and it feels great to not only deploy a solution but do it well.





# REINVENT EVENT TRENDS *with* TECHNOLOGY



By Gil Ngai  
Chief Storyteller,  
Day One Media

**Calgary Stampede: Shutdown!**  
**Summer Weddings: Postponed!**  
**Conferences – Large and Small: Banned!**

**We can all feel it. There's no going back.**  
**It doesn't matter where in the world you live and plan . . .**  
**events suddenly became one of the biggest casualties**  
**of the global COVID-19 pandemic.**

The toll also has no foreseeable end in sight. It is plausible that mass gatherings will be restricted well into next year. These strange times have forced us all to rethink what events look like.

The natural response so far has been to cancel, postpone or downgrade to some version of a Zoom webinar. We've all been inundated with free Zoom webinars every week. With an isolated and captive audience, savvy marketers are capitalizing on the moment to promote their brands. With so many free choices, "Zoom Burnout" has become a new condition experienced by many. How can events survive this rapidly degrading situation and not become a permanent pandemic victim?

The answer is still the obvious: Virtual Events. According to Sagehub.com, a hugely successful event planning team, Virtual Events achieve the same or better results than live ones, for much less cost! Consider that you have no massive facility rental, no insurance, no liability, no liquor license, and all the associated location headaches. You can imagine how the savings add up quickly. Not only are there more attendees, the revenue is also greater.

However, early adopters have reduced events to free, non-interactive webinars. These static broadcasts made little connection with attendees and essentially eliminated event planners altogether. But are these webinars the future of our new normal? I envision the future with much greater possibilities.



**Adapting means going back to the basics. Why do our guests attend our events?**

After being involved in the planning of hundreds of events, three key reasons stand out in my mind:

## *Content, Community, and Connection!*

### **CONTENT**

It is undoubtedly your presenters, speakers, hosts and their topics that drive attendance to your events. But how can their value be maintained in a virtual gathering? The answer is simpler than you might expect. They need to deliver the same quality content and they need to deliver it in the same way, just as if they were live at the event. In other words, they should not be wearing a T-shirt (unless they are a hipster) in a horribly lit and messy home, with dogs barking and children interrupting.

They should not be working out their tech issues with microphones and their low quality webcams while live. And they certainly should not be sitting in a chair with the camera pointed up their nose and at the ceiling. And the worst of the bunch, they should not use the virtual background setting where their head fades in and out of existence. Your goal here is simple: make it professional, polished and entertaining.

Find a location with a real stage and have your presenter deliver their presentation live, with the stage lights, the Powerpoint, and your introduction. In short, you need to do everything you were going to do in your live event, without the food, beverage and crowd issues. And all of this should be filmed on video with mics, multiple camera angles, and clean audio. Include a large screen facing your presenter so he/she can actually see the faces of your attendees. This allows for real, live interaction.

### **COMMUNITY**

We all want to be a part of a like-minded community that stands for something bigger. Events achieve that and virtual events are no different.

**GIVE GREAT GIFTS** The best events have swag. Get these delivered ahead of time. Include useful or meaningful items such as clothing, caps, flasks, and journals. Skip the junk, the brochures and flyers. Go for quality, not quantity.

**MAKE IT FUN** Have a selfie and social media contest. Have door prizes. Have a live auction with fun items as an opener, with proceeds going to charity. Capture this well with great video footage. Reward people for posting on social. For example, give one draw entry for every post.

**KEEP THE MEAL** If your event had a meal, axing that is a huge hit to the value of the event. Instead, keep the meal by having registrants pick it up at a centrally located caterer. You can even arrange a beverage of their choice to be included. Run the dinner within breakout rooms. Get creative footage of your whole team dining and commenting. I know this takes some serious coordination, but that's what you're good at! Imagine your guests all dining at the same time from their homes and uploading selfies of this!

## CONNECTION

**People love the connection at events, both with presenters and other participants. This is the crucial step that everybody skips when going online. It is the element that lifts your virtual events above a one-way live stream.**

### Here is the way to achieve connection:

**LIVE CHECK-IN** Have one of your team members do a live Zoom call with every registrant. Welcome them and do a tech check ensuring they know how to use the platform. This immediately builds a connection between your team and your audience. Have a schedule for large events to space out these calls so that you can manage the numbers.

**DOOR OPENING** Open the event online 30 minutes ahead. Have your bubbly host warm up the crowd and get them excited. Play great music. You can even go all out and use a comedian.

**CHAT MODERATOR** You need to manage the Chat and Q&A panels, feeding the relevant responses to the presenter. The presenter should make every effort to incorporate responses to the feedback and maintain the interactive experience. The moderator should respond to every submission. Most of us expect no response when we add chat comments in webinars. Imagine if the host responded to every person individually!

**BREAKOUT ROOMS** This one is the clincher. This feature allows participants to be in a small group to see and talk to one another, live. Be sure this happens before, or after the presentation. You may give topics of discussion or just allow people to network. Hosts can move from one room to another to facilitate discussion in case there are too many socially awkward individuals in one room! Plan out the groups and set up these rooms ahead of time.

**PARTICIPANT Q&A** Have a real Q&A where you appear on stage interview-style and have a conversation with the presenter, asking the live questions from your audience through your moderator.



## TECHNOLOGY

**To cap off all this great virtual goodness, you need to get your tech right. Your goal here is a production that is a memorable experience delivered impeccably.**

That means there is no room for an amateur homemade look. It should look like an event you see on TV, because you are essentially competing with Netflix. It should look like something akin to the Oscars. You should have lots of different shots and angles, keeping things exciting and moving. Your options to do this are straightforward.

Hire a professional and creative video production crew, or master these processes with available resources online. Partnering with a video team makes the most sense. You do what you're good at and let your event vendors do the rest. And the savings from going virtual should cover the expense by simply reallocating budgets.

**Here's what you'll need from a virtual event video crew:**

**Videographers:** 2 or more videographers with professional cameras and mics and the ability to capture awesome motion footage.

**Gear:** Livestream capture equipment and computers.

**Switcher:** 1 or more technicians with video switching hardware/software to manage the video feeds. Mobile internet abilities if location has inadequate internet service.

**AV Tech:** 1 or more audio technicians to manage the audio feeds.

**Zoom Tech:** A Zoom technician to manage the presentation, transitions, chat box, and Q&A.

**Director:** A dedicated person to direct the production (It can be you.).

Virtual events have the potential to be wildly successful and much easier compared to its live event sibling. With a global audience your reach is limitless. Most people are willing to travel to a good conference. Without the travel and associated expenses and time, the attraction to a virtual event is now greater than ever.

Consider SocialWest, Canada's largest digital marketing conference. They made the decision to postpone their live event until next year. In the meantime, they have pivoted their resources to SocialAtHome, a virtual marketing conference. By all measures from the response, it is expected to be massively successful.

Even with lockdowns gradually lifting, public opinions regarding crowd gatherings have been forever altered. We must innovate. Pulling all this together is going to stretch your creativity and perseverance as a professional.

This is your opportunity to rebirth your business into something amazing that will reward both your business and your clients. Most importantly you will not only survive but thrive. Get moving!





## DEFLATED BUT NOT DEFEATED

**Did anyone else feel the deflate from quarantine on your events?? If you're in event planning you must be like me. You LOVE people and you LOVE gathering. Earlier this year, both were taken from us without any notice. Great. Now what?!**

I launched my new book during quarantine. Not ideal timing.

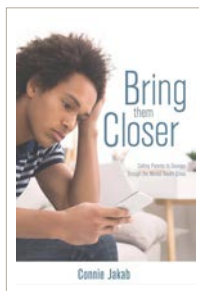
I nicknamed it #bookpocalypse. I had planned the most wonderful book launch and in a moment it was taken from me. I'm not going to lie, I sulked for a few days, but then I started to think outside the box. I began to think about the potential of Zoom and the need for people to experience meaningful events even while at home. I began to dream up speakers I could usually never get . . . or I would have to pay a pretty penny for! I wrote a letter of invitation.

**I held my breath as I pressed "send" on each invite. Would they speak at my online book launch? What would I do if they said no? My fears quickly subsided as EVERY SINGLE ONE said YES!**

I was thrilled. I ended up selling out my online event at 500 people and so much value was given. I'm glad I got out of my sulk long enough to think creatively.

When situations that throw us off come at us without warning, I want you to remember that YOU ARE CREATIVE. No pandemic can stop your creativity! These situations force us to think outside what we know.

**Right now you may be feeling the pressure, but I want to remind you that you're not crushed. You may have felt some moments of despair, but you are not finished yet. It's time for new innovation to rise in you.**



By Connie Jakab  
 Director, National Hope Movement  
 Founder, Brave Parents Institute  
 Author, Bring Them Closer  
[ConnieJakab.com](http://ConnieJakab.com)



# Q+A

## Lynda Bergeron

Member Engagement & Experience, CPHR  
Alberta & Event Coordinator, Calgary Branch  
of Association of Administrative Professionals



### **We all catch the event planning bug somewhere. When did you know events "were your thing"?**

The "event bug" got me before I even started my career in event planning! One of my first jobs coming out of high school was at Hotel Arts as a seasonal banquet server. This was still one of my favorite jobs despite being tempted by all the amazing foods, polishing utensils (which I thought as ridiculous at the time), and late-night shifts. The best of part of this job was seeing empty banquet rooms turn into spectacular breathtaking spaces for people to gather. **At the time I was young and wondered – one day maybe this will be me! Oh, did I learn later down the road that event planning is not always glamorous but that is definitely what I liked about planning it always kept me on my toes.** What amazed me was every event was unique in every aspect. It truly opened my eyes to something that I never imaged would hit me so hard where "I knew". Almost like a wedding dress situation or when you meet your prince charming – I just knew in my heart that this was where I was meant to thrive!

### **What's your favourite part about planning events for AAP Calgary members?**

What I love about planning events for our AAP Calgary Branch is that I have the most incredible Executive Board that I get to collaborate with! These individuals are my mentors in their unique ways. I get to bounce ideas off them and they push me out of my comfort zone and hold me accountable. Planning our AAP events is not a one-person job it truly is a team that executes every event we have. **The best part of our Calgary Executive Board is that every one of them has a little planning gene in them and it truly makes putting these events second nature to them.** I am grateful to have a strong board that understands the work and sweat that goes into each event. We don't hope for the best – we make sure that it is the best for our membership!

### **With many events being cancelled or moving to online platforms, how are you creating new ways for members to gather?**

This year forced us to learn new technology! In both my volunteer work and my professional work this was a blessing. Events are well received in-person but making the change to go virtual in a short time frame had a lot of pressure on planners. The initial start of learning a new platform is always intimidating but like the quote that is in my office "a person who never made a mistake never tried anything new" – so we did a lot of trial and error! The pivot to go online opened a whole new way of learning and sparked many ideas around how we will bring this to our members. **We typically do not host events in the summer months but we knew in the state that we are in that getting our members together virtually was more important that ever to continue the momentum and to have the connection piece as a priority!** This summer we launched two new virtual experiences – Summer Bingo Challenge and a Sunflower Challenge. These two challenges encourage members to not only experience new things in the city but also inspires them to use social media to stay connected. Our summer will end with hosting a virtual gathering for our bingo challenge!

### **What advice would you give to those planning events in challenging times?**

Navigating through COVID-19 did not come with a manual for planners! **We either rise to the challenge and embrace the technology, or be stuck in our own ways of waiting until we get that approval to host in-person events.** Be cautious, read the bylaws and create your support groups that you can rely on for relevant information. And getting out in nature and move your body! That is when most of my ideas come to me.

**Taking those deep breath in challenging times is a simple task but a much needed one in times like these!**





# CREATING SPACE AT HOME TO WORK



1

## Body Basics

Creating space starts with you. More specifically with your body. It actually doesn't matter how large or small your home might be. You may only call one room home. Your body wants to stretch, your lungs want to fill with oxygen, your eyes need to be looking away from the screen (look 20 feet away every 20 minutes!), and your ears want to get out of the headphones. Take that breath.

2

## Create Calm

What is it that makes you feel calm? Is it music? What genre? Is it beautiful photos in your work space? What shots inspire you? Is it a clear desk? What's there right now that could be tucked away? Maybe it's getting away from household noise? When facing COVID-19 self isolation there can be many people in your house all vying for space and attention. Waking up extra early can help you create space to work while the house was still asleep.

3

## Get Comfy

Yes, I know. We all have worn our pajama bottoms on a Zoom call. I mean comfort is king, no? That's one way to get comfortable. Other ways can include a well-fitting chair, a fan or heater in your work space, or even catching a quick cat nap when you need to clear your mind. The goal is to keep going. Keep doing the work you are meant to do. Getting comfortable will help you stay in this for the long haul. Get comfy, you've got work to do.

4

## Just Ask

Things are changing fast, in ways that we have never faced before. Our ability to stay in the game is dependant on our ability to not only do the work but keep our head in the game. Connie Jakab of National Hope Movement reminds us "Mental Health is created socially". That means, in community, together. When it comes to mental health and toughness we need each other. When you need support reach out to someone you trust. Talk to a caring professional. All you need to do ask.

**Tell us how you are creating space to keep event planning in challenging times. We are with you on the journey!**

Facebook at [Facebook.com/CandyConsulting](https://www.facebook.com/CandyConsulting)  
Instagram at [@CandyEventConsulting](https://www.instagram.com/CandyEventConsulting)  
LinkedIn at [@CandyEventConsulting](https://www.linkedin.com/company/CandyEventConsulting)







# DISTRACT & RELAX

By Kristy Garnet  
Clinical Herbalist  
Almandine Wellness

**Do you immediately clean up the dishes after a meal?**

**Have you been told that you make people nervous?**

**Do you tidy up the house every morning before you can start your day?**

Relaxation does not come easy for a lot of us. More importantly, relaxation doesn't always look the way we think it should look. As a Holistic Empowerment Mentor and Clinical Herbalist, I see that people often assume that relaxation comes in one package – sitting without a thought in your head! This isn't always true. Some of us just need a distraction for our brains so that our bodies can receive the calming benefits that come when we are "relaxed". Here are some common recommendations that I give to people who "can't relax":

## Do Something with Your Hands

Do something tactile – knit, run your fingers over fabric, crochet, hold a pinecone, acorn, or stone.

## Do Something Repetitive

Rake the yard, do the dishes, paint, or go for a slow, rhythmic walk.

## Distract Your Brain

Play sudoku, put together a puzzle, complete a crossword puzzle, or play a word search game.

## Use Your Senses

Use body lotion to massage tense muscles, play music, or smell your favorite essential oil.

Remember, a relaxed state doesn't have to look the same for everyone. Empowered, holistic living allows us to be individuals, which also means that we can have UNIQUE ways in which we relax.

### CANDY'S TIP FOR PLANNERS

Relaxing takes practice. You may have to test a few techniques but once you've found something that works for you, keep it up! Relaxation becomes meaningful when it becomes part of your lifestyle.

**Remember: Keep Calm and Plan On**

# REIMAGINE THE FUTURE



By Shawn Kanungo  
Key Note Speaker, &  
Disruption Strategist

**I'll be honest, this pandemic has inspired me. Now, I know that might sound blasphemous. This pandemic will go down as one of the greatest economic downturns in history. It has impacted lives, families and dreams. But, I've been inspired.**

You see, over the years, when it comes to innovation, the questions that I received the most are:

"How do I convince people to change?  
How do I convince my leaders and my teammates to move forward?"

**Well, COVID-19 just did this for everyone.**

**This has been the lightning rod for new opportunities. A tipping point that we needed for a work revolution. And I've been inspired.**

Across every industry, people have been experimenting. They've been trying new ways of doing things because they've been forced to. People are embracing digital transformation and innovation. I've been preaching this stuff for years, and it only took a global, once-in-a-lifetime, pandemic to turn on the lights.

**For meeting professionals, they've been hit harder than most. And, the theme that unites all of them is the utter uncertainty.**

**There is no playbook, there is no expert, there is no timeline, and there is no white knight coming.** But I believe that this disruption is an opportunity. This is an opportunity for meeting professionals to step back and reimagine the future. When this is all over, most things probably won't change much. But, maybe it should.

**Why try something new? I've been inspired. I've been inspired by everyone. By you. And, I'm hoping the more people get inspired, the more we can reimagine our future.**



## Go Crazy ... Today!

This pandemic has burst our precious bubbles of comfort. The status quo has temporarily been muted. This is the time to try your craziest and boldest ideas. The moonshots. The innovations that will change the trajectory of your career and industry. People are opening up to new event experiences – both digital and hybrid. Rewrite the playbook. Don't be afraid to try new ideas – the chances are no one will remember if they fail anyways.

## Embrace Digital Transformation

Although everyone is hurting, there are a few event firms that were prepared for disruption. They built their organizations for continuous change – flexible, nimble, cloud-first, collaborative, and automated. The majority of organizations were not set up for this new world. Well, now this is our wake-up call.

## Reframe Problems

Adversity breeds innovation. There is a fallacy that innovation is about technology or spending a ton of resources on research and development. It is not. It is simply about creating value in new ways. During this crisis, most organizations will be tightening their belts on expenses and big projects. Perfect. It means now we need to focus on solving problems by asking different questions.

## Continuously Experiment

The idea of experimentation was always scary for both leaders and employees. Leaders were fearful of taking a risk that would impact the bottom line. Employees were fearful that their careers would be at risk. But this pandemic is a tsunami that is melting away bureaucracy, hierarchy, old ideas and practices. There are event firms trying out radically new business models, virtual offerings and brand experiences.

## So What Have I Been Doing?

When it comes to events, I've been trying to take my own advice. Our goal is to recreate the best virtual keynote experience in the world. We've been doing all our virtual keynotes in a 750-person, empty theatre. We treat our new competition as Netflix, Instagram, TikTok and your inbox. From multiple cameras to immersive graphics to live moderators, we are constantly trying to reinvent the look and feel of our keynote talks. From an engagement perspective, we are experimenting with a ton of interactive touches, from polling, games, extended Q&A, FaceTime-A-Friend, and more.

**The future depends on what we do  
in the present. – Mahatma Gandhi**

# DESIGN SAFE EVENTS

Are you organizing a small gathering or an event such as a wedding, a party or sports tournament in 2020? The World Health Organization has posted some precautions you should take to prevent the spread of COVID-19 among guests.

- 1 Brief guests about precautions before the event starts; during the event, remind guests of these precautions and ensure they are followed.
- 2 Choose outdoor venues over indoor spaces – if indoors, ensure the area is well-ventilated.
- 3 Minimize crowding by staggering arrivals and departures, numbering entries, designating seats/places and marking the floor to ensure physical distancing between people of at least one meter.
- 4 Provide all necessary supplies – hand hygiene stations, hand sanitizer or soap and water, tissues, closed-lid bins, distance markers, and masks.
- 5 Remember to always check local guidelines before planning your event.

You can read more about the impact of COVID-19 around the world on the World Health Organization website.

[who.int/emergencies/diseases/  
novel-coronavirus-2019/  
question-and-answers-hub](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/question-and-answers-hub)







"I love EVENTS! I LOVE all Events! Getting dressed up and arriving early to take every moment I can of my time with everyone who is present. An event for me is a gathering of like minded people who have come together for a reason and purpose. There are so many different types of events that one can attend but I find that there is a always common theme of networking, connecting, and community. You never know who you are going to meet, what you will learn and where you'll feel that sense of togetherness. I have met some of the most amazing people at events who have become life long friends and mentors much like the photo below. If you are really lucky your event might have great food, creative cocktails. and fun entertainment! What more could you really want in life!" - **Jimmy-Lee Vennard**

**JIMMY-LEE**

Jimmy-Lee manages Community Engagement with Association of Administrative Professionals (AAP), Calgary, Alberta Branch



**CHRISTA**

Christa Hiebert, AAP Calgary Branch President, packing up and wrapping up the successful 2020 AAP pre-COVID-19 Conference with Jimmy-Lee!



I'M MAKING MY  
COMMUNITY  
Vibrant engaged INFORMED  
DYNAMIC close  
FUN STRONG sweet  
connected  
inspired excited  
CURRENT fabulous  
beautiful

I'M AN EVENT PLANNER

Candy Event Consulting ©



# TURN *Your* EVENT PLAN INTO

You might be planning events but what would you have to change if you planned event experiences instead? To get clear, let's define "Experience" as "a state of having been affected by or gained knowledge through direct observation or participation."

What would it mean for your attendees to "be affected by" or "to gain knowledge" from participating in your event? It could mean they would now have an emotional connection with you and your team. It could mean they now understand more about your product, idea, or cause.

And what happens when our guests make a deep connection or gain a new - emotionally charged - understanding about WHY you exist as a business, organization, or group? They leave your event inspired, empowered, and ready to tell others about what they have just experienced!

**Here are 5 "CONNECTION STARTERS" that you can use to turn your event plan into an unforgettable event experience. >>>**

## THE EVENT:

NOTE EVENT DETAILS > THE  
DATE, LOCATION, & TYPE

## THE PURPOSE:

WHY ARE YOU PLANNING THIS  
EVENT, WHY NOW, FOR WHO?

## THE GOAL(S):

WHAT WILL MAKE PLANNING THIS  
EVENT WORTH IT FOR YOUR TEAM?

## THE EXPERIENCE:

HOW WILL YOUR GUESTS  
CONNECT DEEPLY?

*go*



# >>>>> AN EVENT EXPERIENCE!

- 1 ASK ATTENDEES WHAT THEY ENJOY
- 2 INCLUDE THE ACTIVITIES THEY LOVE
- 3 MAKE INFORMATION INTERESTING
- 4 INCENTIVIZE EXPERIENCE SHARING
- 5 FOLLOW UP PERSONALLY WITH ALL



KNOW YOUR ATTENDEES. TAP INTO THEIR HOBBIES, ACTIVITIES, WORKPLACES, CONTRIBUTIONS, CIRCLES, AND MOTIVATORS. THEN **GO** PLAN AN EXPERIENCE THAT WILL EDUCATE THEM AND AFFECT THEM DEEPLY!

# EMBRACE THE MOST **SCREEN FRIENDLY YOU**



## **WE GET IT. ZOOM FATIGUE IS REAL.**

With most meetings, gatherings, parties, conferences, and ... well ... any event you can imagine . . . now online, the reality of life on screen is something we have to face everyday. It's something we must master.

If you are a media hound or a social media savvy planner, you may have already learned the skills to look good, sound good, and feel infinitely comfortable on screen.

For those of us that are used to the face to face dynamic, we know the routine. We know how to dress for the situation, where to sit in the room, how to interact successfully with our peers and partners.

We probably never once thought about how the lighting made our "end of a long day" face look, or if the volume and pitch of our voice was being heard and understood. Showing up as the best version of you includes online.

**It's time to embrace the best on  
screen version of you.  
Let's explore how. >>>**



## LIGHTEN UP

We can't over stress the importance of lighting your face well for a video call. Sitting with natural light toward your face is best. If you are stuck in a windowless office or room, a lamp with a soft light will do. Test out a couple of lamps in different locations to be sure you've put yourself in the best light.

## SOUND CHECK

Wear good headphones whenever possible. We may sound great to ourselves but a muffled presentation can be very frustrating for your meeting attendees. The last thing you want is for them to tune out, or worse yet to leave, and not hear the details of your plan or the incredible idea you've just cooked up!



## ASK THE EXPERTS



# Christa

## HIEBERT

Calgary Branch President (Alberta, Canada)

Association of Administrative Professionals

*In your role as president of your local branch of Canada's Association of Administrative Professionals, you are tasked to lead through change. How are you doing that now in this unprecedented time of crisis?*

**CHRISTA:** Change has given me an incredible opportunity to prove what makes our profession so unique and irreplaceable. We are leading by example and proving that by being adaptable we can continue to build our skill sets as we learn new processes and technologies.

**MICHELLE:** Empathetic and compassionate leadership is foundational to strengthening a team. As a result, I am investing a lot of one-on-one time with my teammates listening and addressing their concerns.

*With many important and fun chapter events cancelled, how are you planning to keep your members engaged this Fall?*

**CHRISTA:** We have moved everything to a virtual concept, which has also given us the ability to provide more content to our members than ever before. In addition to our monthly "dinner meetings" we have also introduced "lunch and learns" and "social media challenges" from the comfort of their home or office.

**MICHELLE:** My goal is to ensure that all members, no matter where you live or your schedule, there will be events for everyone. Focusing on variety and accessibility, we pivoted our Dinner Meeting program to a virtual program and are hosting our first event in September. I am working with local partners to plan a hybrid experience for our professional development workshop in 2021. I am also planning virtual open houses with our educational partners so students and new graduates of business programs can learn more about AAP and the benefits of membership.

# ADMINISTRATIVE PROFESSIONALS

## LEARNING, GROWING, & THRIVING ... TOGETHER!

The Association of Administrative Professionals (AAP) strives to provide administrative professionals across Canada the opportunity to learn, grow and thrive by encouraging all their members to add to their individual competencies, advance their leadership skills, realize their value in the workplace and community, and have confidence to excel in their careers.



## ASK THE EXPERTS



# Michelle

## HRYCAUK

## NASSIF

CCAP, CAPM

Edmonton Branch President (Alberta, Canada)

Association of Administrative Professionals



*Over 80% of Administrative Professionals plan events as part of their day to day activities. What bold moves are they taking to keep events alive and relevant in their businesses, organizations, or groups?*

**CHRISTA:** We've recognized the unique opportunity to share expertise with other professionals, its been an exciting collaboration of all types of professions and talent.

**MICHELLE:** Partnerships and alliances are more important than ever so I am investing in elevating the impact of our public relations campaigns. I have recruited influencers from our top local partners to mutually promote events, programs, and services. I am also soliciting feedback from our members and partners so the Edmonton Branch can tailor marketing, promotions, events, and programming to their needs.

*Challenging times can be the catalyst for innovation. How is your board adapting and growing in this time of change?*

**CHRISTA:** You could not have worded that better, our theme for the year is "Unleash the Power of Your Impact" which I feel emulates the passion of our executive board. Our goal is to ensure that this new realm of opportunity continues to radiate to our members and beyond!

**MICHELLE:** I am dedicated to elevating and innovating member experience in Edmonton; therefore, I have publicly invited Edmonton members to contact me directly to discuss their concerns, ideas, and needs. I think having that open-door and open-mind approach will enable our member's voices to be heard and create a deeper sense of community.

# #CARING community

LEARN MORE ABOUT THE ASSOCIATION  
OF ADMINISTRATIVE PROFESSIONALS AT  
**[CanadianAdmin.ca/About/  
Vision-Mission-Values-Personality/](https://CanadianAdmin.ca/About/Vision-Mission-Values-Personality/)**





# EXPAND YOUR SUMMER FAVS INTO FALL >>>>>>

**SUMMER LOOKED DIFFERENT THIS YEAR AND YOU IT MAY HAVE PASSED YOU BY WITHOUT THE FUN FOOD EVENTS LIKE COMMUNITY PICNICS AND TEAM DINNERS. WITH THESE UPDATES YOU CAN PUSH YOUR SUMMER FAVS INTO FALL FARE!**

## SMOKIES

### GET CREATIVE

- > Wrap 'em up with flavour! Nestle it in a yummy, locally-made artisan bun.
- > Dip 'n Delish! Cut them up and dip away with a spiced up honey mustard sauce.
- > Do the bell pepper tuck! Slice up your smokies and stuff them in a hollowed pepper bowl with rice.



# SALADS

## GARDEN GRAB

- > With more time at home you may have access to home grown flavours in your garden. Your local farmers market will also be brimming with interesting add-ons. Time to toss it up and grab something new!

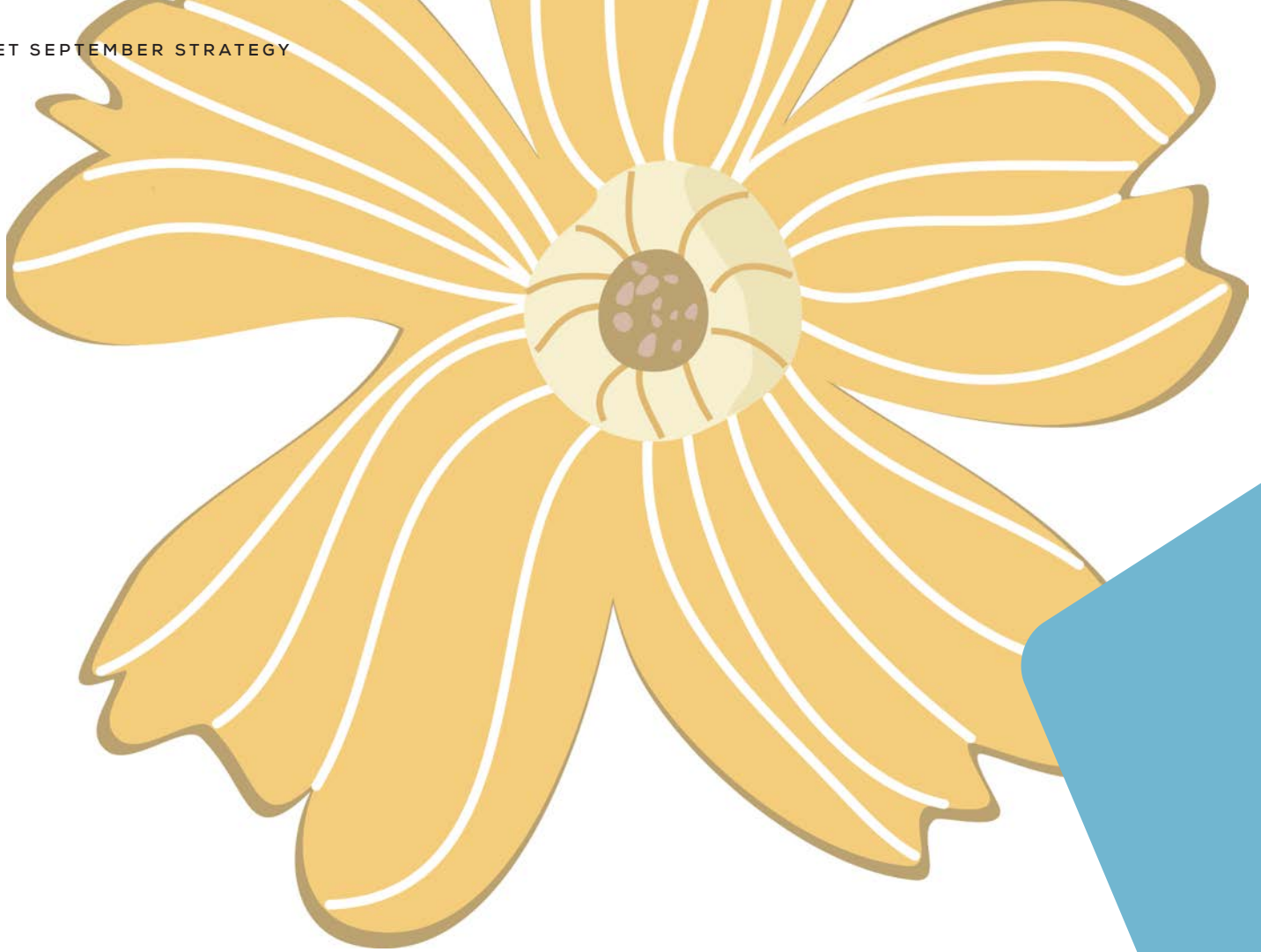
# SMOOTHIES

## SWITCH IT UP

- > Are you a veggie-only smoothie lover? Are you a fruit-only smoothie lover? If you are stuck in your every day choice, time to switch it up and grab a handful or two of seasonal greens or berries to your next mix to wake up your taste-buds.









# SWEET SEPTEMBER STRATEGY

**TAKE YOURSELF BACK TO  
SCHOOL WITH STRATEGY!**



**By Lisa Gareau**

Event Coach + Strategist

*Share and track your progress!*

*Join the Candy Group, "Strategies  
for Sweet Success" on Facebook.*



# WHAT YOU WATER, WILL GROW. SETTING PRIORITIES IS YOUR FIRST STEP.

RATE YOUR DESIRE TO GROW IN EACH  
OF THE FOLLOWING AREAS. >>>

1 2 3 4 5 6 7 8 9 10

SELF CARE

FAMILY

SPIRITUAL

PHYSICAL

LEARNING

TRAVEL

WORK/SCHOOL

SKILLS

EMOTIONAL

FINANCIAL


## MY FOCUS AREA #1

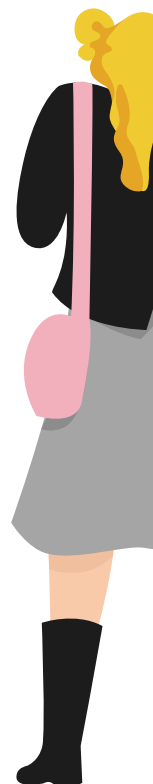
NAME YOUR FIRST RANKING PRIORITY HERE

## MY FOCUS AREA #2

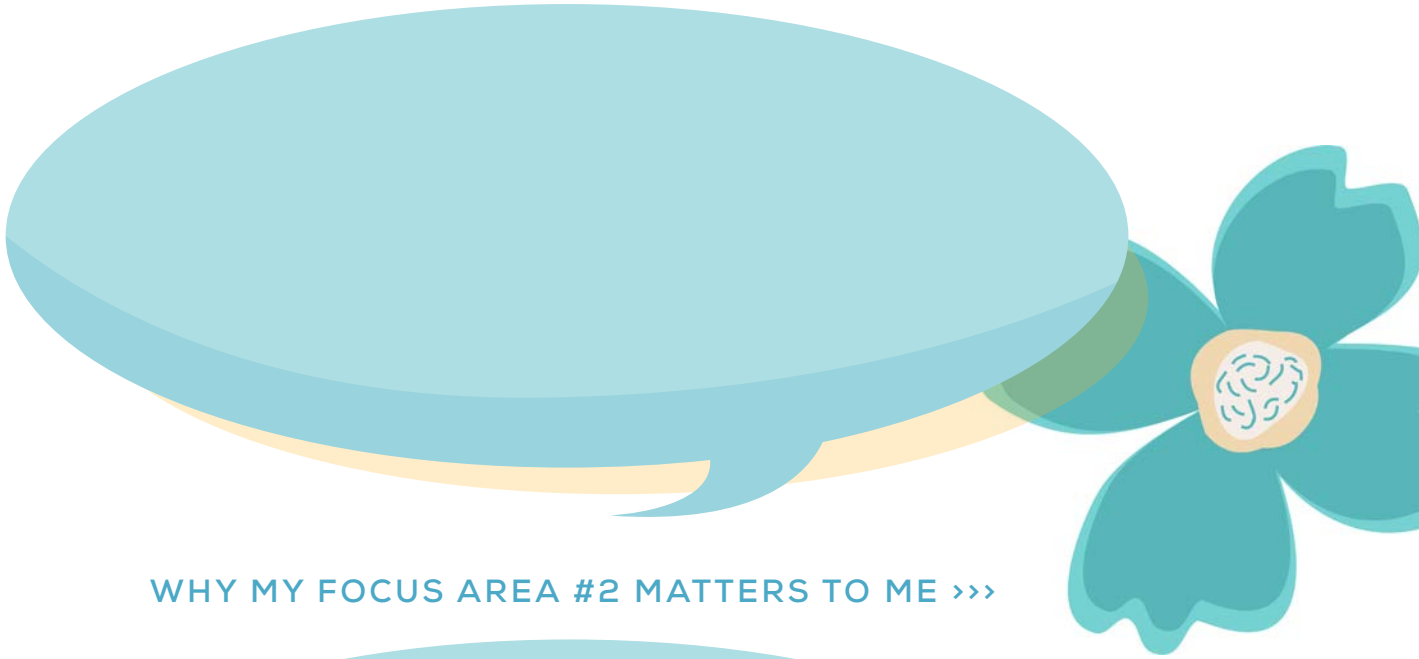
NAME YOUR SECOND RANKING PRIORITY HERE

## MY FOCUS AREA #3

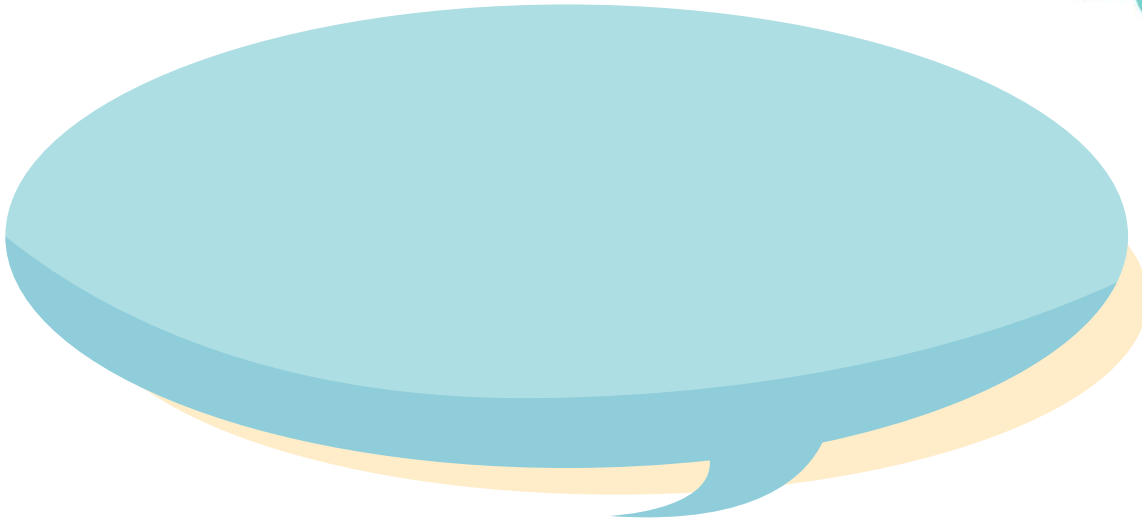
NAME YOUR THIRD RANKING PRIORITY HERE



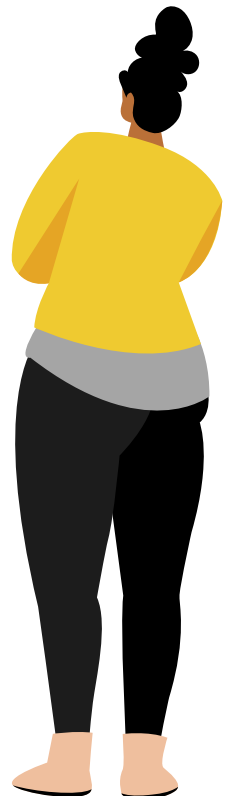
WHY MY FOCUS AREA #1 MATTERS TO ME >>>



WHY MY FOCUS AREA #2 MATTERS TO ME >>>



WHY MY FOCUS AREA #3 MATTERS TO ME >>>





**NOW ...**  
**OUT OF YOUR 3**  
**FOCUS AREAS,**  
**CHOOSE ONE**  
**WHERE YOU'LL**  
**CONCENTRATE**  
**YOUR CARE!**  
**WRITE IT HERE ›**



**I WANT TO SEE GROWTH IN THIS AREA!**

NAME YOUR CHOSEN FOCUS AREA HERE!

**I'M GOING TO TRACK MY PROGRESS FROM ...**

CHOOSE A TIMEFRAME THAT FEELS GOOD.

**I'M CLEAR ABOUT MY DESIRED RESULT ›**

WHAT WILL SUCCESS LOOK LIKE FOR YOU?

WHAT IS MY MOTIVATION TO SEE THIS RESULT?

WHAT WILL I START DOING TO REACH MY GOAL?

WHAT WILL I STOP DOING SO I CAN REACH MY GOAL?

WHEN WILL I KNOW THERE IS GROWTH IN THIS AREA?



## DOING AN END-OF-THE MONTH CHECK-UP WILL HELP YOU BE SURE TO STAY ON TRACK!

HOW AM I DOING IN MY FOCUS AREAS NOW? >>>

	1	2	3	4	5	6	7	8	9	10
SELF CARE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FAMILY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SPIRITUAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PHYSICAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LEARNING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TRAVEL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WORK/SCHOOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SKILLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EMOTIONAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FINANCIAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### I'M ON TRACK, HERE'S WHY!

LIST WHAT IS WORKING WELL FOR YOU.

### I'M SEEING SOME PROGRESS ... BUT ...

WHERE DO YOU NEED ADJUST? WHY?

### I NEED TO ADD RESOURCES TO SEE RESULTS.

ARE YOU STUCK AND NEED HELP? WHERE?



# LIVING LIGHT WITH THE HABIT OF GRATITUDE

An Excerpt From *Essential Habits* by Wang Yip

**Gratitude is one of the morning habits that I have found that positively influences my mood and happiness over the long term.**

While being grateful can temporarily boost your happiness that morning or day, I find the practice of finding things to be grateful for helps with a number of areas such as: developing relationships. When you are grateful for the people in your lives, you treat them differently than if you did not think about them at all.

Be thankful that you are surrounded by loved ones and that you have these relationships to support you. One of the biggest regrets that people have is not saying “I love you” more to the people that matter to them most and you can do that in your own little way by just being grateful that they are in your life.

One thing that I did in my recent project was to make sure I got something meaningful for each of the team members that I worked with. They each received a small gift that was based on something that I knew about the person.

## ENABLING MINIMALISM

Minimalism seems to be the hot topic these days. I found that it became hot for me when Marie Kondo’s book came out “The Life Changing Magic of Tidying Up”.

As she says in her book, organize all of your similar items (for example, your clothing in your closets, drawers, cupboards, gym bags, everything) into a pile in the centre of a room, then look at each item individually and ask yourself “does this item bring me joy?”.

If the answer is no, you can donate, recycle, or discard that piece of clothing. If the answer is yes, keep the item and find a place to store it where you can see it and it can remind you of the joy you feel from seeing the item or remembering the memories that item brings.

For those items that do not bring you joy, silently express your gratitude for the item being in your life. For example, if a sweater no longer fits you, hug the sweater and be grateful that you got to spend the time together before it leaves you. I like that idea of expressing gratitude for the things that you eventually discard or recycle because it helps to keep you positive.

When I was working at UBC as a Residence Advisor, some of my team members were sad that we could not all stay and work another year. To put things into perspective, the Residence Life Manager said that it is good for those people to move on because they are moving on to bigger and better things. It was a positive reframe for those finding new opportunities. Expressing gratitude for items that you are discarding is a similar reframe.





### By Wang Yip

Author, Certified Project Manager, Teacher, Coach, and Facilitator

## ENJOYING YOUR DAY

So many of us go through our days very angrily. I have had many of those days.

I wake up late and rush out the door. I forget to wear a belt on my pants. Traffic is awful and everywhere you turn, everybody has the same idea of trying to bypass congestion. Drivers are honking at you or giving you angry stares and hand gestures whenever you try to change lanes. You get in to work and your boss throws you on an awful project. You are alone in the office and have nobody to turn to because everybody is on vacation or on travel projects. Then when you get back home, you burn your dinner because you weren't paying attention. Overall, just a very crappy day. Start your day right.

Be grateful for some of the big things that you have in your life: your health, your intelligence, your job, a roof over your head and the people you have around you. Be grateful for some of the little things as well that you may not have noticed: your spoon, your slippers, a towel, a cup.

This gratitude in the morning helps start our day off right and primes your mind to think positively. You may not even notice if your pants fall down.

## RELIEVING STRESS

Again, it does not take a lot of time in the morning (or at night, whenever that works for you), but gratitude can help significantly reduce the stress that you feel in your life. Think about the last time you were stuck in the worst case scenario.

For me, it was forgetting to bring my wallet on a business trip I was making. I needed ID and a credit card to check into my hotel and to make matters worse, I was staying at a hotel that I did not usually stay at. If I stayed at a hotel where I was the highest loyalty tier, they may have bent the rules a little, and checked me in.

When I got to the hotel, I did not have ID but the worst part was that I needed to pay the hotel somehow. I thought having access to my phone would help because I could use Google Pay but there was also a limit on how much I could pay for each transaction. Finally, the hotel allowed me to use a third party to check in and pay. I called up my coworker and asked him to provide a picture of his ID and his credit card.

Of course, looking back at it, it did not seem so bad. At the time, I was at least grateful that I had my girlfriend there to ship me my wallet and a coworker who was awake at the time to help me check in to the hotel. I took a lot of deep breaths, which especially helped when the hotel customer service was not being helpful at all.

# CANDY'S EVENT BUILDING Blueprint

MASTERING THE FOUR LEVELS OF EVENT MANAGEMENT BY  
CANDY ACADEMY OF EVENT MANAGEMENT + PROMOTIONS



LEARN MORE + REGISTER AT [CANDYCONSULTING.CA/BLEUPRINT](https://candyconsulting.ca/blueprint)

## EXPAND YOUR PERSPECTIVE

**Essential Habits** Actions, Strategies and Directives to Take Your Life to the Next Level

By Wang Yip • [WangYip.ca](http://WangYip.ca)

Amazon: <http://tiny.cc/essentialhabits-wy>

©2019 Wang Yip

In *Essential Habits*, blogger, self-published author, former management consultant and teacher extraordinaire, Wang Yip, shares his favourite nuggets from hundreds of books, online courses and his decade long work experience. The book is structured based on Benjamin Franklin's quote "Early to bed and early to rise, makes a man healthy, wealthy, and wise", and has three sections: improving your health, becoming wealthy, and being smarter. You'll learn more about these important habits!



**Keystone Habits.** The habits that when followed, will set up success in the other parts of your life

**Morning Habits.** What to do in the morning to get moving, and why

**Night Habits.** What to do at night to make your next day amazing

**Healthy Habits.** Eating healthfully, hygiene, organization tips, travel, cultivating better relationships, and more

**Wealthy Habits.** Preparing for interviews, productivity, investments, energy management, career advice, and more

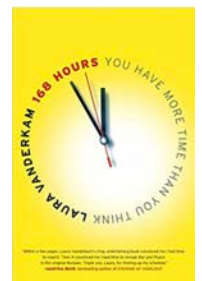
**Wise Habits.** Critical thinking, how to learn more effectively, how to study and make use of your time more effectively, creativity, beating procrastination, and more

**168 Hours** You Have More Time Than You Think

By Laura Vanderkam • [LauraVanderkam.com](http://LauraVanderkam.com)

©2010 Gilden Media

It's an unquestioned truth of modern life: we are starved for time. We tell ourselves we'd like to read more, get to the gym regularly, try new hobbies, and accomplish all kinds of goals. But then we give up because there just aren't enough hours to do it all. Or if we don't make excuses, we make sacrifices—taking time out from other things in order to fit it all in. There has to be a better way...and Laura Vanderkam has found one. After interviewing dozens of successful, happy people, she realized that they allocate their time differently than most of us. Instead of letting the daily grind crowd out the important stuff, they start by making sure there's time for the important stuff. When plans go wrong and they run out of time, only their lesser priorities suffer. Vanderkam shows that with a little examination and prioritizing, you'll find it is possible to sleep eight hours a night, exercise five days a week, take piano lessons, and write a novel without giving up quality time for work, family, and other things that really matter.



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

**Lisa Gareau,**  
Moments Magazine Publisher

Audible is perfect  
for non-stop event  
planners on the go!  
[www.Audible.ca](http://www.Audible.ca)

**audible**  
an amazon company



*Dance with the waves,  
move with the sea.  
Let the rhythm of  
the water set your  
soul free.*

*Christy Ann Martine*



With all the ups and downs of the last few months I was thankful to be able to head to a favourite playground, the Columbia Valley, in Canada's Eastern corner of beautiful British Columbia.

**My head had been spinning from the initial impact of the Coronavirus on the event world. As a friend said at the end of March, it was like emerging from a building that had been bombed . . . dazed and confused.**

The first, most human instinct, was for us to shake off the rubble and check if our clients and friends were OK. Then, when the shock was starting to wear off, we started to survey the damage.



Events, as we all know, are the lifeblood for many businesses, organizations, or groups.

Events can be a platform to bring in much needed funds, new friends, and paying customers from gathering to gathering all year round.

Fundraising Professionals had to find alternative ways to raise funds. As one client told us, "The ability to gather may have stopped, but the need has not!".

Many Administrative Professionals were now tasked to find ways to move their events online or create 2021 hybrid options for their companies or organizations.

Many marketing teams had to take face to face events out of their marketing mix completely. Ouch!

Even with all the changes we're managing here at Candy, I still see - and am inspired by - the resilient amounting us. Thank you to those who are showing up for each other. We are connectors. We are creators. It's time to step deeper into who we are.

**For me, I found my rhythm on the water. Now it's time to get back on dry land, connect with others, and start to create a new future in event planning. Who's with me?**



Lisa Gareau Kayaking the Columbia Valley, British Columbia, Canada





Candy Event Consulting

MAKING YOUR TEAM STRONGER



**EVENT PLANNING**

STRATEGY, SERVICES, & SUPPORT