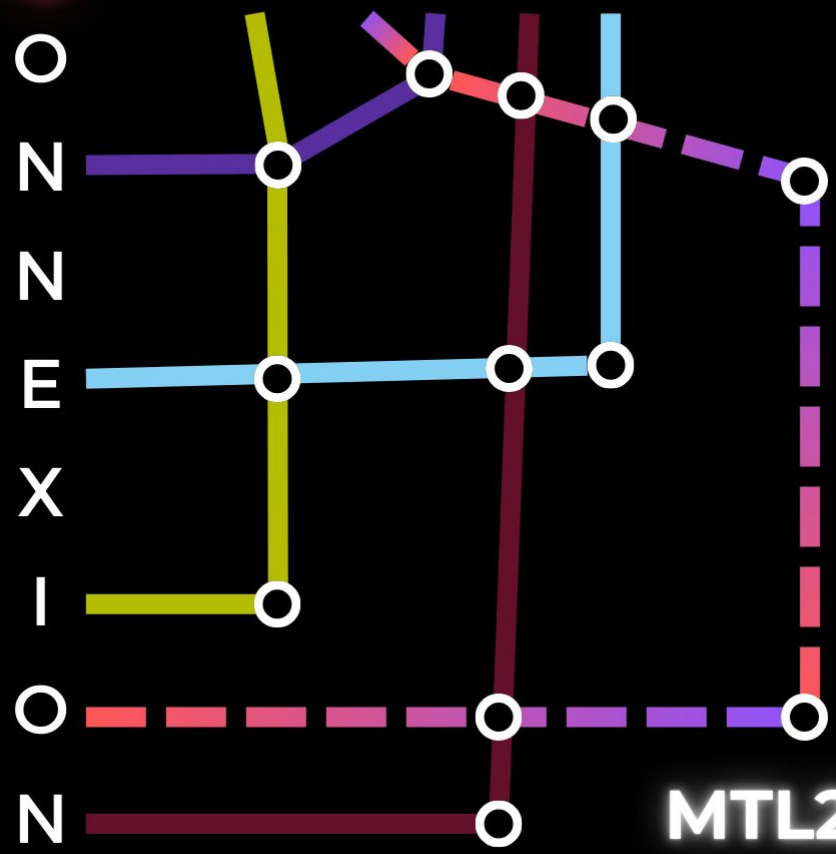


# C O N N E C T I O N

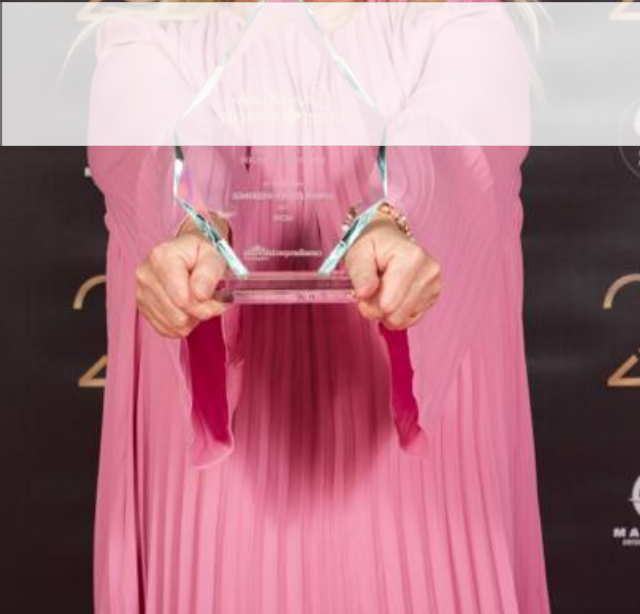


**Bienvenue**

**Welcome**

**MTL24**



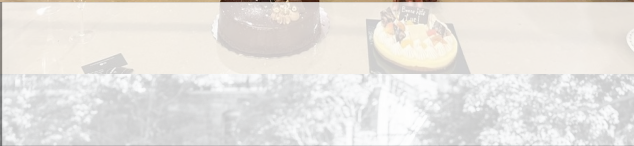


# Meet Me [Keri]

Chief Creative Strategist



**Meet Me [Sylvain]**  
Vice President



# Housekeeping | Logistique



**Veillez utiliser votre  
téléphone pour vous  
connecter à Sli.do**

---

**Please use your  
phone to connect to  
Sli.do**



**Join at  
slido.com  
#3959 637**

# Agenda

We've tailored the events and this day in response to your submitted questions!

---

Nous avons personnalisé cette journée selon les réponses reçues!

## MORNING | MATIN

### **Icebreaker ! Brise-Glace!**

- Vanessa & MP

### **Leadership Introductions | Mot de bienvenue**

### **The Journey That Brought Us Together & A Look Down the Road | Le chemin qui nous a mené ici et le futur devant nous**

- Seb & Jocelyn

### **9:45 am - 10:00 am Pit Stop**

(aka A Break | La pause)

### **The Individual Roads | Les chemins individuels**

- Sénik | "e" | fuze | Champagne

### **Round Table Breakouts #1 | Tables-rondes (30 minutes)**

- Keri & Sylvain

### **11:40 am - 12:10 pm Pit Stop & Fuel Up**

(aka Break & Grab Lunch | Pause et dîner)

# Agenda

We've tailored the events and this day in response to your submitted questions!

---

Nous avons personnalisé cette journée selon les réponses reçues!

## AFTERNOON | APRÈS-MIDI

### **Round Table Breakouts #2 | Tables-rondes (60 minutes)**

- Keri & Sylvain

### **Q&A through Sli.do | Questions réponses avec Sli.do**

- Seb, Jocelyn, & Sylvain

### **Final Words | Mot de clôture**

- Seb, Jocelyn & Sylvain

- Keri & Sylvain

### **Team Building Game | Jeux d'équipe**

### **Team Photos | Photos d'équipe**

A photograph of three people from behind, standing on a rooftop or balcony at sunset. The sun is low on the horizon, creating a warm, golden glow. The person on the left is wearing a white and black striped shirt and has their right arm raised in a rock-on gesture. The person in the middle is wearing a denim jacket and has their right arm raised with all five fingers spread. The person on the right is wearing a blue long-sleeved shirt and has their right arm raised in a peace sign gesture. The background shows a cityscape with buildings and trees under a colorful sky.

About Last Night... | Hier soir...

# Zip Zap Zop Names Games

## Le jeu des noms Zip Zap Zop

Improv is about **Collaboration**, not competition.

Improv isn't about outshining others; it's about **building something fun together.**

By focusing on helping others succeed, you strengthen the entire scene  
- just like today and our collective future.

---

L'improvisation est basé sur la **Collaboration**, pas la compétition.

L'improvisation n'est pas de prendre toute la place; C'est de **créer quelque chose d'amusant ensemble.**

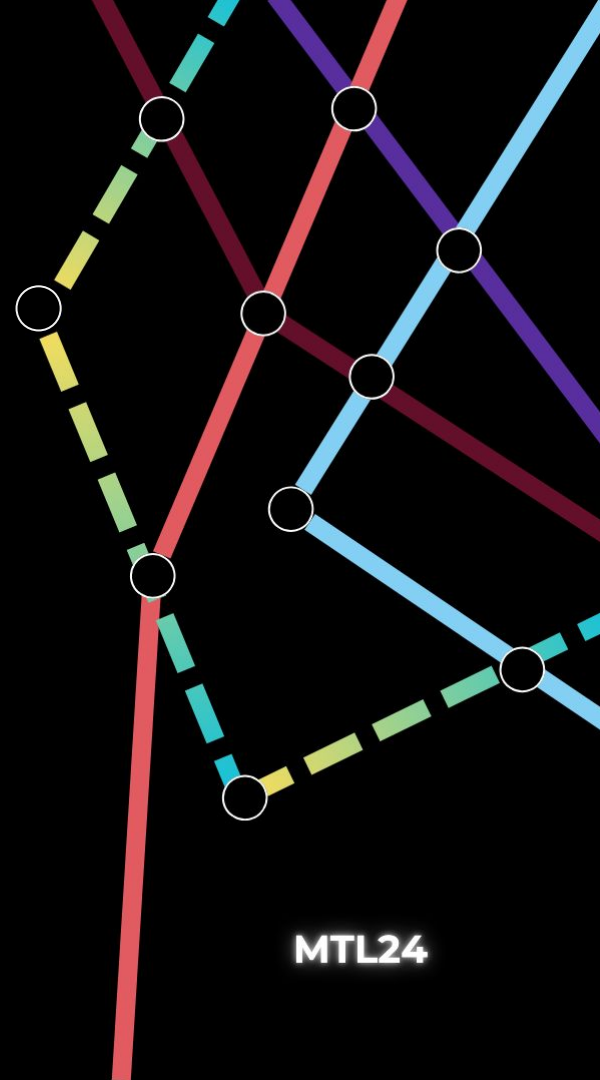
En priorisant le succès des autres, vous contribuez au succès du numéro  
entier - Tout comme aujourd'hui et notre futur collectif.



# Le voyage



# The Journey



MTL24



# Meet Me [Jocelyn]

Chief Executive Officer





**Meet Me [Sébastien]**  
President







**FUTURE**

**PRESENT**

**PAST**



**La route à suivre ensemble**

**The Road Ahead Together**

**Purpose | But**

**Valeurs partagées | Shared values**

**Respect mutuel | Mutual respect**

**Focus sur la culture | Focus on culture**

**Amour partagé pour l'industrie | Shared love for the industry**

**Niveau d'attentes partagé envers nous-mêmes, nos fournisseurs, nos clients et les résultats  
Shared level of expectation of ourselves, our vendors, our clients, and outcomes**



INNOVATIVE

INNOVANT

INSIGHTFUL

PERSPICACE

HONOURABLE

HONORABLE

INVESTED

INVESTI

CRÉATIVITÉ

CREATIVITY

BIENVEILLANCE

GOODWILL

INTÉGRITÉ

INTEGRITY

PARTAGE

SHARING

ENGAGEMENT

ENGAGEMENT



# How I Got To This Point In The Road



# Road Map Of "e"

2001  
We are born



2002 - 2005  
FAST ROAD...  
FAST AND FURIOUS



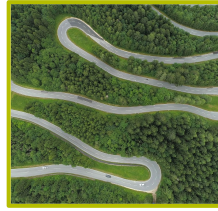
2004  
Brian joined as  
Partner



2006  
Picked up a hitchhiker!



2006



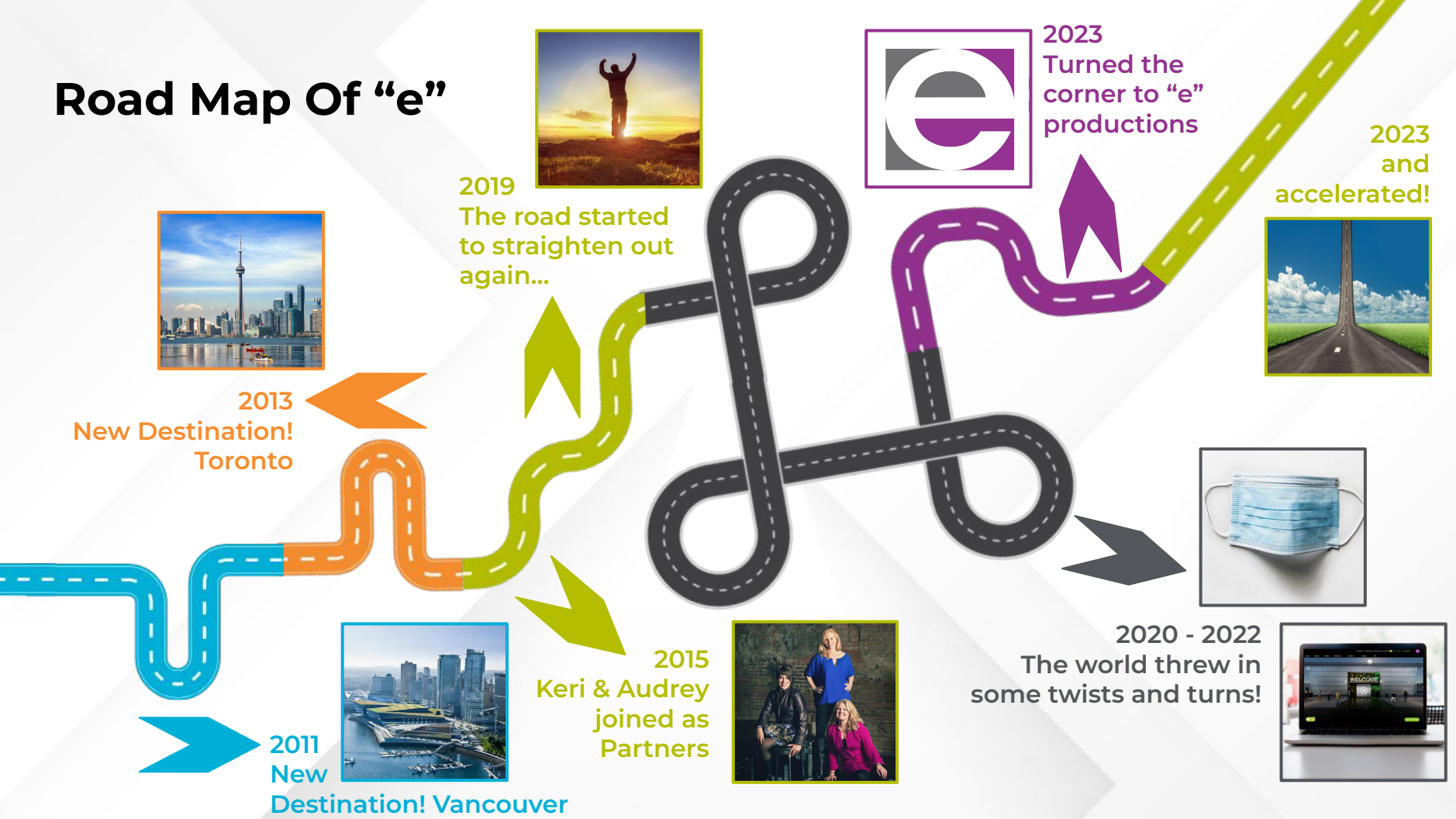
2009 & 2010  
Steadily  
switchbacking  
up the  
mountain



2008  
A year of  
uncertainty



# Road Map Of "e"



2013  
New Destination!  
Toronto



2011  
New  
Destination!  
Vancouver



2019  
The road started  
to straighten out  
again...



2015  
Keri & Audrey  
joined as  
Partners



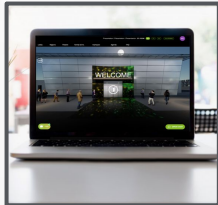
2023  
Turned the  
corner to "e"  
productions



2023  
and  
accelerated!



2020 - 2022  
The world threw in  
some twists and turns!



# Our Mission Statement

e=mc<sup>2</sup> events exists to create, connect and inspire. We deliver purposeful, innovative experiences that matter.

## Core Values

### **Honourable**

We do what's right, even when no one is looking

### **Insightful**

We trust our intuition to guide our decisions

### **Innovative**

We strive for new approaches in all that we do

### **Invested**

We put our heart and soul into everything



## Passionate People

### The “Secret Sauce”

The “e” way... it just feels different from other events

Clients and guests have commented that events we produce just feel different...

# December 9 2024



 **SÉNIK**  
GROUPE | GROUP

 **e=mc<sup>2</sup>**  
EVENTS & COMMUNICATION

 **CHAMPAGNE**  
ÉVÉNEMENTS - EVENTS

 **SÉNIK**  
THE EVENT AGENCY

 **fuze**  
EXPERIMENTAL

**C** O N N E C T I O N  
O  
N  
N  
E  
X  
I  
O  
N  
M T L 2 4

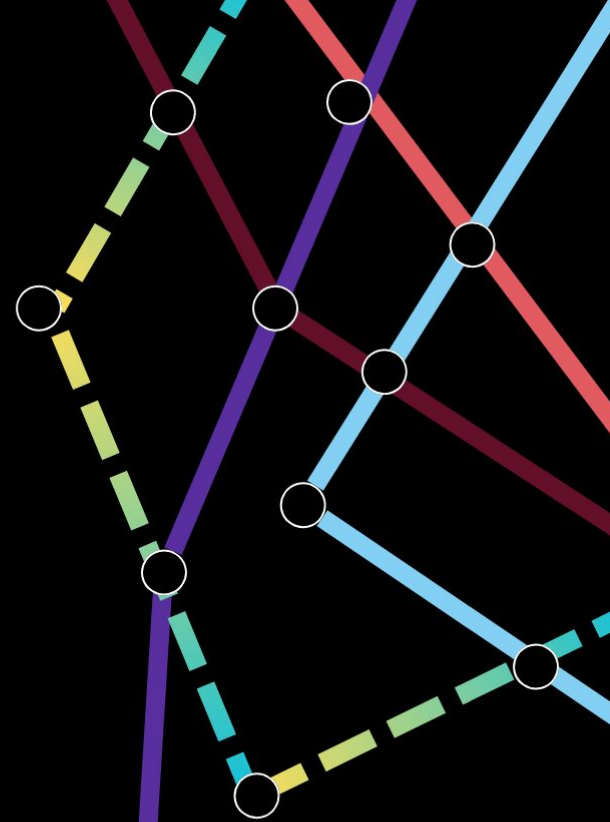
# Arrêt au stand!

Trouvez des personnes portant des icônes de badges similaires et faites du covoiturage avec elles pour la section suivante.

---

# Pit Stop!

Find people with similar name badge icons and carpool with them for the next section.

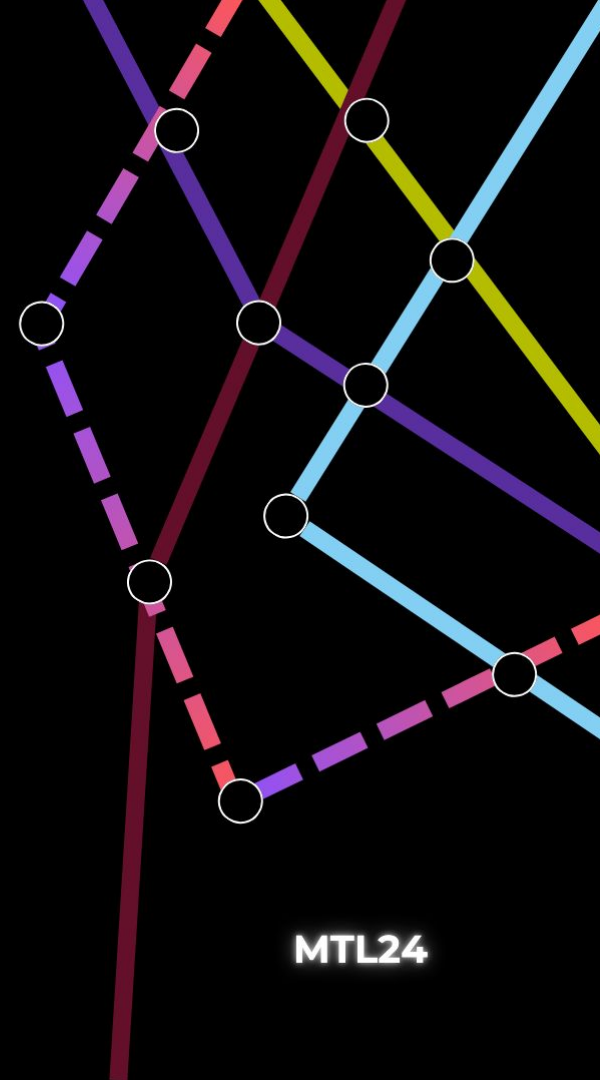


MTL24

**Les routes  
individuelles**

---

**The  
Individual  
Roads**



**MTL24**

# SÉNIK Events

**\*\* Switch to Keynote presentation on  
Seb's laptop \*\***

$e=mc^2$  events

A white flag with a stylized 'e' logo and the word 'EVENTS' printed on it, flying in front of a city skyline. The flag is the central focus, with the 'e' logo in green and yellow. The background shows several modern buildings under a blue sky with light clouds. The entire image has a semi-transparent dark overlay.

Welcome to “e”!  
We Love What We Do



THE  
EXPERIENCE  
MATTERS



# Meet Me [Audrey]

Chief Operating Officer

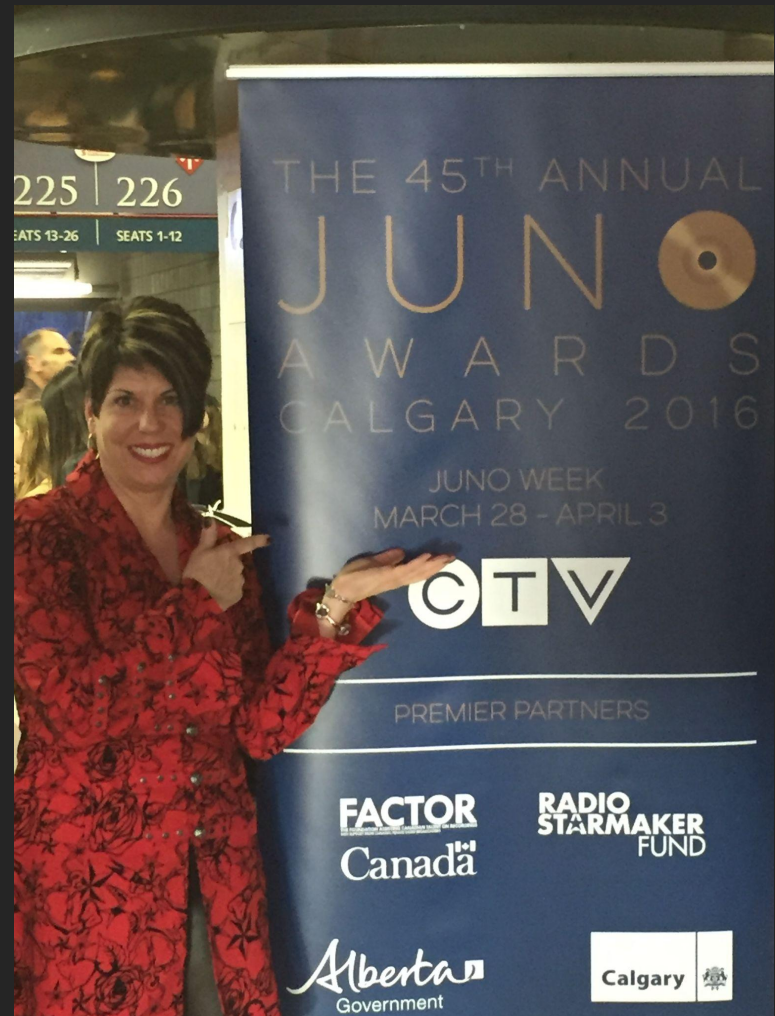




# Meet Me [Audrey]

Chief Operating Officer







# The Team



**JOCELYN FLANAGAN**  
Founder & Chief Executive Officer

**AUDREY DUIS**  
Chief Operating Officer

**KERI MILLER**  
Chief Creative Strategist

**ANDREA (AJ) CARROLL PAPIRNY**  
Director, Experience & Production

**JANICE MATTHEWS**  
Senior Director, Business Development  
National & Global Partnerships

**LISA PITRE**  
Business Operations Manager

**AFTON MURRAY**  
Marketing & Experience Manager

**JESSICA CAPOBIANCO**  
Experience Producer

**REID HUBICK**  
Experience Producer

**SARAH DOWNING**  
Experience Producer

**TREVOR HOWES**  
Experience Producer &  
Creative Strategist

**VANESSA THOMAS**  
Business Development  
Manager

**KATRINA  
BRUNELLE**  
Accounting  
Representative

**NICHOLE  
GIBBONS**  
Accounting  
Representative

**SHAYLENE FLANAGAN**  
Marketing Coordinator

**ANDREA  
BEAUCHAMP**  
Experience  
Manager

**CHARMAINE  
CYRIL**  
Experience  
Manager

**STEPHANIE  
SISAM**  
Experience  
Manager

**TBD**  
Experience  
Manager

**STACY DOUCE**  
Business  
Development  
Administrator

**BROOKLYN  
SHILL**  
Contracted  
Accounting Clerk

**CHRIS  
DEJONGHE**  
Experience  
Coordinator

**TBD**  
Experience  
Coordinator

**TBD**  
Experience  
Coordinator

**CHANTAL  
WALCHUK**  
Experience  
Administrator

**NATALIE  
JULIAN**  
Experience  
Administrator

# Our Mission Statement

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## Core Values

### **Honourable**

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### **Insightful**

We trust our intuition to guide our decisions

### **Innovative**

We strive for new approaches in all that we do

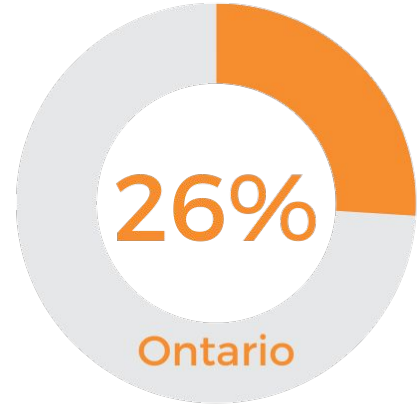
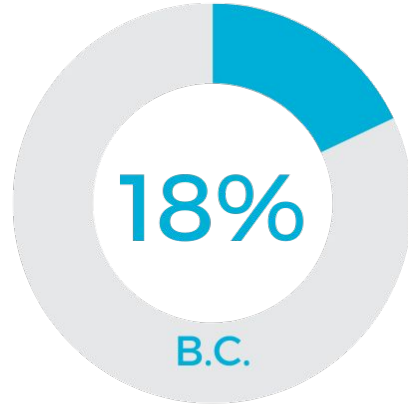
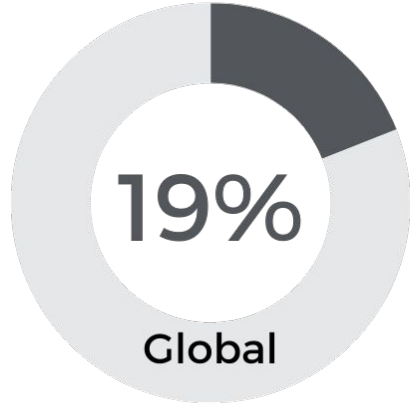
### **Invested**

We put our heart and soul into everything

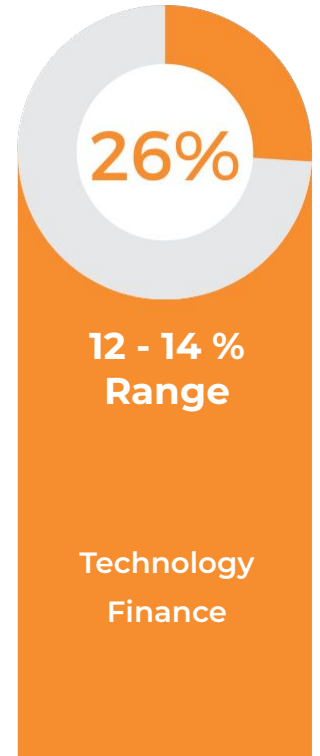
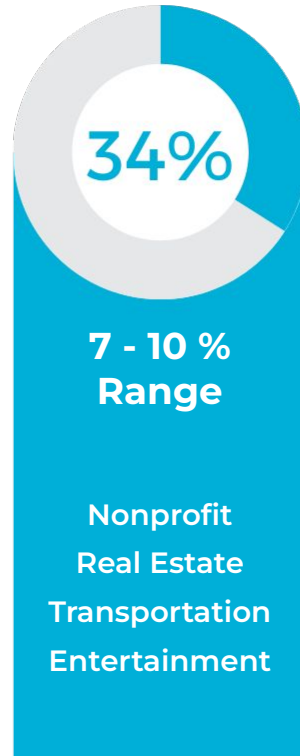
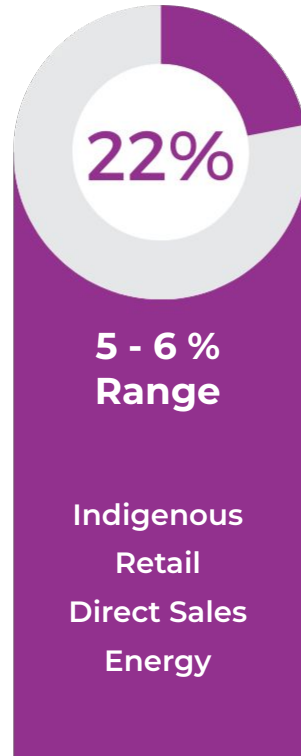
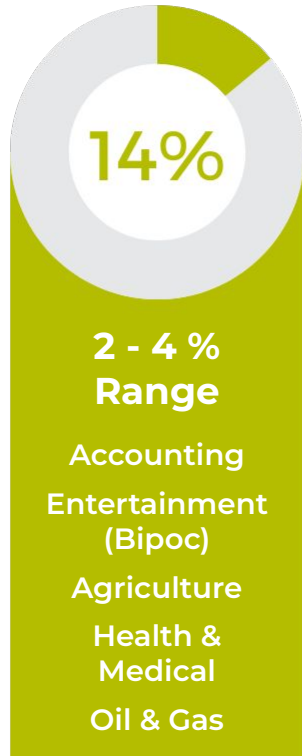
**e=mc<sup>2</sup>**  
EVENTS

**e=mc<sup>2</sup>**  
PRODUCTIONS

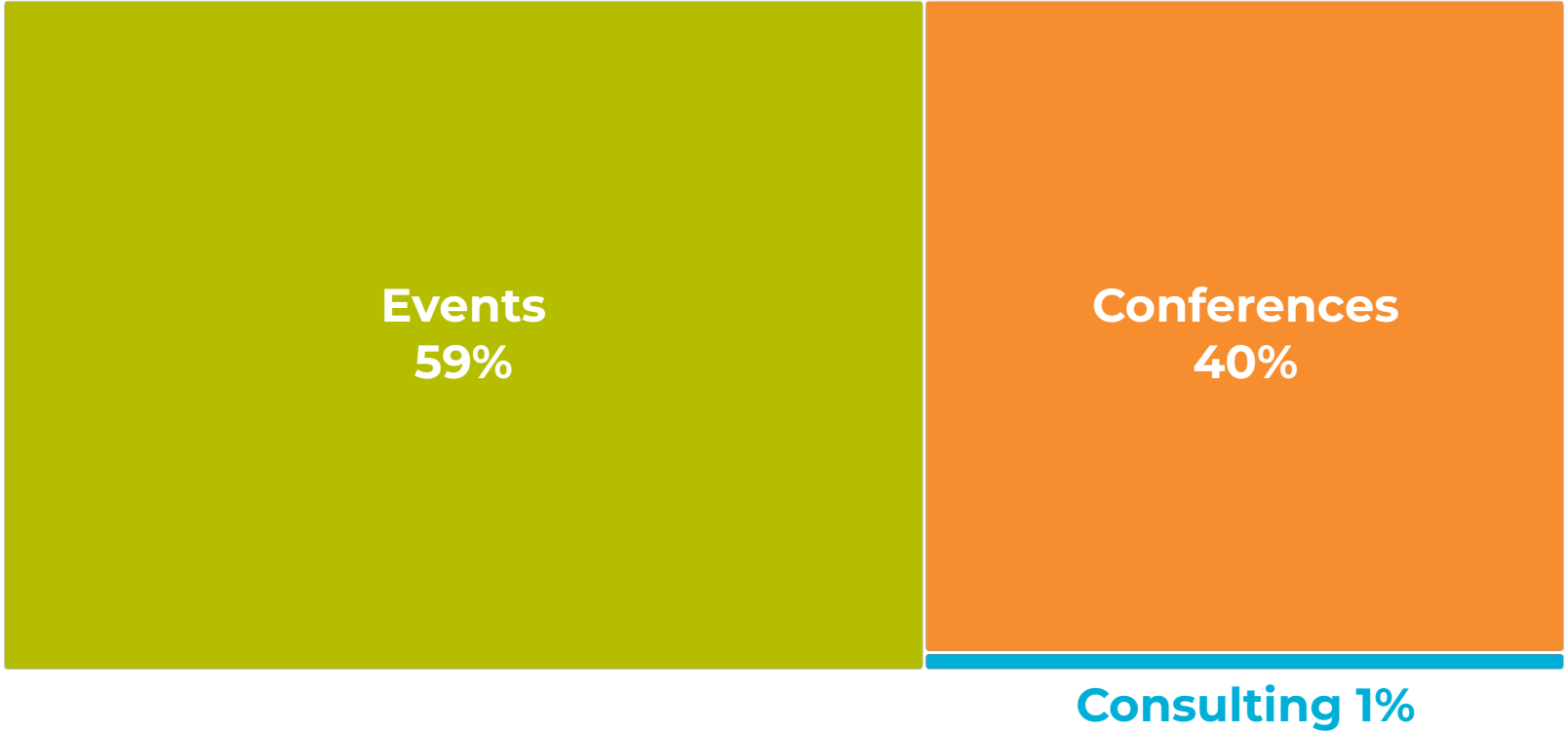
# Top Locations



# Top Industries



# Project Types



# Project Types



# Projects

**67%**

Of Projects Are  
Repeat Clients

**33**

Clients /  
Contracts

**62**

Event  
Locations

**\$17M**

In Project  
Expenses

# Top 10 Clients



VERMILION  
ENERGY



Honeywell



ENERGY  
DISRUPTORS

Deloitte.

INDIGENOUS  
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE  
AUTOCHTONE  
DU CANADA

Canadian  
Screen Awards



Prix Écrans  
canadiens

CPKC

LONDON  
DRUGS®



Special Olympics  
Olympiques spéciaux  
Canada



OXFORD  
AN OMERS COMPANY



SOCAN

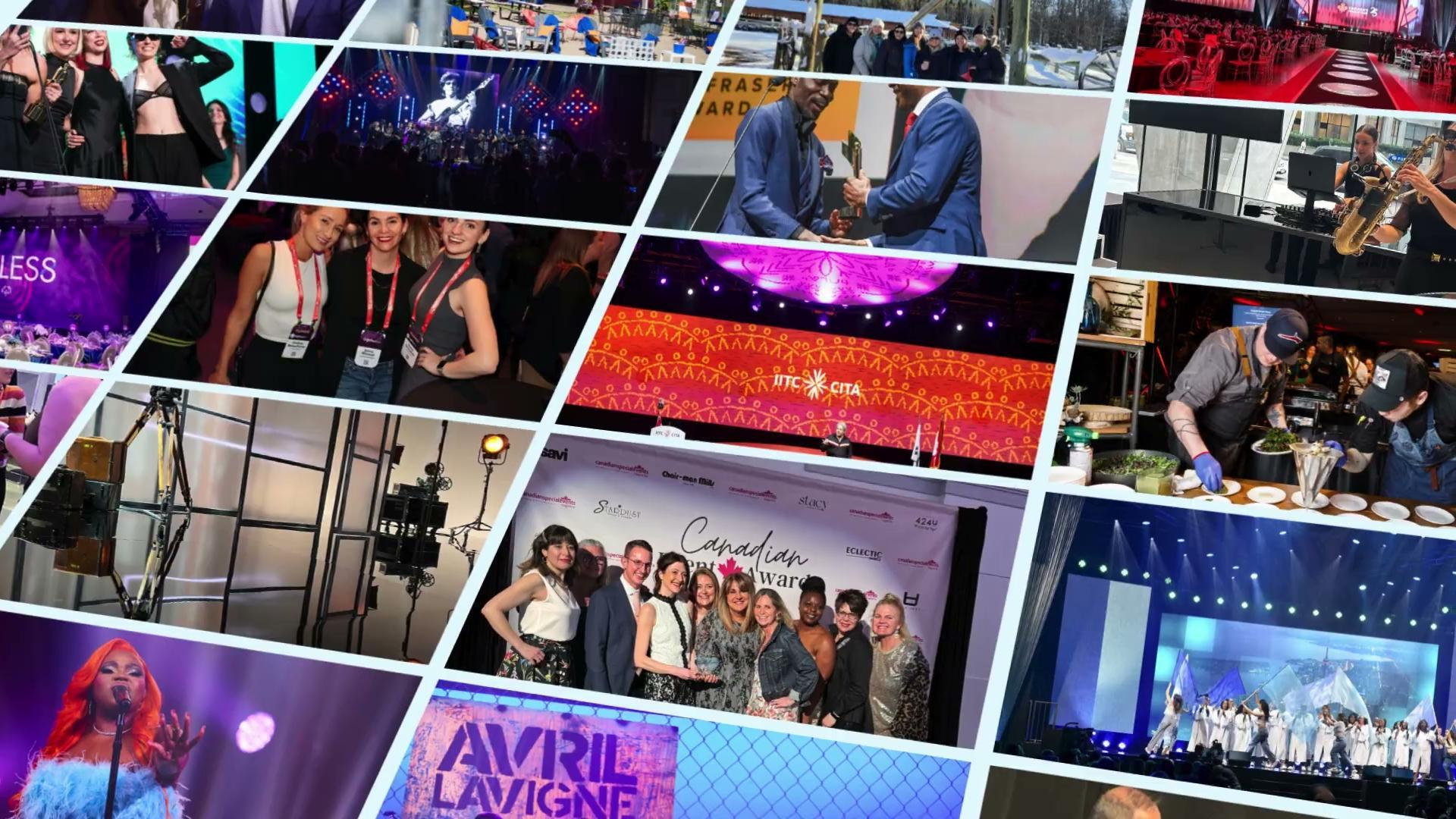


CANADIAN  
SONGWRITERS  
HALL OF FAME

JUNOS



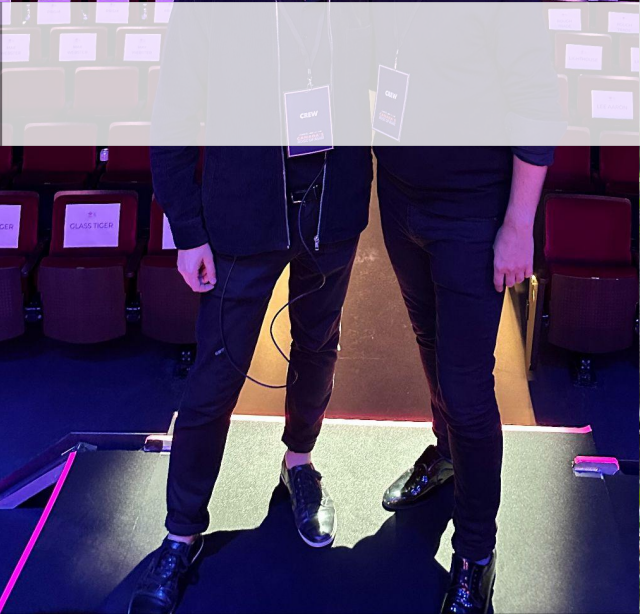
The Canadian Academy  
of Recording Arts  
and Sciences





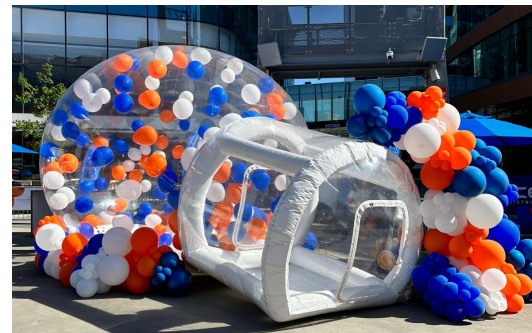
# Meet Me [Reid]

Experience Producer





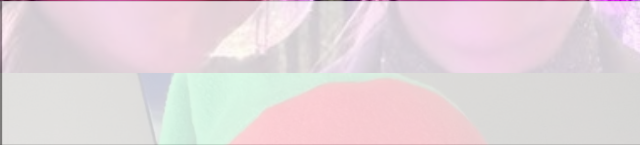
# Keyera Corp.





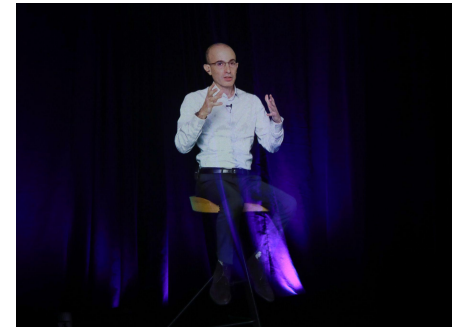
# Meet Me [Katrina]

Accounting Representative





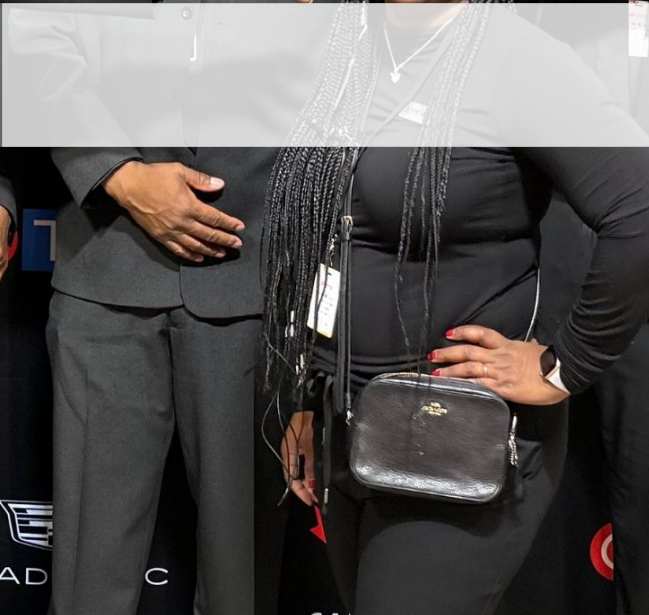
# EDU [Energy Disruptors Unite]





# Meet Charmaine

Experience Manager





# Canadian Screen Awards






# Meet Me [Jessica]

Experience Producer



# Canadian Songwriters Hall of Fame





Maya Angelou said:  
“People will forget what  
you said, people will  
forget what you did, but  
people will never forget  
how you made them  
*feel.*”

THE  
EXPERIENCE  
MATTERS

*fuze* entertainment

# Creative Director



# My Journey



Collaborated with  
Jocelyn on  
Calgary Cares.

Accomplished  
performer doing  
experimental work.



Created large shows  
across the globe.  
(Europe, Asia and US)



Joined "e" as  
Creative Director.



# fuze Company Journey



2004 Brian joined "e" as Creative Director.



Recognized that an entertainment division was needed at "e".



2005 Dianne starts at DEW Productions.



2006 "e" acquires DEW Productions (and it's super human).

2007 fuze is created & incorporated.



Refreshed talent roster and focused on incorporating custom elements in the corporate environment.



---

# What Makes Us Different?

## CUSTOM SHOWS



# Meet the Team



AUDREY DUITTS  
Chief Operating Officer



BRIAN HANSEN  
Co-Founder &  
Executive Creative  
Director



DIANNE STETZ  
Entertainment &  
Logistics



JAIME MITCHELL  
Entertainment  
Agent



KATRINA BRUNELLE  
Business Finance Manager



SHAYLENE FLANAGAN  
Marketing & Communications

EXECUTIVES  
Jocelyn Flanagan,  
Brian Hansen,  
Keri Miller,  
Audrey Duits

# Entertainment & Logistics



# The *fuze* value

---

- It starts with the client. We help create the vision. Every proposal is unique
- We ask the right questions and liaise between the client and the artists
- We stretch boundaries and look for creative ways to engage
  - We have efficient and clear systems
- Skilled at contracting, accounting, logistics and communication

# Pricing

## Talent

Based on the act selected

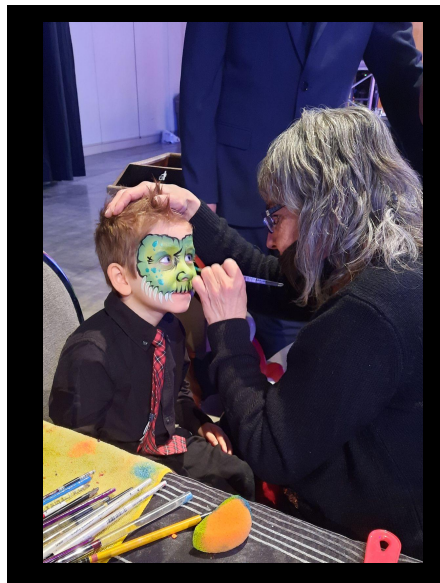
## Custom Shows

Based on scope of work in addition to talent selected

**We bring a unique  
experience to the table  
every time**



# Family holiday event...



# Entertainment Agent

---



# Beyond Different



Personality

Respect for  
Artists

Relationships  
& Trust

Full disclosure:

Here's what I've noticed  
and value

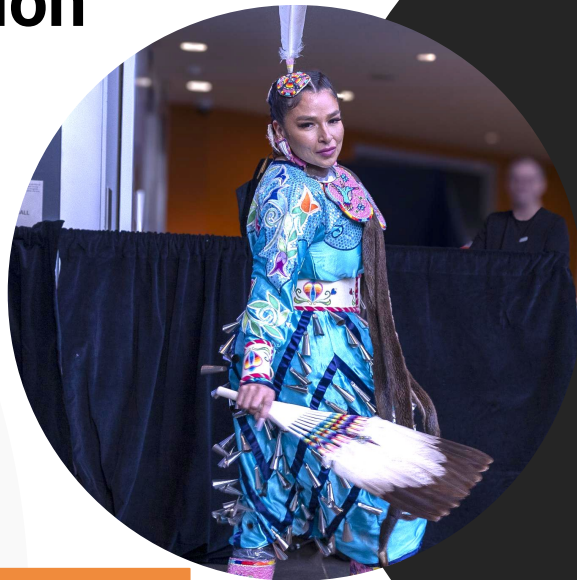
# Multi City Client Appreciation

## Calgary

- Roving Cirque Artist
- Picture Bot
- Carnival Games
- Vocal/Guitar Duo

## Edmonton

- Dueling Pianos
- Roving Cirque Artist
- Indigenous Dance Performance



# fuze Onsite In All Locations

## Vancouver

- Vocal/Guitar Duo
- Themed Characters
- Live Visual Art Creation
- Dance Performance

## Montréal

- Jazz Trio
- Roving Magician
- Tango Dance Performance



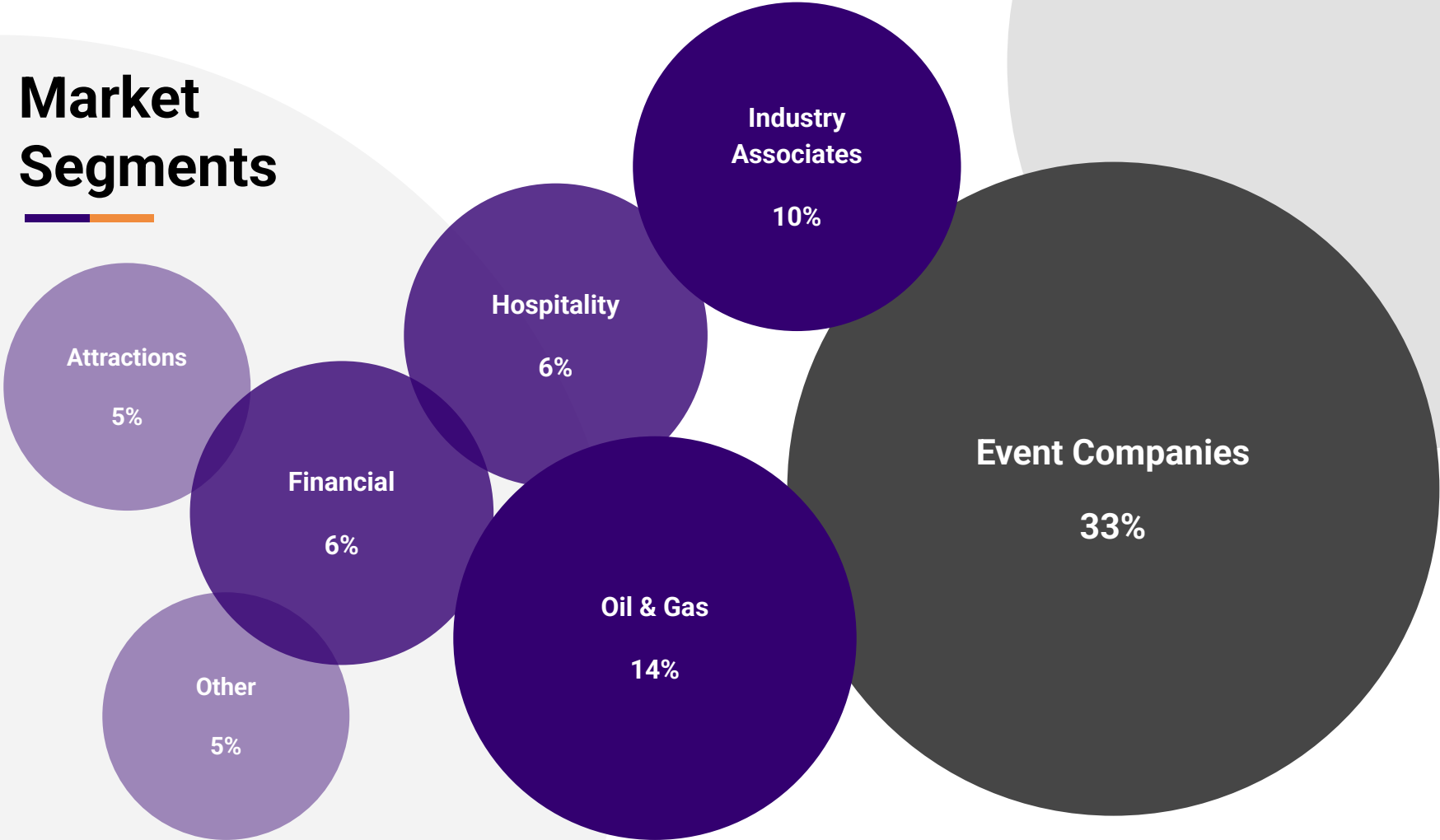


---

# Who are our clients?

**DMC'S  
EVENT COMPANIES  
CORPORATE PLANNERS**

# Market Segments





12 =  
70%



Everything Imagined.



SPRUCE MEADOWS

# Top Clients



27%  
Overall

83 Clients

# Sales



 264 Contracts written

 88 Events over the Holiday season

 29 Events over Stampede

 \$800,000 in entertainment sales



# Imagine It Amazing

Thank you!

# Champagne Events

**\*\* Switch to Powerpoint  
presentation on Seb's  
laptop \*\***

**Veillez utiliser votre  
téléphone pour vous  
connecter à Sli.do**

---

**Please use your  
phone to connect to  
Sli.do**

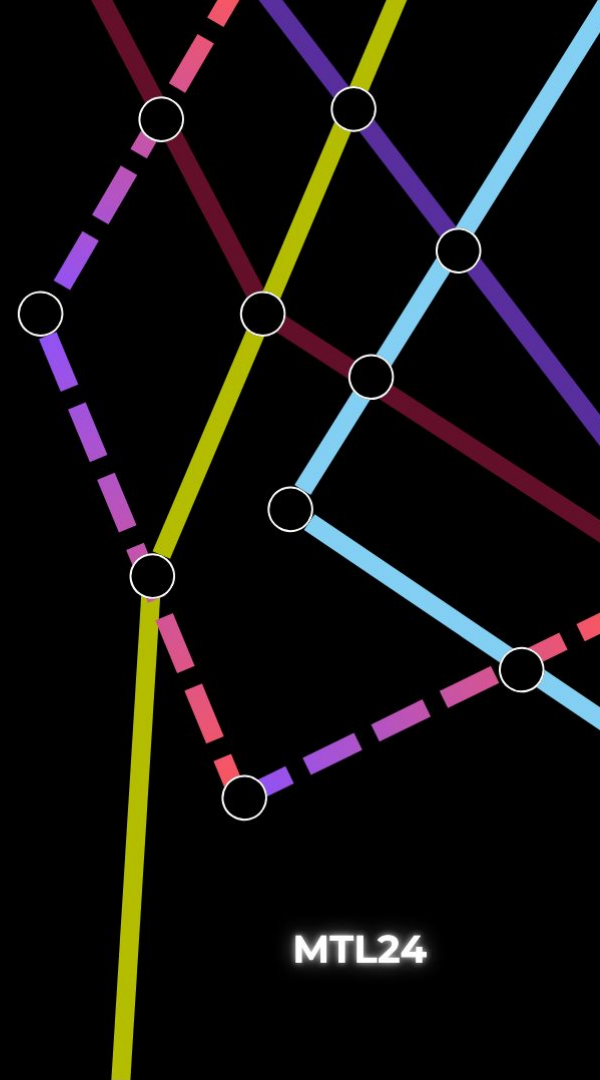


**Join at  
slido.com  
#3959 637**

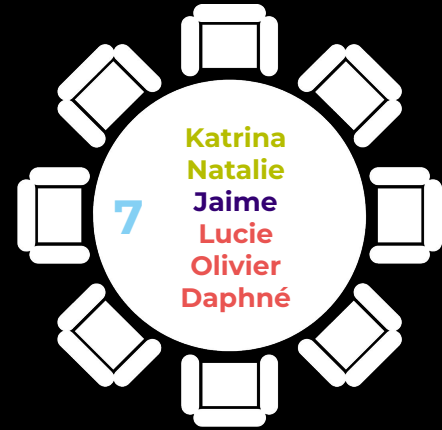
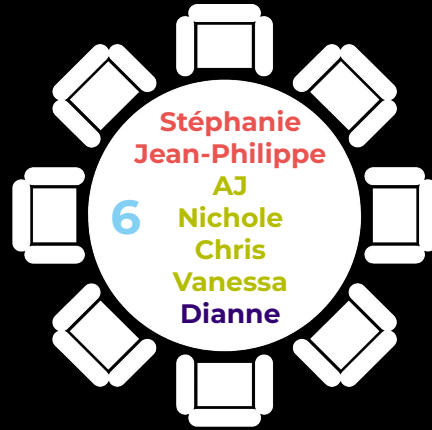
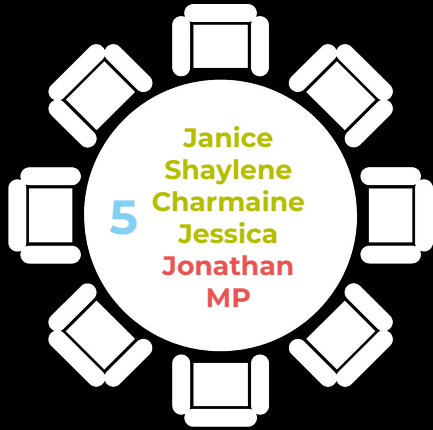
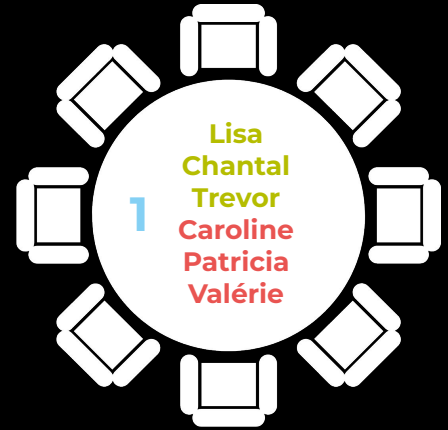
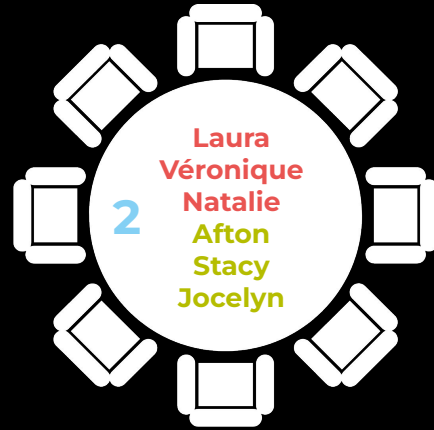
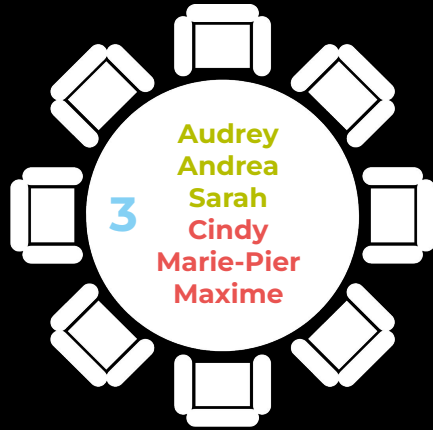
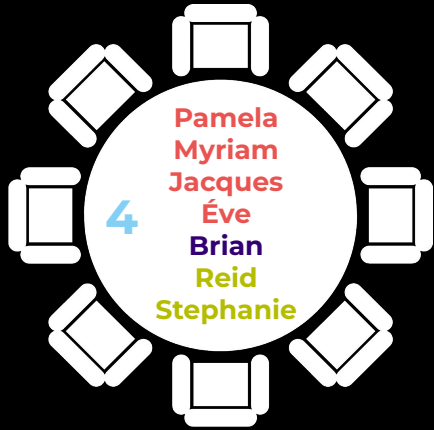
# Tables-rondes

---

## Round Table Breakouts



MTL24



The background of the image is a dense, overlapping field of colorful Post-it notes. The colors include various shades of blue, yellow, pink, orange, purple, and green. The notes are scattered across the entire frame, creating a vibrant and textured background.

**Post-It Activity**

---

**Activité de post-it**

## What You Need To Know

---

### Que devez-vous savoir

- iPads
- Find a note taker |  
Rechercher un preneur de notes
- Select a presenter |  
Sélectionnez un présentateur
- Get ready for some rapid fire questions! |  
Préparez-vous à une réponse rapide aux questions !



## **Where have you worked?**

Or locations of projects you have been a part of?  
Geographic locations ALL even the less glamorous ones!

---

## **Où avez-vous travaillé ?**

Ou les lieux des projets auxquels vous avez participé ?  
Les emplacements géographiques, TOUS, même les  
moins glamour !

**What was your  
favourite client or project?  
And why?**

---

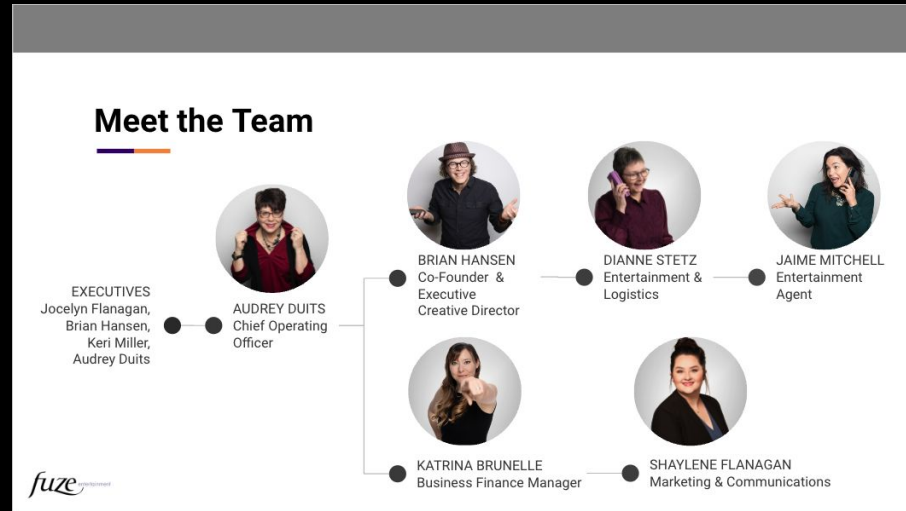
**Quel a été votre  
client ou projet préféré ?  
Et pourquoi ?**



# Post-It Activity Results

---

Résultats de l'activité Post-It





**Where do you fit and what is your role?**

---

**Quelle est votre place et quel est votre rôle ?**



**Who is responsible for the budgets?**  
Financials, bills or profit margins?

---

**Qui est responsable des budgets ?**  
Finances, factures ou marges bénéficiaires ?



**How are teams allocated per project?**

How are people allocated on-site?  
Internal teams or contract positions?

---

**Comment les équipes sont-elles réparties par projet ?**

Comment sont réparties les personnes sur site ?  
Équipes internes ou postes contractuels ?



## **Rapid Fire!**

Name 3 top partners/vendors you work with.

---

## **Tir rapide!**

Nommez les 3 principaux partenaires/fournisseurs avec lesquels vous travaillez.



**When do you engage partners/vendors in the process?**

And who is responsible for managing them?

---

**Quand impliquez-vous les partenaires/fournisseurs dans le processus ?**

Et qui est responsable de leur gestion ?

A lightbulb is the central focus, filled with a vibrant, multi-colored liquid that appears to be splashing outwards. The colors include shades of teal, yellow, orange, and pink. The background is a warm, gradient orange. The text is overlaid on the image in a clean, white, sans-serif font.

**Where would you infuse creative, and where  
would you infuze fuze?**

---

**Où insuffleriez-vous de la créativité, et où  
insuffleriez-vous de la fusion ?**

A photograph of a desk setup in a dimly lit room. On the left, a black desk lamp with a white shade is turned on, casting a warm glow. The desk is made of light-colored wood and holds a silver laptop, a stack of books, a potted succulent in a green pot, and a mouse on a black mat. A black office chair is positioned to the right of the desk. The background shows a window with light-colored curtains.

**Let's talk platforms & tools!**  
How do you do stuff?

---

**Parlons plateformes et outils !**  
Comment fais-tu les choses ?



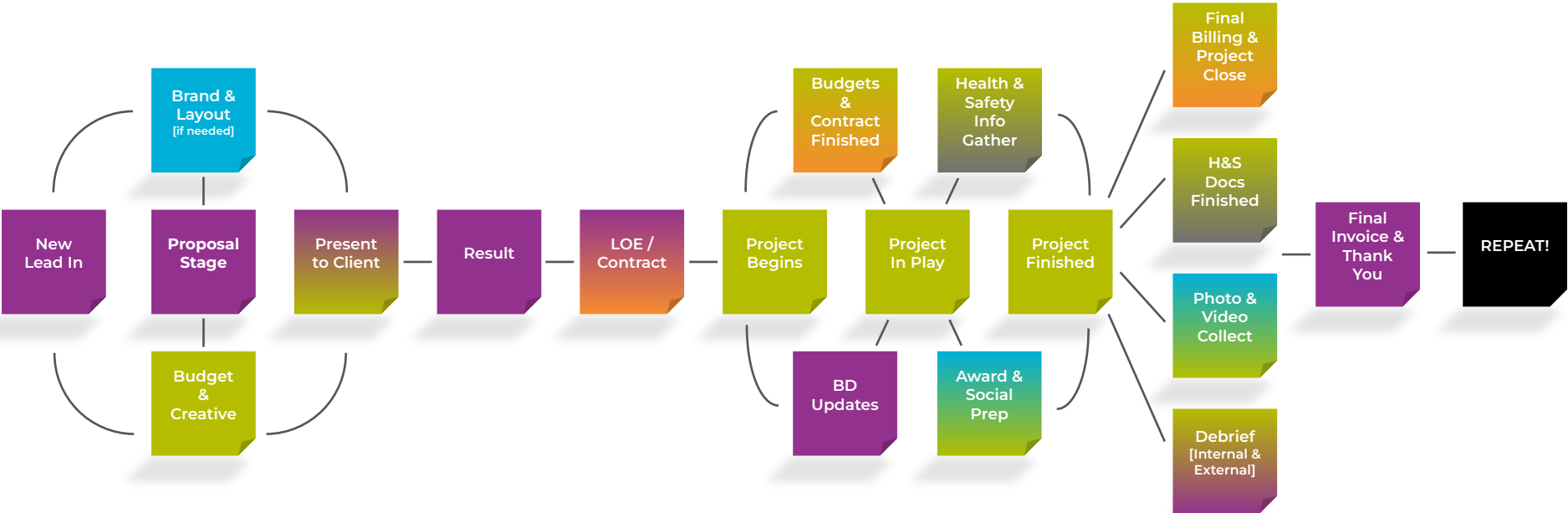
**Create the optimum work flow for a project**  
From opportunity to the thank you, to the case study  
and promotion

---

**Créer le flux de travail optimal pour un projet**  
De l'opportunité au remerciement, en passant par  
l'étude de cas et la promotion

# Project WorkFlow at a Glance

From Lead to Repeat



Business Development

Experience Team

Accounting & Admin

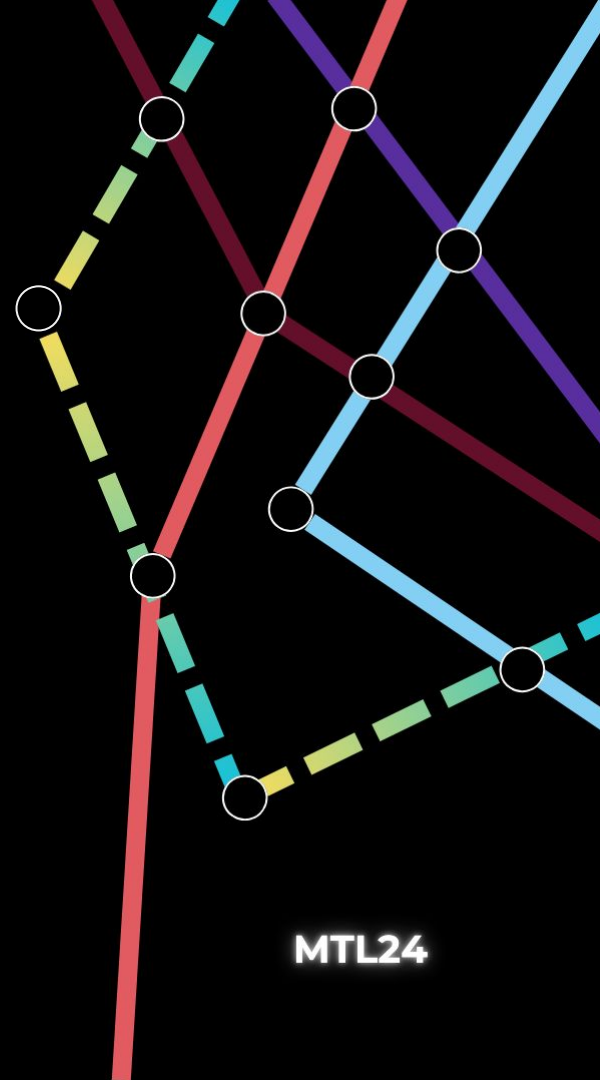
MarComm

Health & Safety

**Période de  
questions et  
réponses**

---

**Question &  
Answer Period**



**MTL24**

**Veillez utiliser votre  
téléphone pour vous  
connecter à Sli.do**

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**Please use your  
phone to connect to  
Sli.do**

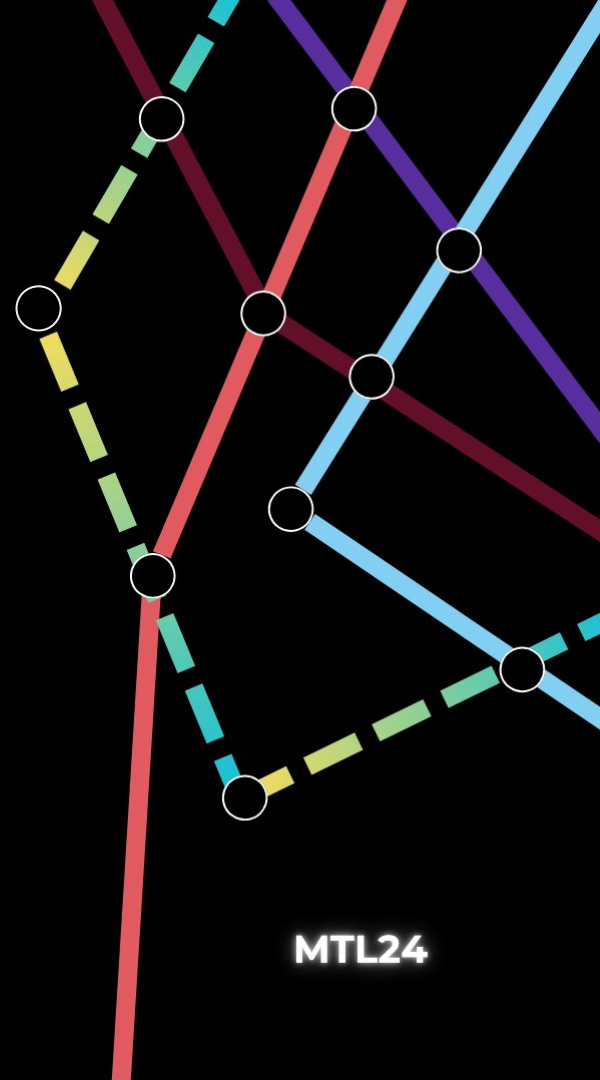


**Join at  
slido.com  
#3959 637**

**Remarques  
finales**

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**Closing  
Remarks**



**MTL24**

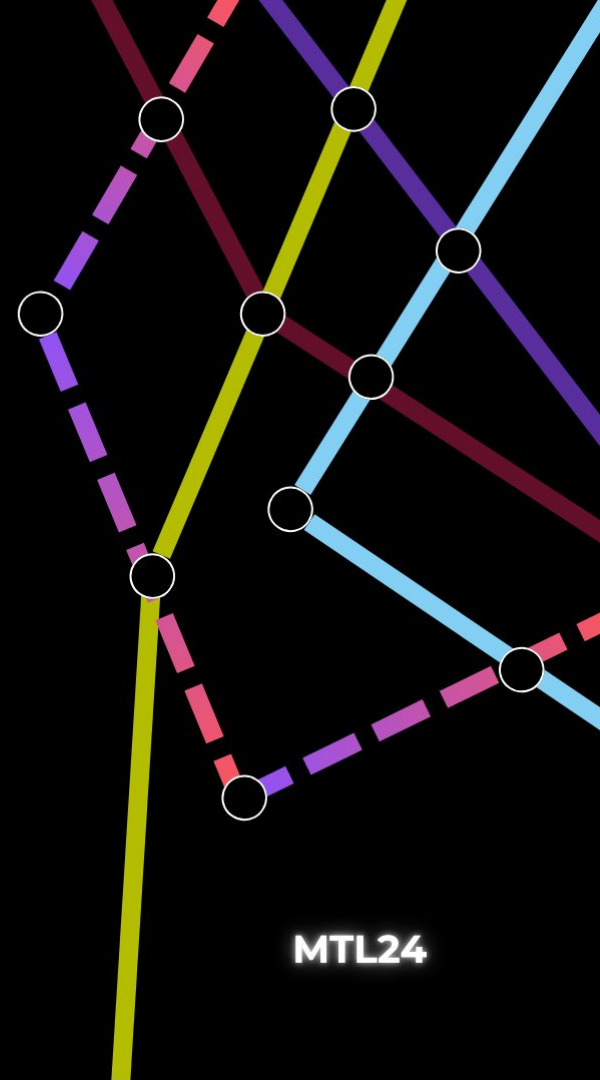
WHAT'S NEXT?



**Quelle est la  
prochaine étape  
pour nous  
aujourd'hui ?**

---

**What's Next  
Today for Us?**



**MTL24**

## Team A

Andrea

Véronique

Jocelyn

Pamela

Chantal

Stéphanie L.

Trevor

Olivier

## Team B

Charmaine

MP

Stephanie

Ève

Vanessa

Sébastien

Dianne

Maxime

## Team C

Janice

Jacques

Keri

Marie

Reid

Jonathan

Natalie D.

Cindy

## Team D

Katrina

Valérie

Afton

Myriam

Chris

Natalie J.

Brian

Lucie

## Team E

Nichole

JP

Jaime

Daphné

Shaylene

Laura

Stacy

Sylvain

## Team F

AJ

Caroline

Jessica

Patricia

Audrey

Lisa

Sarah



# Photo Time!

1. Everyone!
2. fuze
3. "e"
4. Senik

**Old Montreal  
Shopping/Gallery tour |  
Magasinage sur la rue St-Paul**

Shaylene, Afton, Natalie J,  
Audrey, Daphné, Jessica,  
Katrina, Janice, Nichole,  
Pamela, AJ

**Notre-Dame Basilica tour |  
Visite de la basilique  
Notre-Dame**

Trevor, Brian, Stacy, Charmaine,  
Reid, Laura

**\*\*Laura has your tickets\*\***

**Pub BreWskey**

Sarah, Jonathan, Vanessa,  
Olivier, Keri, Maxime

# Activities | Activités

**Dinner is prompt at 6:00pm for cocktails & photo @ Auberge Saint-Gabriel!**

**Le dîner est prévu à 18h00 pour cocktails et photo à l'Auberge Saint-Gabriel !**

**La Grande Roue de Montréal**

Dianne, Chris, Vero, Myriam,  
Marie-Pier, Jean-Philippe,  
Stéphanie, Caroline, Lucie,  
Jocelyn

**\*\*You were sent your tickets by email; see  
Val or Jasmine if you need physical tickets\*\***

**Hospitality Suite | Suite  
d'accueil**

Natalie D, Lisa, Andrea, Valerie,  
Sylvain, Sebastien, Stephanie,  
Chantal

**Museum of Illusion Montreal |  
Musée des Illusions de  
Montréal**

Jaime, Éve, MP, Patricia, Cindy,  
Jacques

**\*\* Éve has your tickets; see Val or Jasmine if  
you need physical tickets\*\***

