

# CONNECT

Banff 2025

# TEAM PHOTO ORDER

**Full Team** - 48 outside, first then inside

**“e” team** - 24

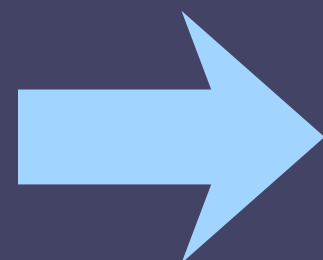
**Sénik team** - 20

**fuze team** - 4

**Headshots** - Alexandra & Véra

# TO OUR SPONSORS

POST YOUR  
PHOTOS HERE



# CONNECT

Banff 2025

A stylized mountain landscape with various shades of blue, purple, and green. The mountains are layered, with some peaks in the foreground and others in the distance. The sky is a light, muted green. In the foreground, there are several thick, curved stripes in different colors: light blue, dark red, yellow-green, and purple. The overall style is modern and graphic.

**WELCOME!**  
**BIENVENUE !**

**CONNECT**

Banff 2025

TAKE YOUR SEATS

VEUILLEZ PRENDRE PLACE

CONNECT IN: 09:53



# LAURA & STEPHANIE!



**CONNECT**

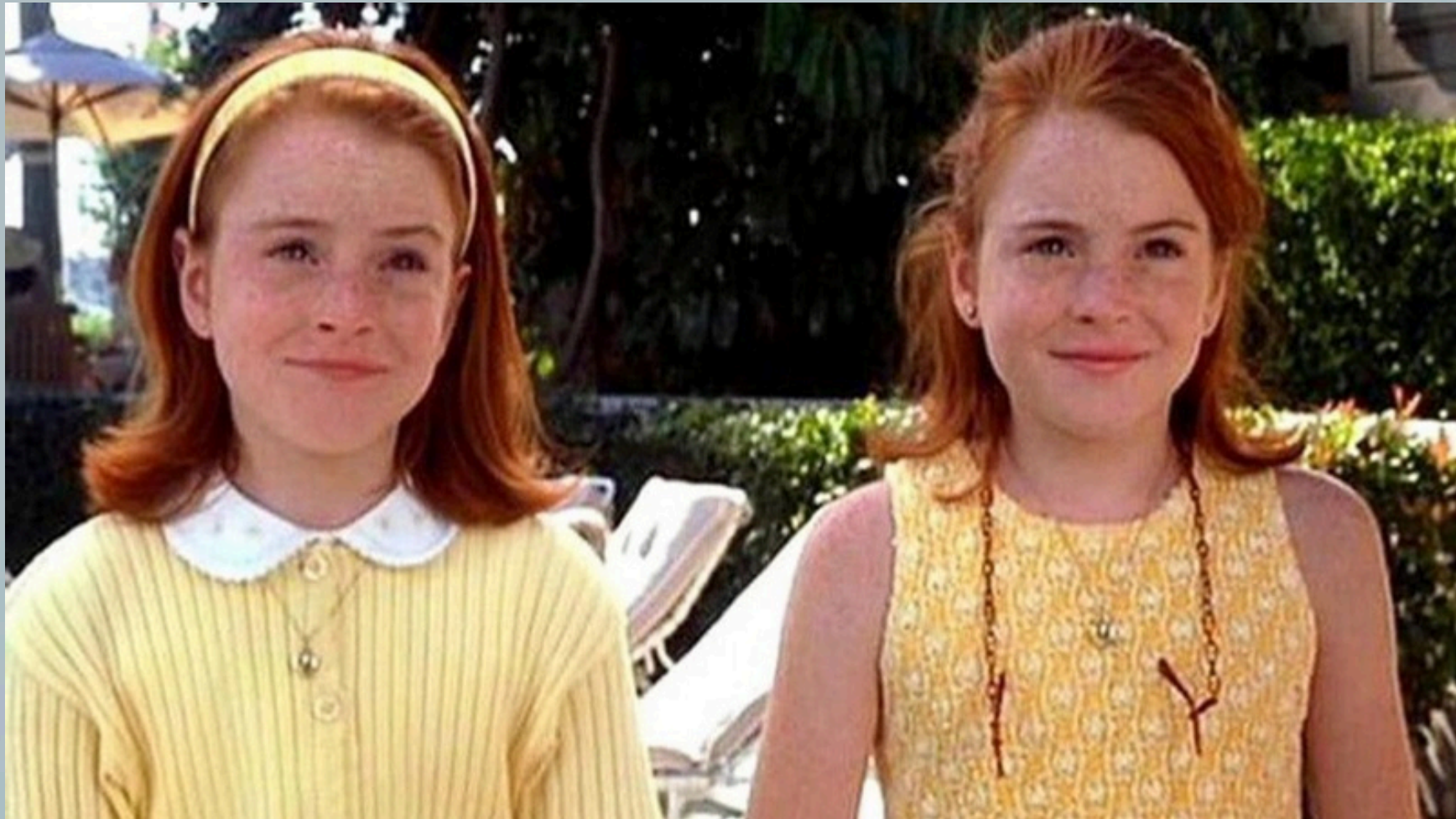
Banff 2025

# POUSSIN & TEFFY!



**CONNECT**

Banff 2025



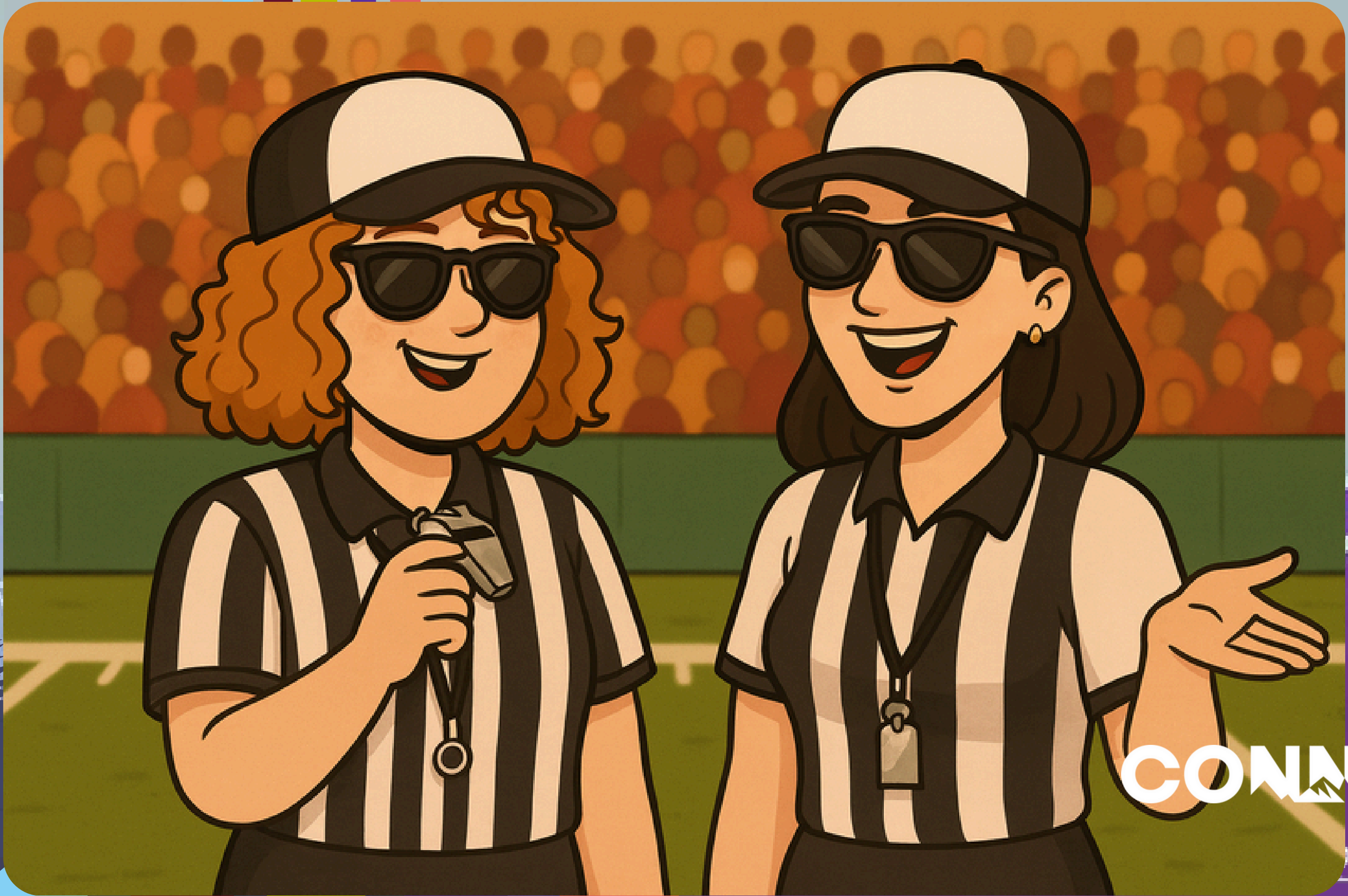
**CONNECT**  
Banff 2025



**ICEBREAKER**

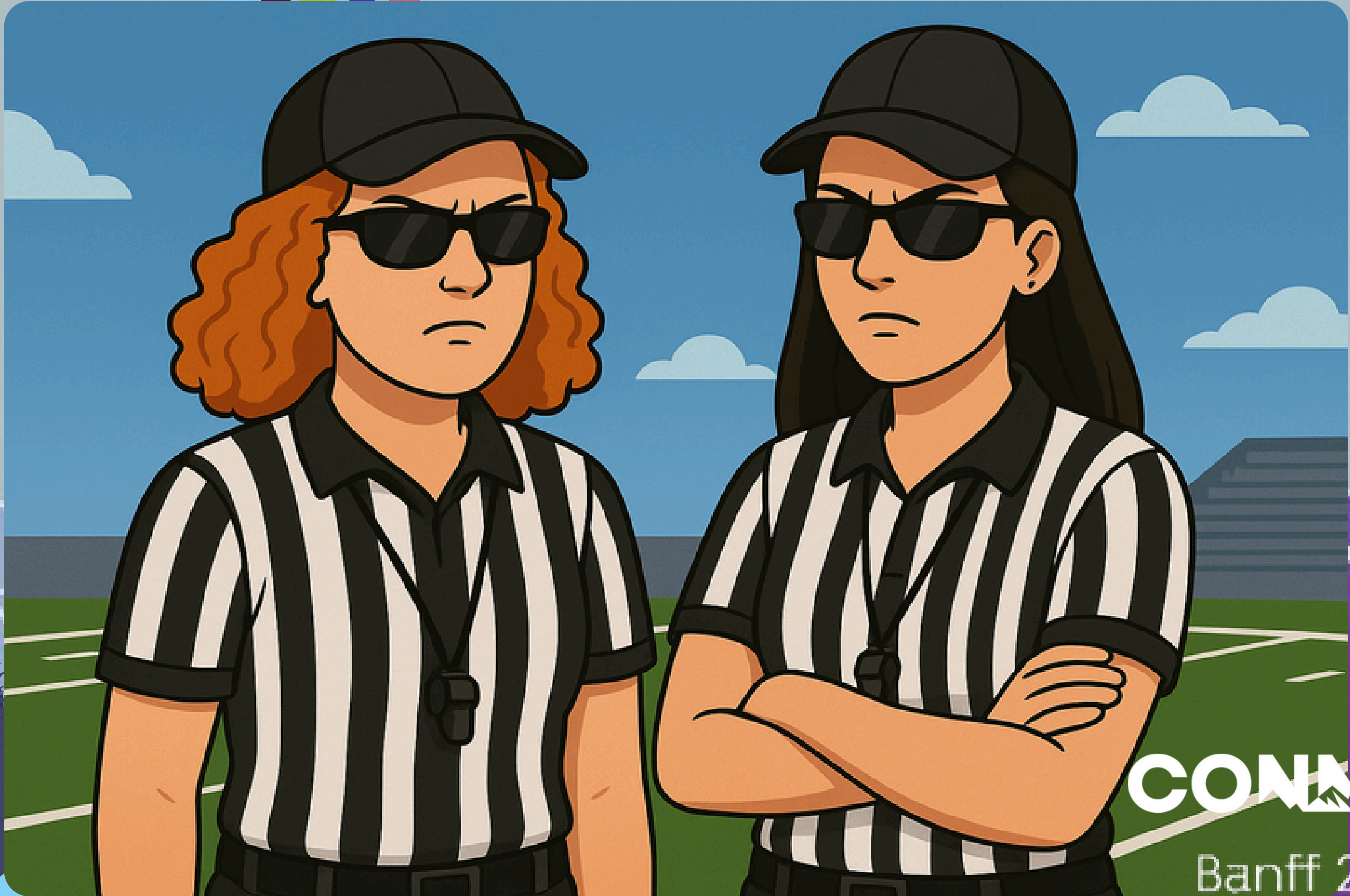
# CONNECT

Banff 2025



**CONNECT**

2025



**CONNECT**

Banff 2025

# SESSION A: A LOOK BACK

# RÉTROSPECTIVE

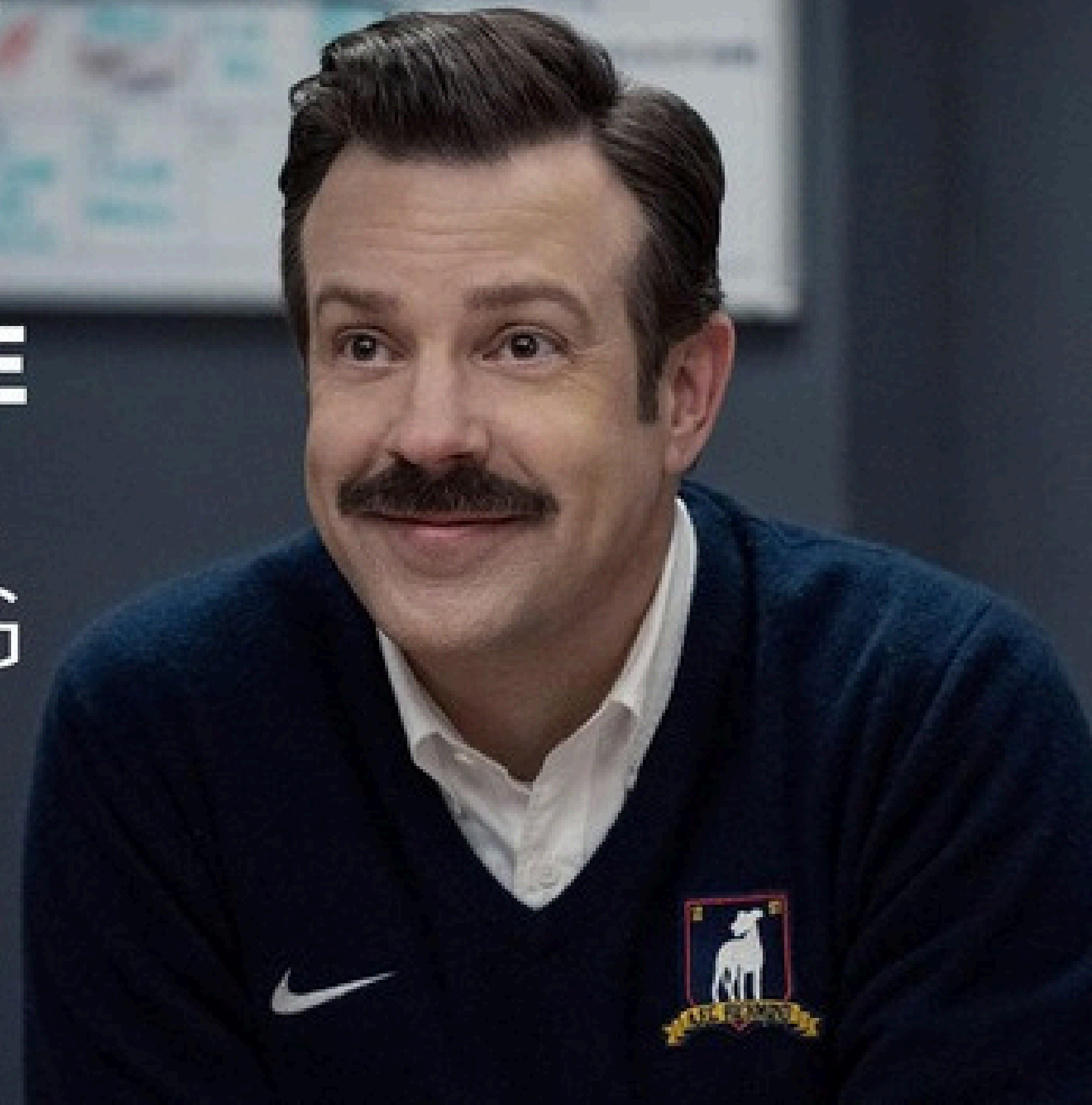


# CONNECT

Banff 2025

**ADAPTING TO CHANGE**  
IS A LOT LIKE **RIDING A**  
**HORSE**, ISN'T IT?  
IF YOU'RE **COMFORTABLE**  
WHILE YOU'RE **DOING IT**,  
YOU'RE PROBABLY DOING  
**IT WRONG**

- *Ted lasso*



# CONNECT

Banff 2025

# WELCOME!



Chantal Wong



Jordyn Simpson



Jessie Lee



Vera Tchotanin



Alexandra Latte



Edgar Reyes



REFLECTIONS

ВЕРЖЕCTIONS

OBSERVE

LEARN

COLLABORATE



GROUPE | GROUP

OBSERVE

LEARN

COLLABORATE

# WHAT DO WE DO WITH THE BRANDS?



*fuze* entertainment



**C**  
CHAMPAGNE  
ÉVÉNEMENTS · EVENTS



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



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



**SÉNIK**  
THE EVENT  
AGENCY

# SÉNIK

GROUPE | GROUP

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

**C**  
CHAMPAGNE  
EVENTS - EVENTS

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

**SÉNIK**  
THE EVENT  
AGENCY

*fuze*

**PARENT COMPANY  
GROUP**



**SISTER AGENCIES**

CONNECT

C-PHASE

Banff 2025

The logo features a large white 'C' with a horizontal line through its center, followed by the word 'PHASE' in a white, outlined, sans-serif font. The background is a stylized mountain landscape with blue and purple tones and a forest of dark green trees.

C-PHASE

# CONNECT

CREATE :  
COLLABORATION  
COMPATIBILITY  
CULTURE

Banff 2025

A soldier in tactical gear is partially visible on the left side of the image, holding a rifle. On the right side, a woman is shown in profile, wearing a long red dress and a white hood. The background is a dark, textured wall.

**OPHASE**

**OBEY**

The logo features a large white 'C' with a horizontal line through its center, followed by the word 'PHASE' in a white, outlined, sans-serif font. The background is a stylized mountain landscape with blue and purple tones and a forest of dark green trees at the bottom.

C-PHASE

CONNECT

CREATE :  
COLLABORATION  
COMPATIBILITY  
CULTURE

Banff 2025



# CONNECT

Banff 2025

# TASK FORCES

# BRIGADES STRATÉGIQUES

CONNECT



# Task Force

noun:

an armed force organized for a special operation



"Talent wins games,  
but **teamwork and  
intelligence** win  
championships."

- Michael Jordan

# Task Forces

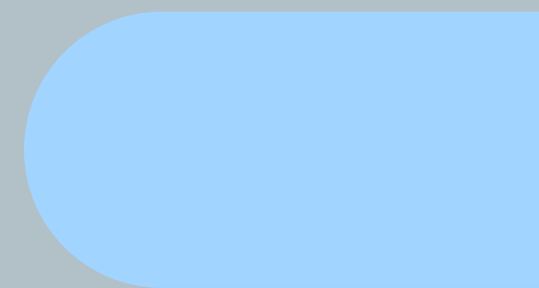
Contracts  
Budgets  
Reconciliation

Team  
Structure

Project  
Planning  
Tools

AI &  
Technology

Dream  
Clients and  
Projects





# Contracts Budgets Reconciliation

Presented by Stacy Douce



# The Team



**Stacy Douce**  
Business Development  
Coordinator



**Marie-Pier  
McLeod**  
Event Project Manager



**Lisa Pitre**  
Business Operations  
Manager



**Patricia Carrier  
Ton**  
Event Project Manager



**Charmaine Cyril**  
Experience Manager



**Valérie Lavoie**  
Executive Assistant I  
Accounting



**Nichole Gibbons**  
Accounting  
Representative

# Purpose

To gain a deeper understanding on how each company tackles Contracts, Budgets, and Reconciliation.

Contracts

Budgets

Reconciliation

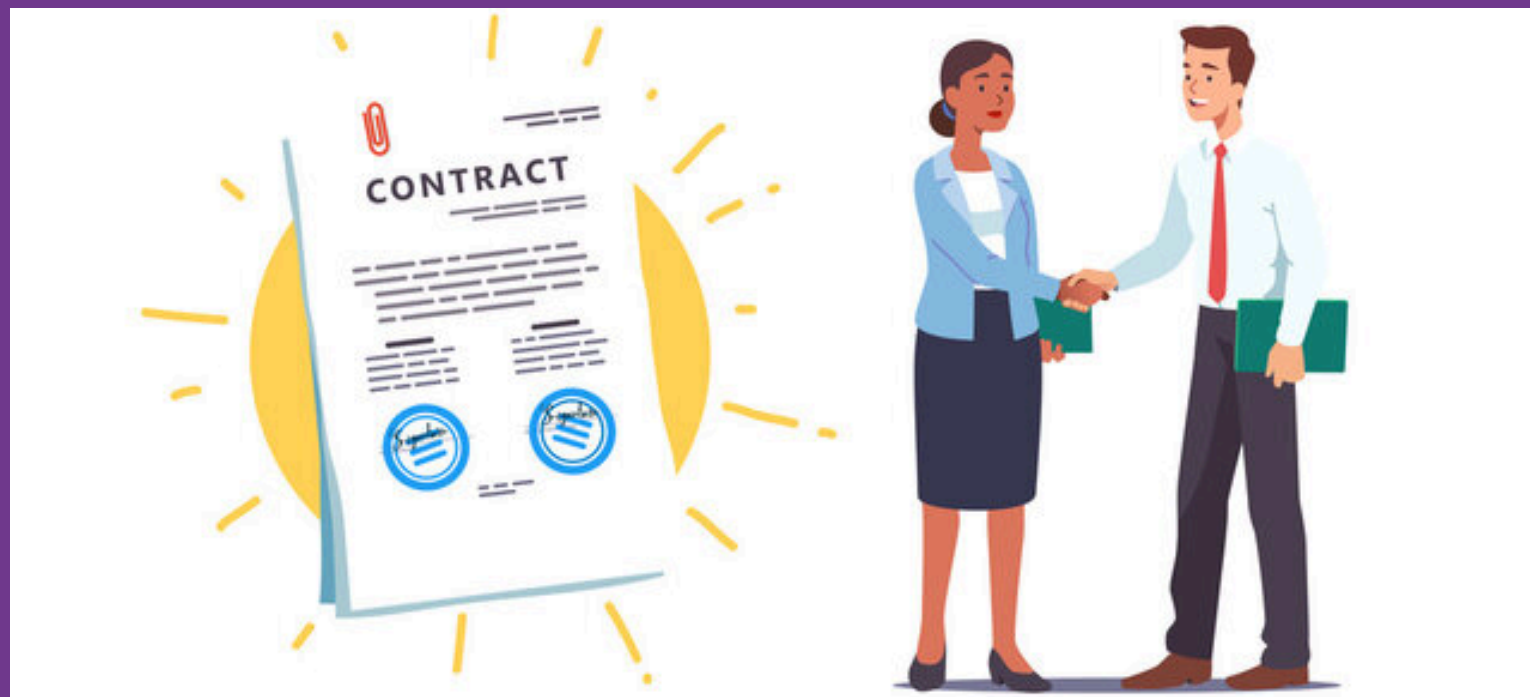
Pain Points

Recommendations

# Contracts

## Key Findings

- e=mc<sup>2</sup> events Business Development Coordinator prepares and sends contracts to clients
- S nik/Champagne Event Project Managers prepare their own contracts and sends them to clients
- Champagne contracts are signed for multiple years



# Budgets



## Key Findings

- e=mc<sup>2</sup> events uses the MeEP
- Sénik / Champagne uses Airtable
- Sénik / Champagne will export their budget to Excel when sharing with a client

# Reconciliation



## Key Findings

- e=mc<sup>2</sup> events Business Development team sends reconciliation documents to client
- Sénik/Champagne Event Project Managers complete and send out reconciliation documents to clients

# Pain Points

## Contracts

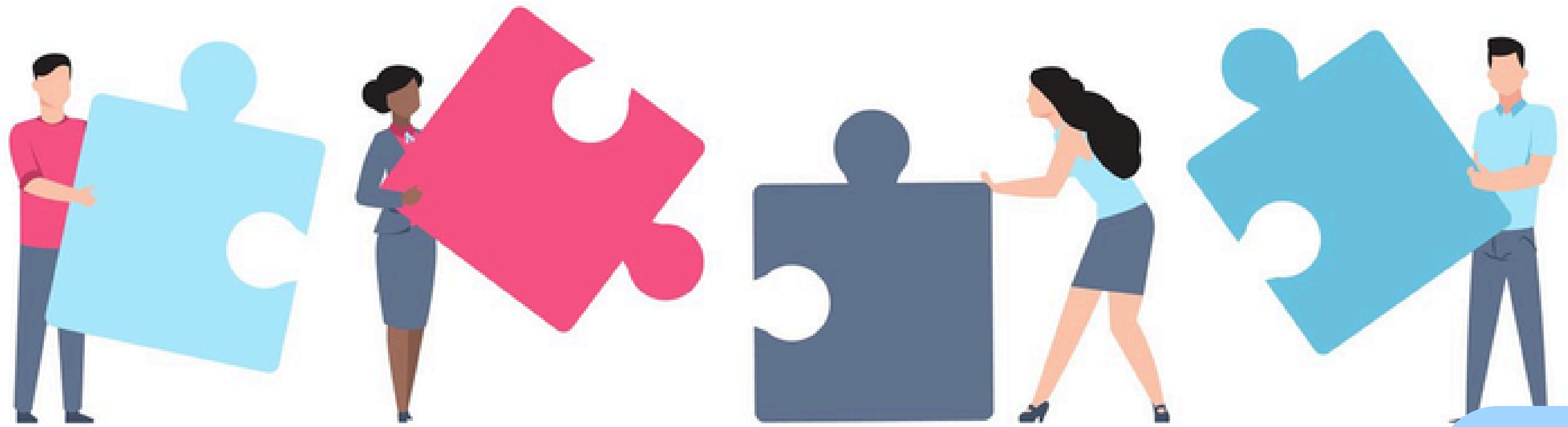
The larger the project/client team, the more bottlenecks

## Budgets

Ensuring all of the quotes/actuals get into the budget

## Reconciliation

Time consuming!



# Recommendations

## e=mc<sup>2</sup> events

Review reconciliation timelines to ensure the team is not working outside of their work day

## Sénik / Champagne

Create more Excel based spreadsheets in addition to Airtable to easily collaborate with clients



# Team Structure

Presented by Myriam Kincade



# The Team



**Myriam Kincade**  
Event Project Manager



**Andrea Beauchamp**  
Experience Manager



**Jonathan Robert**  
Event Project Manager



**Jordyn Simpson**  
Experience Coordinator



**Véronique Massé**  
Production Manager



**Andrea "AJ" Carroll**  
Director, Experience &  
Production



**Marie-Pier Sauv **  
Event Project Manager



**Sarah Downing**  
Experience Producer,  
Design & Logistics



**Stephanie Sisam**  
Experience Manager

# Purpose

To explore similarities and differences in our team structure.

Roles & Responsibilities

Team Structure

Project Assignment

# Key Findings

## Roles & Responsibilities

e=mc<sup>2</sup>

Producers get stronger admin and accounting support

No in house Technical Director

Business Development stays involved after the first project

Roles can be highly specialized on large events

Some hybrid roles (ex. Trevor in BD and producing)

SÉNIK

Producers have lighter admin support

Permanent Technical Director (Maxime)

BD often transitions into Account Management

On site roles are more versatile

Production Assistant role is rare or informal

# Key Findings

## Team Structure

$e=mc^2$

More layered hierarchy with multiple support tiers

Large projects may have two Producers with defined split roles

Larger production and on site teams

SÉNIK

Flatter organizational structure

One Producer per project, supported by more Coordinators

Smaller production and on site teams

# Key Findings Project Assignment

$e=mc^2$

Team assigned mainly by location, availability, affinities and skills

Location is a strong driver due to Canada wide team distribution

SÉNIK

Team assigned by equity, availability, affinities and skills

Equity has a greater impact since event participation is compensated

# Recommendations

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

Consider adding an internal role similar to SÉNIK's Technical Director

**SÉNIK**

Expand contractor network to support larger volumes or bigger projects

# Keep on doing what we do

I encourage us to keep creating space for the challenging conversations that push us forward, strengthen our culture, and help us grow our shared vision.





# Project Planning Tools

Presented by Chantal Wong



# The Team



**Chantal Wong**  
Experience Coordinator



**Laura Chénier**  
Event Coordinator



**Jessie Lee**  
Business Development  
Manager



**Jaime Mitchell**  
Entertainment Agent



**Caroline Doyle**  
Event Coordinator



**Afton Murray**  
Brand &  
Communications  
Manager



**Katrina Brunelle**  
Accounting  
Representative /  
Business Finance  
Manager



**Éve Des Roches**  
Event Coordinator

# Purpose

To share the MeEP and Airtable, Playbook, Timelines/Critical Paths, and any other tools used on projects

How do you capture creative ideas & images to show clients?

Do clients participate in shared documents?

What are the pros and cons of each tool

# Capturing Creative Ideas

**Sénik L'Agence  
événementielle**

**Powerpoint**

Canva

**ChatGPT**

Editing images/renders

**Firefly**

Using AI in client meetings

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

**Playbook (PPT)**

Decor, F&B Menus, etc.

Canva - MarCom

Using AI for mockup images  
simple render type images

**Gemini**

Using AI in client meetings

**fuze  
entertainment**

**Group notes**

Google Doc, physical  
pen/paper, via e-mail →  
proposal process

**SmugMug**

Photos/Videos Library

**YouTube**

Uploading artist portfolios

# Client Participation

Sénik L'Agence  
événementielle

Sometimes access to AirTable  
(doesn't have to access to all parts)

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e=mc<sup>2</sup> events

Production Workbook, Playbook,  
Meeting Minutes

NEVER in the MeEP (Main "e"  
Experience Plan)

---

fuze  
entertainment

Proposals/PDFS





## Similarities

- MeEP = Airtable
- Airtable is used by fuze and Sénik
- Both teams inform project proposals

## Differences

- Playbook/MeEP is from start to end vs AirTable comes in once moved to team
- During the proposal process: Senik - budget in an separate excel vs "e" - budget in MeEP

# Airtable

## PROS:

- Automated System with Linked Vendors
- Jotform will populate it automatically
- Acts as a "to-do" list for client/team

## CONS:

- Set-Up/Onboarding of Airtable

# MeEP/Playbook

## PROS:

- 24 years into a template "one-stop shop"
- Proposal → Playbook is easy hand off process
- Easy file sharing process

## CONS:

- Manual Uploading



# Airtable

fuze

The screenshot shows the 'Talent Database' interface in Airtable. At the top, there are navigation tabs for 'Data', 'Automations', 'Interfaces', and 'Forms'. Below this is a breadcrumb trail: 'Talent > VIC > Tech Rider Questionnaire > Hospitality Rider Questionnaire > Talent Unavailable > Police Check(s) > Policy Agreement > Talent copy > fuze onsite calendar > Telin Comp'. The main view is 'Talent Gallery - Dianne', which is a gallery view showing talent profiles. On the left, there's a sidebar with options like 'Create new...', 'Find a view', and a list of galleries: 'Main Database', 'Talent Gallery', 'Talent Gallery - Jaime', 'Talent Gallery - Dianne', and 'Talent Gallery - MP'. The gallery items shown are: '54-40' (with a photo of four men), '176 Keys' (with a photo of a stage), 'Aaron Young' (with a photo of a man playing guitar), and 'Adam Doubleyou' (with a photo of a man with a mustache).

The screenshot shows the 'fuze Leads Tracker' interface in Airtable. At the top, there are navigation tabs for 'Data', 'Automations', 'Interfaces', and 'Forms'. Below this is a breadcrumb trail: 'Lead Data > Clients > Contacts > Lead Stages > Funnel Full > F26 Forecast > F26 Weekly Sales Movement > YOY Data > F27 Forecast > 1 hidden table'. The main view is 'KLB's View', which is a table view. The table has columns: 'Event ID', 'Dates of last contact', 'Potential Opportunity', and 'Sales Rep'. The table is grouped by 'Lead Stages' and sorted by 'Potential Opportunity'. The rows are: 'Proposal - Competitive' (2 leads, Sum \$5,000.00), 'Repeat Event' (1 lead, Sum \$9,900.00), 'Signature Needed' (1 lead, Sum \$850.00), and 'Won' (17 leads, Sum \$140,725.00). The 'Won' section is expanded, showing individual leads with their event names, dates, and sales reps. A blue box highlights the date '2025/11/25' in the 'Dates of last contact' column for the 'Holiday Party - Chew Chew Pediatric Dentistry-925...'. At the bottom, there's a summary row: '586 leads' and 'Sum \$2,717,814.19'. On the left, there's a sidebar with options like 'Create new...', 'Find a view', 'My favorites', 'My personal views', 'Collaborative views', and 'Personal views'. The 'Collaborative views' section is expanded, showing 'MAIN View', 'KLB's View', 'Current Fiscal Leads', 'Calendar', 'Dianne's View', 'Edgar View copy', 'Summary by Month', 'Summary by Month Future', 'Summary By Lead Stage', and 'Contracts by Client'. The 'Personal views' section is expanded, showing 'Checking data - KLB'.

Event ID	Dates of last contact	Potential Opportunity	Sales Rep
LEAD STAGES			
Proposal - Competitive	2	Sum \$5,000.00	
LEAD STAGES			
Repeat Event	1	Sum \$9,900.00	
LEAD STAGES			
Signature Needed	1	Sum \$850.00	
Holiday Party - Chew Chew Pediatric Dentistry-925...	2025/11/25	\$850.00	DS
LEAD STAGES			
Won	17	Sum \$140,725.00	
252	Christmas event-Vista Projects-92511-01	2024/11/08	\$7,135.00 DS
253	Shell Christmas entertainment -True Event Manage...	2025/11/12	\$30,870.00 DS
254	Christmas Party -BLG Law-	2025/10/31	\$1,600.00 JM
255	Winter conference-Peters & Co. Limited-92511-07	2025/11/12	\$5,375.00 DS
256	Kids Event-McMillan -72511-01	2025/10/30	\$885.00 JM
257	Headliner-True Event Management -92511-04	2025/06/23	\$72,750.00 DS
258	Christmas Event 2025-A&W-72511-03	2025/11/19	\$565.00 JM
+	Health client appreciation holiday-True Event...	2025/11/10	\$1,365.00 DS
		586 leads	Sum \$2,717,814.19

The screenshot shows three talent profiles in a gallery view. Each profile has a photo at the top and a list of details below. The profiles are: '176 Keys' (Manager Cory Mack, 176 Keys Entertainment Inc, 1-877-539-6787, info@176keys.ca, Calgary, Contracted), 'Aaron Young' (Aaron Young, Aaron Young Music, (403) 923-3326, yaaronmusic@gmail.com, Calgary, Contracted), and 'Adam Doubleyou' (Adam White, Adam Doubleyou, (514) 806-2204, adamgwhite@gmail.com, Banff, Calgary, Contracted). At the bottom right, there is a '+ Add record' button.

# Airtable

Sénik

Task force - Project Planning Tools...  
Configuration  
Project information  
Budget  
Action Plan  
Dashboard  
Roadmap - list & timeline  
Roadmap - dupliquer  
Milestones - list & calen...  
Tasks - list simple  
Tasks - Detailed list  
Tâches - dupliquer

Action Plan > Roadmap - list & timeline

Statut Événement Responsable

Group Filter Sort 3 List

Event	Début événement ↑	End	EST	Décompte événement
▼ Fête maitre	1 décembre 2025	00:00	EST	3 jours
+ Add step				
▼ Fête sucrée	1 décembre 2025	00:00	EST	3 jours
+ Add step				
▼ Fête salée et crunchy	1 décembre 2026	00:00	EST	368 jours

Steps	Start	End ↑	Responsable	Catégorie	Statut	Progress
Selection of the menu	21 juillet 2025	15 août 2025	Laura Chénier	-	En cours	<div style="width: 50%;"></div>
Send Garantees	20 août 2025	-	Laura Chénier	-	Jalon	NaN

Task force - Project Planning Tools...  
Configuration  
Project information  
Budget  
Poches - liste  
Poches - sommaire  
Honoraires - liste  
Hono et frais admin - s...  
Items - phase vente  
Items - phase production  
Items - consultation  
Items - dupliquer  
Vérifications  
BUDGET - vente  
Départements - liste  
Événements - liste  
Événement - sommaire  
Sommaire du projet  
Fournisseurs - liste  
Fournisseurs - sommaire  
Fournisseur - onnection...

Budget > Items - phase production

Sphère Fournisseur F/V Statut Responsable Catégories More

Group Filter Sort 5 List

Event

▼ Fête salée et crunchy

Department	Cost budgété	Cost engagé	Cost...
▼ Rooming	\$226,00	\$300,00	\$0,0

Items ↑	Sphère ↑	F. ↑	Qté	Qté2	Cost...	Frais	Cost...	Cost budgété	Cost engagé	Cost...
Sept 14 - 2 Que...	1. C...	1	1,00	1,00	\$200,00	13,00%	\$226,00	\$226,00	\$300,00	\$

+ Add item

Department	Cost budgété	Cost engagé	Cost...
▼ Staff on-site	\$0,00	\$0,00	\$0,0

Items ↑	Sphère ↑	F. ↑	Qté	Qté2	Cost...	Frais	Cost...	Cost budgété	Cost engagé	Cost...
Coordonnateur - forfait 8h	1. Contrat	Fixe	-	8,00	\$95,00	-	\$0,00	-	-	-
Chargé de projet - forfait 8h	1. Contrat	Fixe	-	8,00	\$105,00	-	\$0,00	-	-	-
Stationnement	1. Contrat	Fixe	-	1,00	-	-	\$0,00	-	-	-
Per-diem journée	1. Contrat	Fixe	-	1,00	\$125,00	-	\$0,00	-	-	-

+ Add item

Department	Cost budgété	Cost engagé
▼ Technique	\$0,00	\$0,00

# So What Does This Mean?



## Key Findings

We are more similar than we are different!

## Key Recommendations

- fuze is a merge of all the different platforms - is there a way we can effectively use Airtable AND a MeEP/Production Workbook format?
- PROS: Automation of Airtable could be further utilized
- PROS: Historical Reference/Shareability of Production Workbook



# AI & Technology

Presented by Jean-Phillipe Dupuis



# The Team



**Jean-Phillipe Dupuis**

Event Coordinator



**Shaylene Flanagan**

Marketing Manager



**Maxime Bouchard**

Technical and  
Technology Coordinator



**Chantal Walchuk**

Experience Coordinator



**Dianne Stetz**

Entertainment &  
Logistics



**Cindy Piché**

Event Coordinator



**Reid Hubick**

Senior Experience  
Producer



**Vera Tchotanin**

Director, Employee  
Experience

# Purpose

Assess what tools each company is using and what are some tools that will benefit our teams.

Evaluate how technology can genuinely support our teams, rather than complicate their work.

What are the pros and cons of each tool

How do we navigate the AI era ?

# What we discussed

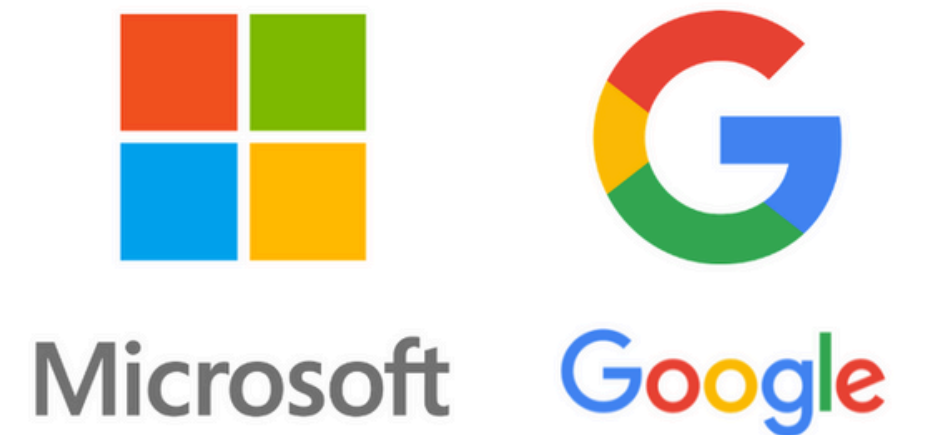
Is Cowboy Carter by Beyoncé a real country album?



Is Lady Gaga at a new career peak with her Mayhem era?



Microsoft and Google suites as our day to day operating system



# The truth of our digital environments

**Sénik L'Agence  
événementielle**

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

**fuze  
entertainment**

Whether it's Google or Microsoft

They both work great. None is better than the other

We have built habits with these tools

Why change it if it's not broken? Can we move on side to side with these two operating systems?

Are we really in a position... to position ourselves?

Do we really know everything about the endless possibilities these tools have to offer, especially with the addition of AI?

# For some perspective



Outlook



OneDrive



Account



Gmail



Drive



Groups



YouTube



Maps



Earth



Word



Excel



Docs



Sheets



Slides



News



Google Ads



Photos



Forms



PowerPoint



OneNote



Calendar



Chat



Meet



Translate



Vault



Admin



Cloud Sea...



SharePoint



Teams



Currents



Sites



Contacts



Hangouts



Forms



Keep



Classroom



Bookings



Admin





# AI - The power of sharing

## Grandma's Best Recipes



Traditional comfort food  
just like Grandma used to make

What we learn by ourselves  
everyday is powerful

- We all have a different approach towards AI. Whether it's cultural, generational, personal.
- So many of us have found little "hacks". We would all benefit from hearing about these
- Create space for discussions and formation
- AI is still new, it will take time to figure it out, just like perfecting a recipe

# What we've decided on

2026 : No more macs

We all go back to the Desktop PCs



2027 : Nokia phones

Better battery, less costly



2028 : Bring the fax back!

No more "you forgot that attachment"



# Of course not!

We have strong feelings and, as any human being, we fear change.

This is why it became apparent for us that one key element in the future would be external help. Someone who is specialized in technology, computers and artificial intelligence.



## Humanity

There is a clear desire to preserve our essence, our “sauce”.

## Privacy

We want to handle these tools considerately, and respect our clients data and privacy

## Guidelines

Optimize our usage of tech & AI tools with guidelines and training, from the right experts



# We're boarding the AI train collectively



## Repond to our collective needs

As a team, every step we take with testing and integrating AI will benefit everyone. We need to be curious and open to what's ahead (see the train coming...)



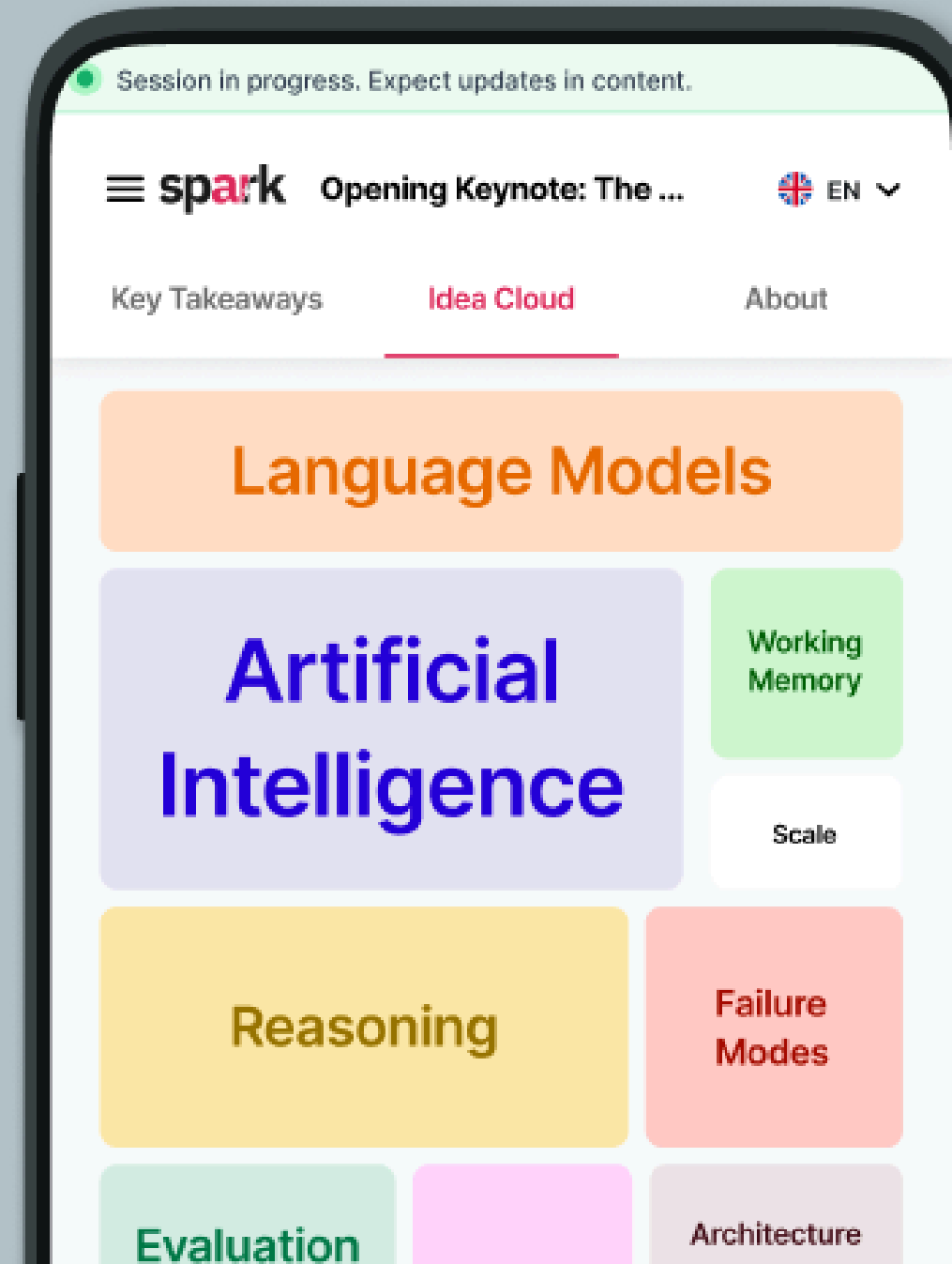
## We don't want the train to hit us

Unlike poor Katy Perry in Band-aids, we won't be hit by the AI train. We want to be ahead of it and use AI with full potential.

# Let's start... right now!

## Snapsight

- Live text + translation
- Takeaways
- Idea Cloud
- Summaries



# snapsight



Password : !SenikGR



# Dream Clients and Projects

Presented by Chris Dejonghe



# The Team



**Chris Dejonghe**

Senior Experience  
Coordinator



**Daphne Millones**

Event Coordinator



**Lucie Champagne**

Business Development  
Director



**Janice Matthews**

Senior Director,  
Business Development



**Jessica Capobianco**

Experience Producer



**Trevor Howes**

Expeirence Producer &  
Senior Creative Strategist



**Brian Hansen**

Creative Director

# Our Current Client Breakdown:

Number of clients by brand:

e=mc<sup>2</sup> = 23 clients

Sénik = 8 clients

Champagne = 8 clients

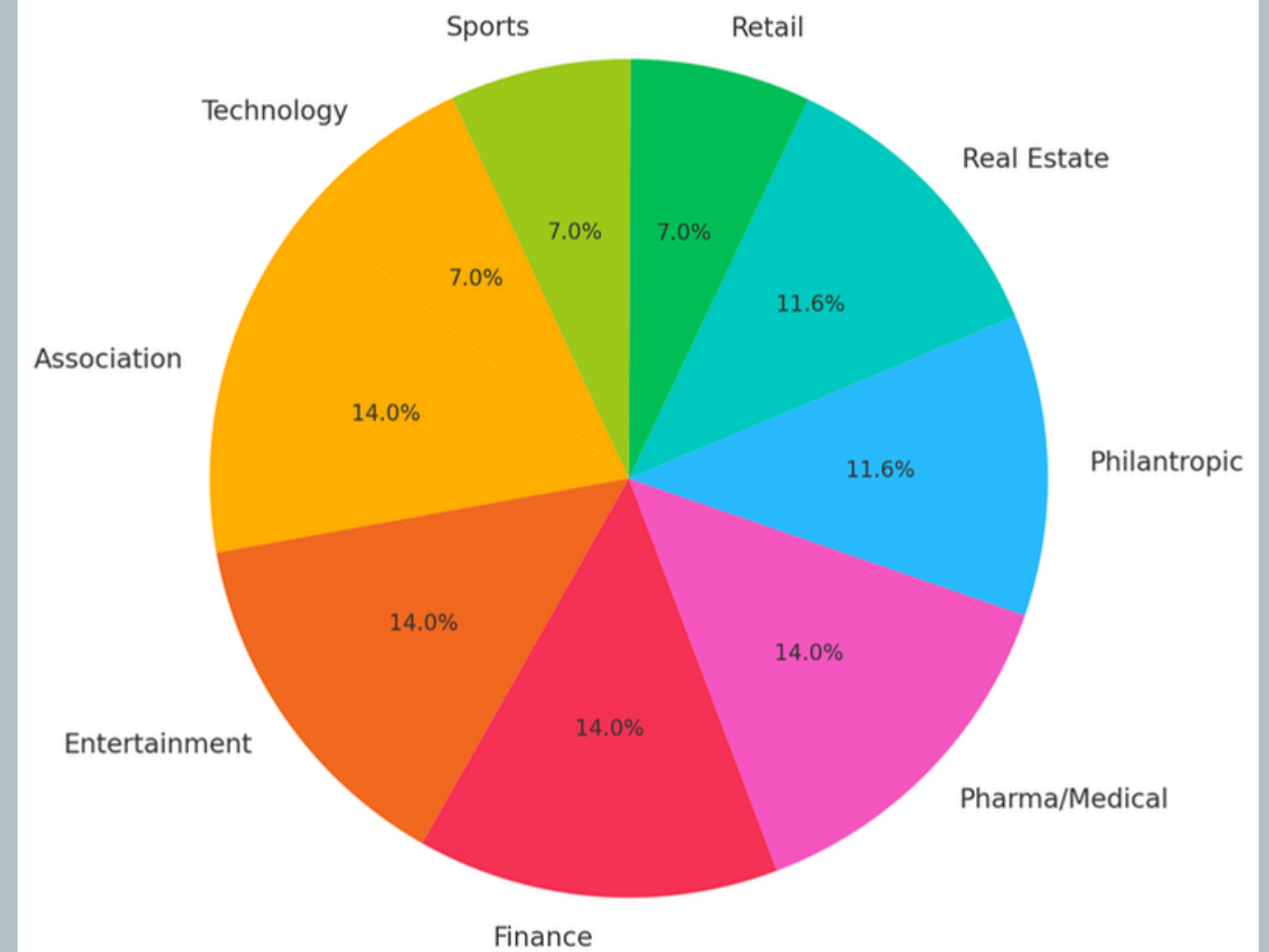
fuze = 90 clients

## Dream Clients & Projects

Purpose:

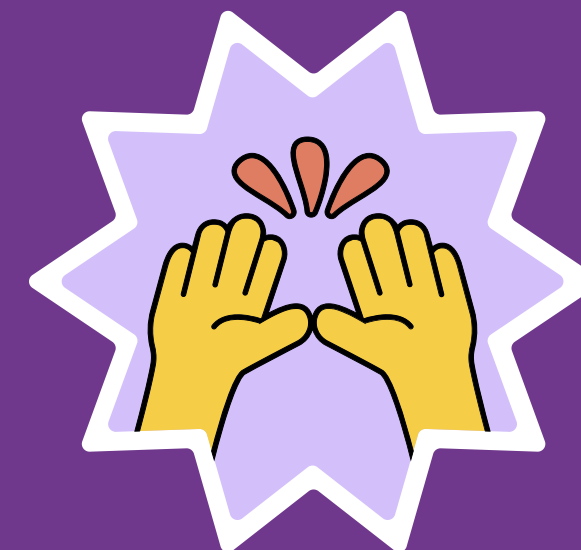
Determine what the Sénik Groups' dream clients and projects are and provide recommendations

Client Distribution by Industry



# What Makes a Dream Client?

- A client who understands and can pay for our value
- Clients who have the breadth and depth (multiple projects, multiple years)
- A client that can effectively communicate their needs to us, no matter the department
- Clients who continue to (and are eager to) do business with us and turn to us for their needs
- Clients who understand our work takes time. Clients who don't expect immediate responses
- Clients who have worked with event professionals before and understand what we bring to the table
- Clients who understand and respect budgets
- Clients who bring large budgets to the table
- Clients who bring us joy



# Dream Clients & Projects

## Dream Clients

Garda World  
Google  
Microsoft  
Apple  
Amazon  
Guru  
Chocolats Favoris  
Netflix  
Walt Disney World  
Lego  
Prana  
Johnson & Johnson  
Cirque du Soleil  
TikTok  
OpenAI, Anthropic, Perplexity...

## Dream Projects

Golden Globes  
Oscars  
C2 Montréal (creative conference)  
Multi-national corporate celebration

## Dream Collabs

Meow Wolf  
Moment Factory



# Key Takeaways

1. **Focus on clients that are looking to push boundaries and try new things**

Innovative new formats  
Hybird formats  
Interactive experiences  
Events in different spaces  
Events that want to innovate



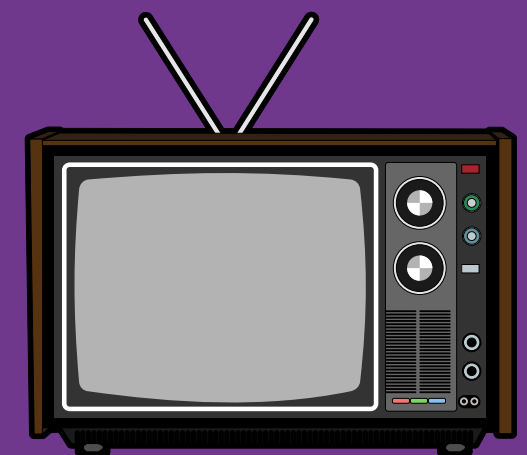
2. **Work with clients that have worked with event agencies before and understand the value we bring**

Clients willing to pay for our value  
Clients that will trust our instincts  
Clients that will allow us to manage most of the project



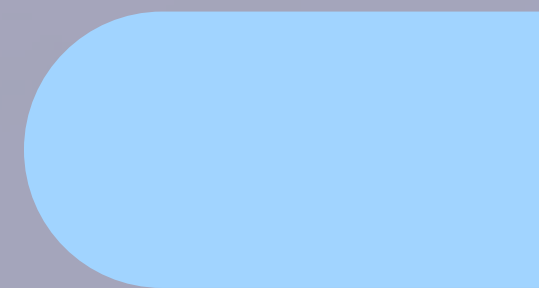
3. **Find opportunities for the group to produce the biggest brand events and shows**

Work on attracting high caliber brands like Microsoft, Apple, Golden Globes etc





# Final Thoughts



“The strength of the team is each individual member.

The strength of each member is the team.”

- Phil Jackson





# CONNECT

Banff 2025

**BREAK TIME!**

**PAUSE !**



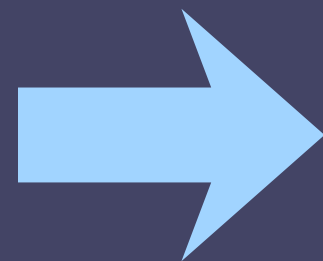
**CONNECT**



**BE BACK HERE BY  
10:45AM**

**TO OUR  
SPONSORS**

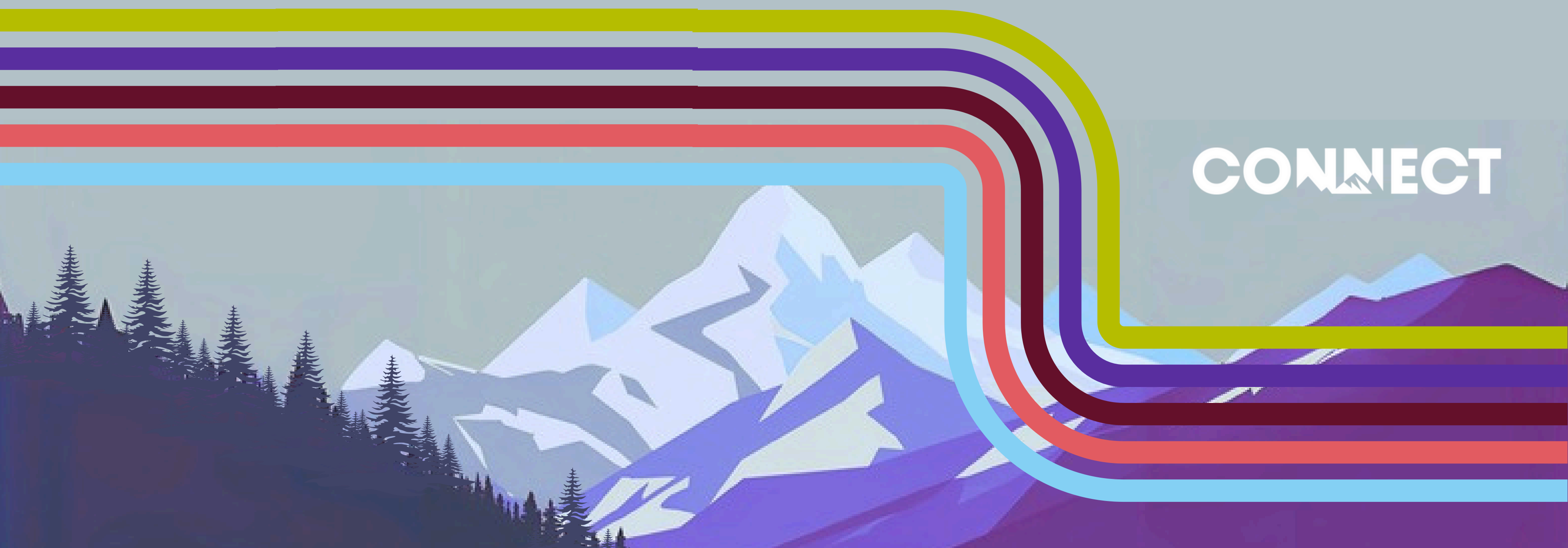
**POST YOUR  
PHOTOS HERE**



TAKE YOUR SEATS

VEUILLEZ PRENDRE PLACE

CONNECT





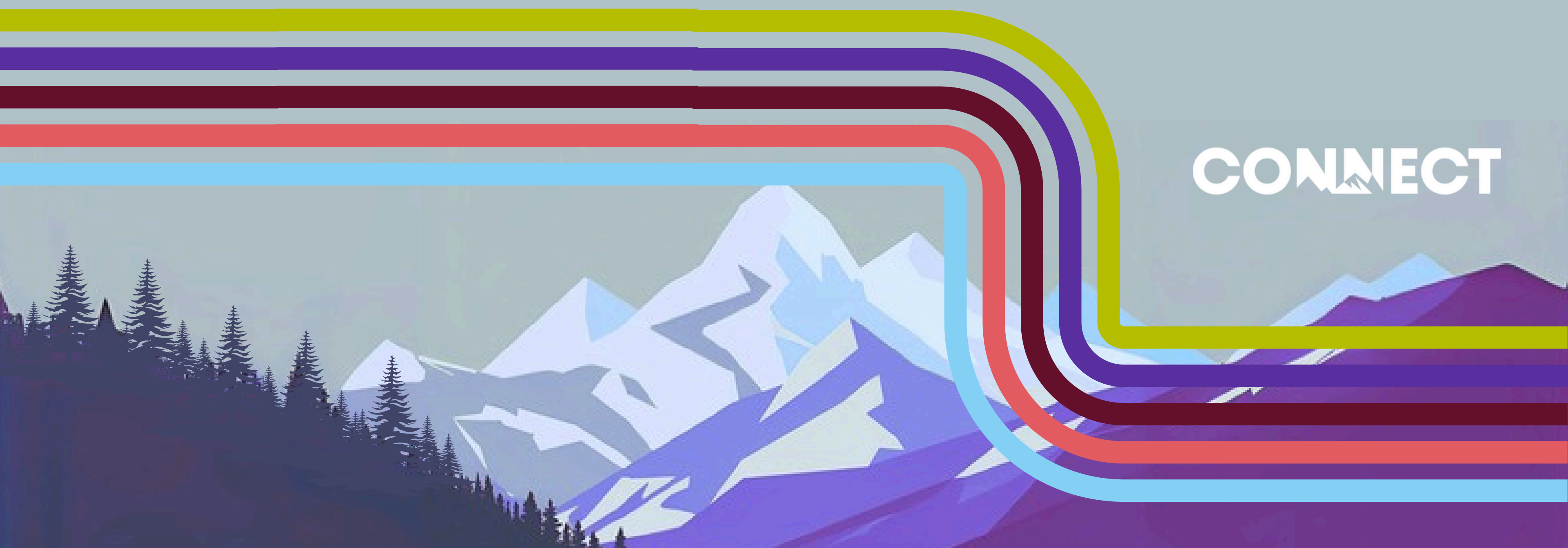
# CONNECT

Banff 2025

# GROUP COLLABORATIONS

# COLLABORATIONS INTER-ÉQUIPES

CONNECT





# Sénik Group Business Development

Presented by Sylvain, Lucie, Janice



Janice



Lucie



Sylvain



Stacy



# BD TEAM

Jessie



Pamela



Trevor





## Connect24 Learns

Over the past year, “e”, Sénik, and Champagne have been working collectively to improve our business development infrastructure, align our strategies, and position all brands for sustained growth in a shifting market.

# PMI COUNTRY LAB - F1 ACTIVATION



# BD Summit - August 25



# What we shared

Economic & client trends

---

How to win in the current market

---

RFP conversions insights

---

Emerging industries

---

We all felt so inspired & connected



# LUCKY SEVEN TEAM!

Janice



Lucie



Sylvain



Stacy



Jessie



Pamela



Trevor



**SUPER  POWER**

**Transformational  
empathy**

Trevor

**Intuitive vision**

Stacy

**Sparkling creator &  
make people dream**

Lucie

**Strategic foresight**

Janice

**Adaptable & quick  
learner**

Jessie

**Natural connector**

Pamela

**Human accelerator &  
team catalyst**

Sylvain

**Connected!**

Lucky 7 Team



We would never have had the opportunity  
if we were not connected...

The insights

The team effort


No other agency has that opportunity in  
the country!



# 2026 Goals

Boost win rate  
through optimized BD,  
pricing and execution

- Finalize path forward for BD reporting
- Full alignment on pricing strategies
- Continue to sell each brand with confidence and use our internal BD team to position pricing and proposals to increase conversion rate from proposal to win.



# Experience & Production Teams

Presented by AJ, Véronique





# Connect24 Learns

- We're an amazing group to collaborate with—easygoing, supportive, and solutions-oriented.
- Project teams are structured differently
- Project labour cost differences

# Externally We

Have done **SEVEN** events collaboratively!

---

- Canadian Special Event Awards
- Teddy Bear Affair
- Leukemia and Lymphoma Society - Light The Night
- Philip Morris International @ Formula 1 Grand Prix
- International Indigenous Tourism Conference - Montreal
- RBC LITE
- Canadian Songwriters Hall of Fame

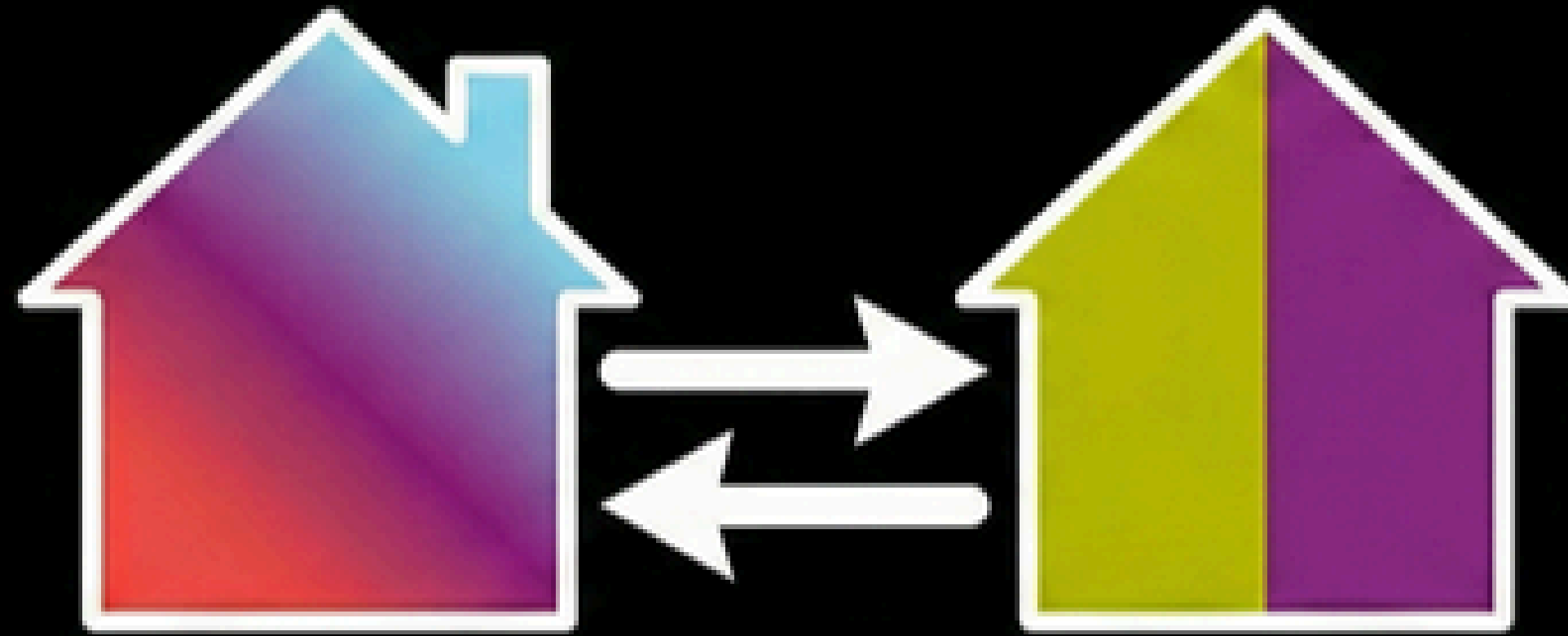


# Internally We

We meet regularly:

- To review opportunities to collaborate
- Educate and discuss labour & process





# 2026 Goal: Deep Dive Collaboration

## In-House First Approach:

- Cross-Team Resource Sharing
  - Prioritize utilizing internal resources whenever possible
  - Continue to develop and refine the process for sharing internal team members between Sénik & "e"



# 2026 Goal: Deep Dive Collaboration

- Procedures:**
- Develop, Educate and Improve Project Operations when collaborating/sharing resources
    - Streamlined Project Onboarding & Operations
    - Kick-off meetings
    - Defined Roles & Responsibilities
    - Role-specific process/procedure training
    - Document sharing



# 2026 Goal: Deep Dive Collaboration

## Financial Management:

- Financial Management
  - Analyze, Propose, Document, and Implement a new process for internal labour costs
  - Invoice/payment procedure improvements



# Operations & Human Resources

Presented by Audrey, Oli, Véra





## Sénik Group's First Official Hire

Véra

Director, Employee Experience





**HR is where specialization turns into acceleration.**

**In Operations, the goal is evolution, not revolution.**



Let's talk about

# OPS



# Alignments

**Team announcements**  
Aligned the weekly  
team meetings



**Finance**  
Aligned chart of accounts

**Client Contract**  
Sénik/Champagne did a  
major update



# Alignments

**Company Insurance**  
New broker  
better coverage



**Contractors**  
Shared templates

**Health & Safety**  
Shared templates



# 2026 Goals

## Amazon

Business account  
for the group

## Airtable

Read-only access  
to this universe

## Client Contract

Unified  
document

## Shared Access

Events and Vacations

## Compatibility

Quarterly OPS &  
Finance Meetings



Let's talk about

**HR**

# HR 2025 focus

A pivotal year for HR

Clear structure  
& transparency

Similar H&S program

Building the Group  
HR function



What HR delivered  
for employees

Unified hiring  
process

Modernizing our HR  
infrastructure

Looking ahead

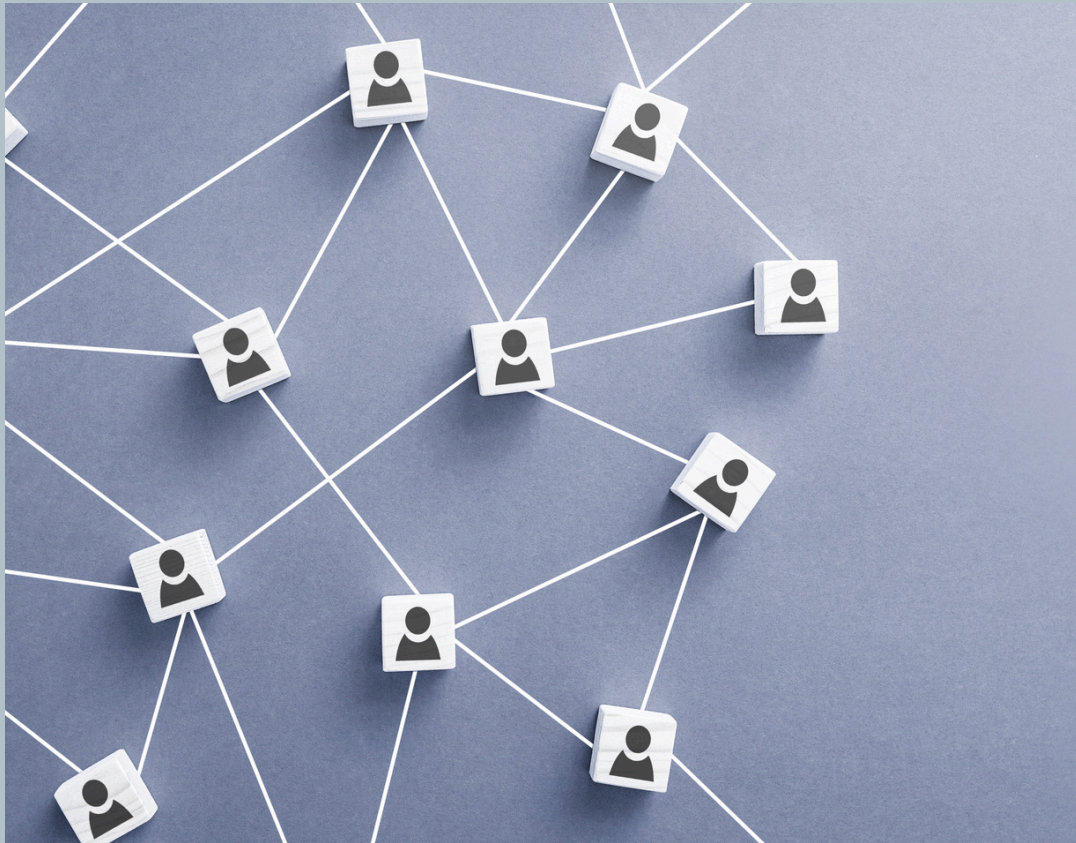
# Pivotal year

Director, Employee Experience  
for the brands  
ultimately the entire Group



Enhanced foundations  
for employee  
experience, compliance,  
and performance

Strategic alignment  
across teams and  
departments



# Leadership & Structure

Launch of bi-weekly HR leadership meetings to stay aligned, resolve issues, and set priorities



Support to managers through coaching, tools, and processes



Consistent HR governance and communication



# Recruitment & Hiring

Standardized,  
group-wide hiring  
process for all brands



Aligned steps,  
documentation,  
interview flow, and  
approvals

Reduced pressure on  
hiring manager with HR  
providing stronger  
support in candidate  
screening



# Employee Experience

Regular 1:1 employee conversations to support growth and engagement



Support with workload challenges, mental health, and team dynamics

Consistent response to HR questions and issues



# Performance



Performance review  
cloud based platform

# What HR Delivered for Employees

Implemented WorkLeap  
for "e" and fuze



Thanks to "e", Sénik now  
benefits from a new and  
improved group  
benefits program



# 2026 Goals

Group-wide performance review form & process

Roll out PerformanceVibe at S nik

Build H&S protocols & training

Implement a clearer career-path framework for all roles

Ongoing support for leaders and employee experience initiatives



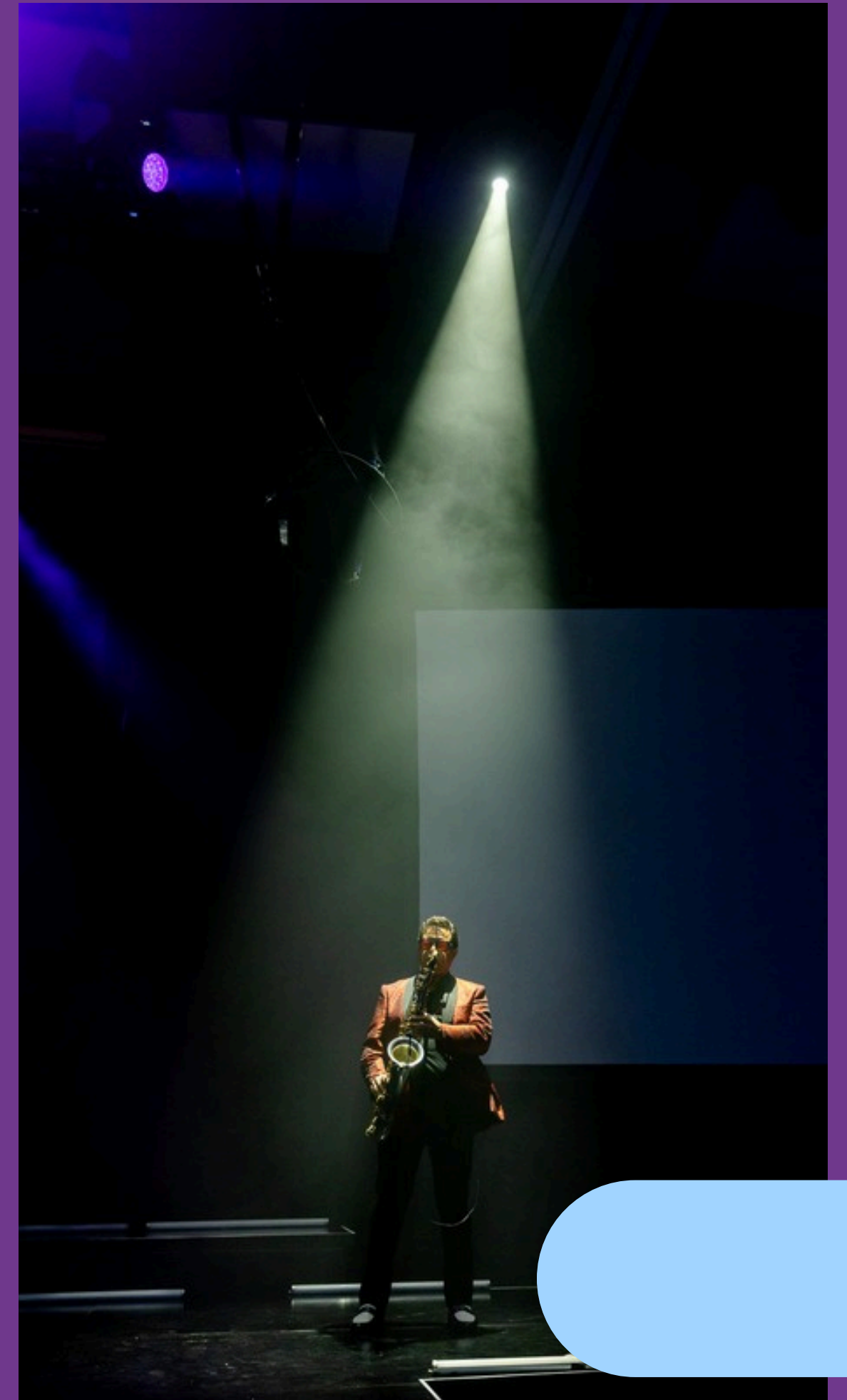
**Our job is to make  
your job easier**





# fuze Entertainment

Presented by Jaime Mitchell & Edgar Reyes





## 2025 Highlights

- Edgar Reyes joins team!
- Infuzing MP into the fuze world
- 490 payments to entertainers
- Top Clients:  $e=mc^2$ , Cantrav, TRUE
- 240+ contracts
- Memorable Projects: National Payroll Institute, Rotary International Convention and Westside Recreation 25<sup>th</sup> Anniversary

# $e=mc^2$ Collaborations

## LNG - Kitimat

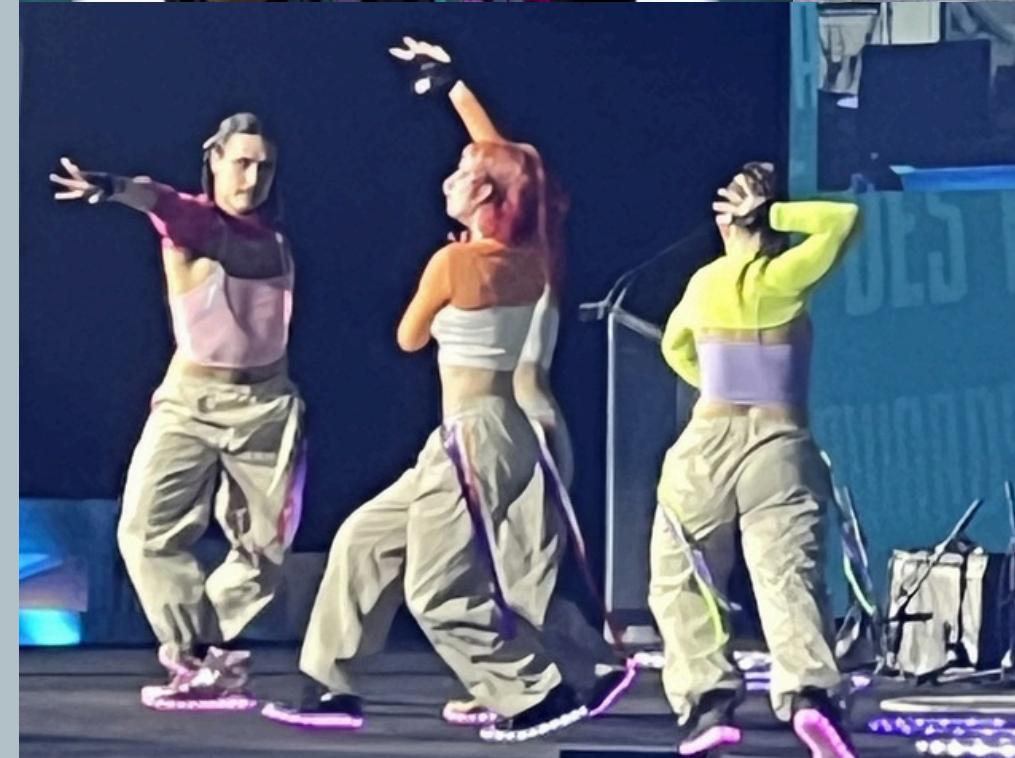
- 55 Entertainers
- Travel and logistics
- Recording Artist Contract

## IITC - Montréal

- Sourcing Indigenous Talent & Speakers
- 13 Contracts

## Mentor Canada

- Inaugural event
- Custom piece with 4 artists
- Youth Entertainer



# Sénik Collaborations

We connected!

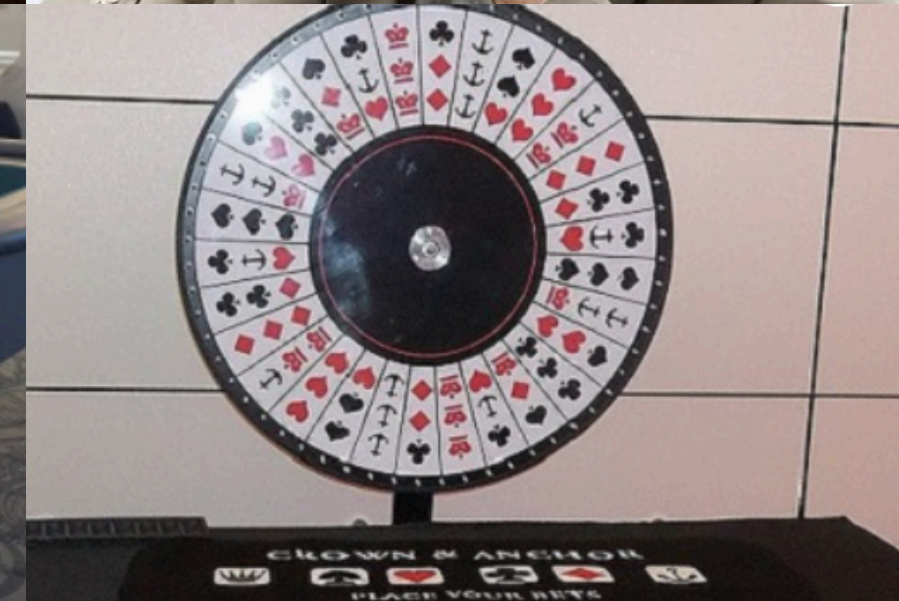
- Learned work processes
- Pitched entertainment
- Brainstorming sessions

---

Wrote our first contracts as a collective

---

Canadian Special Event Awards





# 2026 Goal

Greater, bigger, bolder,  
creative projects!

- Enhanced collaborations with all brands
- Growth in the Ontario / Quebec market, presence & visibility
- Client outreach and business development
- Create the best show for our clients. No rules, we orchestrate amazing. Feel limitless in our creative output

# We can book a 10x piece band OR....



## Basic Gig

- Ready to go
  - Band or DJ
  - Specialty act



## fuze It UP!

- Never been done before entertainment
- Coordination of multiple entertainers
- Creative conversations
- Audio visual intergration



# SÉNIK GROUP

## Brand and Communications

Presented by Keri Miller

**SÉNIK**  
GROUPE | GROUP

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

**C**  
CHAMPAGNE  
ÉVÉNEMENTS - EVENTS

**SÉNIK**  
THE EVENT  
AGENCY

*fuze*

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



**PARENT COMPANY  
GROUP**



**SISTER AGENCIES**

# SÉNIK

GROUPE | GROUP

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

**C**  
CHAMPAGNE  
EVENTS - EVENTS

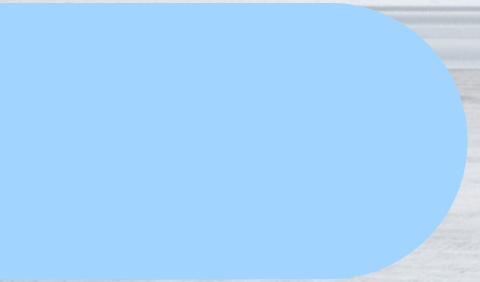
**e=mc<sup>2</sup>**  
PRODUCTIONS

**SÉNIK**  
THE EVENT  
AGENCY

*fuze*



**CONFUSION!**





# Connect24 Learns

- We are a great new group collective!
- We need to make the different brands and the overall group clear externally and internally
- We need a team to work on the group's marketing and communications

# BRAND & MARKETING TEAM



Sylvain  
STRATEGY



Keri  
STRATEGY



Shaylene  
MARKETING MANAGER



Afton  
BRAND & COMMUNICATIONS  
MANAGER



Pamela [formerly Natalie] & Valerie  
TRANSLATION MANAGER



Shaylene  
"e" CONTENT PROVIDER



Shaylene  
fuze CONTENT PROVIDER



Pamela [formerly Natalie]  
SÉNIK - CONTENT PROVIDER



Pamela [formerly Natalie] & Lucie  
CHAMPAGNE CONTENT PROVIDER

# Externally We

Made a group logo

---

Created a group brand

---

Created group social media pages



## TABLE OF CONTENTS

INTRODUCTION

BRAND VOICE

LOGO & TAGLINE

TYPOGRAPHY

IMAGERY

SOCIAL MEDIA CONTENT

WEBSITES



**senikgroup** From a future-focused morning to a show-stopping night, this Montreal event was designed to inspire.

Produced by [@emc2events](#) in collaboration with the talented team at [@champagnevents](#), the day began at the [@lewestinmtl](#) with a thoughtfully curated summit. Guests were welcomed with beautiful, dynamic seating and heard key updates about what's ahead for the organization.

By evening, the scene s...  
elevated reception fea...  
captivating cirque per...  
atmosphere that was a



Liked by [mrs.flanarby](#) and others

July 8

# Internally We

Website

---

Newsletter

---

Connect 25!





## 2026 Goal

Continue to build the strength of each sister brand to elevate the whole

- Subtly continue the SG brand through social
- while we...
- Create and implement the parent company brand
- Collaborate with all brand's marketing teams to align messaging
- Use the power of each brand to lift the other's with minimal confusion
- Support sales




# CONNECT

Banff 2025



# HOUSE KEEPING

# POINTS LOGISTIQUES

- Lunch in the Vista's Restaurant (same as breakfast)
  - Dîner dans le restaurant Vistas (identique au déjeuner)
  - STAY AT LUNCH we will be picked up there at 1:00pm
  - RESTEZ LÀ on viendra nous chercher là-bas à 13h.
- 

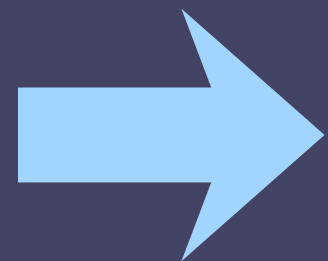
# LUNCH DÎNER



CONNECT

TO OUR  
SPONSORS

POST YOUR  
PHOTOS HERE



TAKE YOUR SEATS

VEUILLEZ PRENDRE PLACE

CONNECT



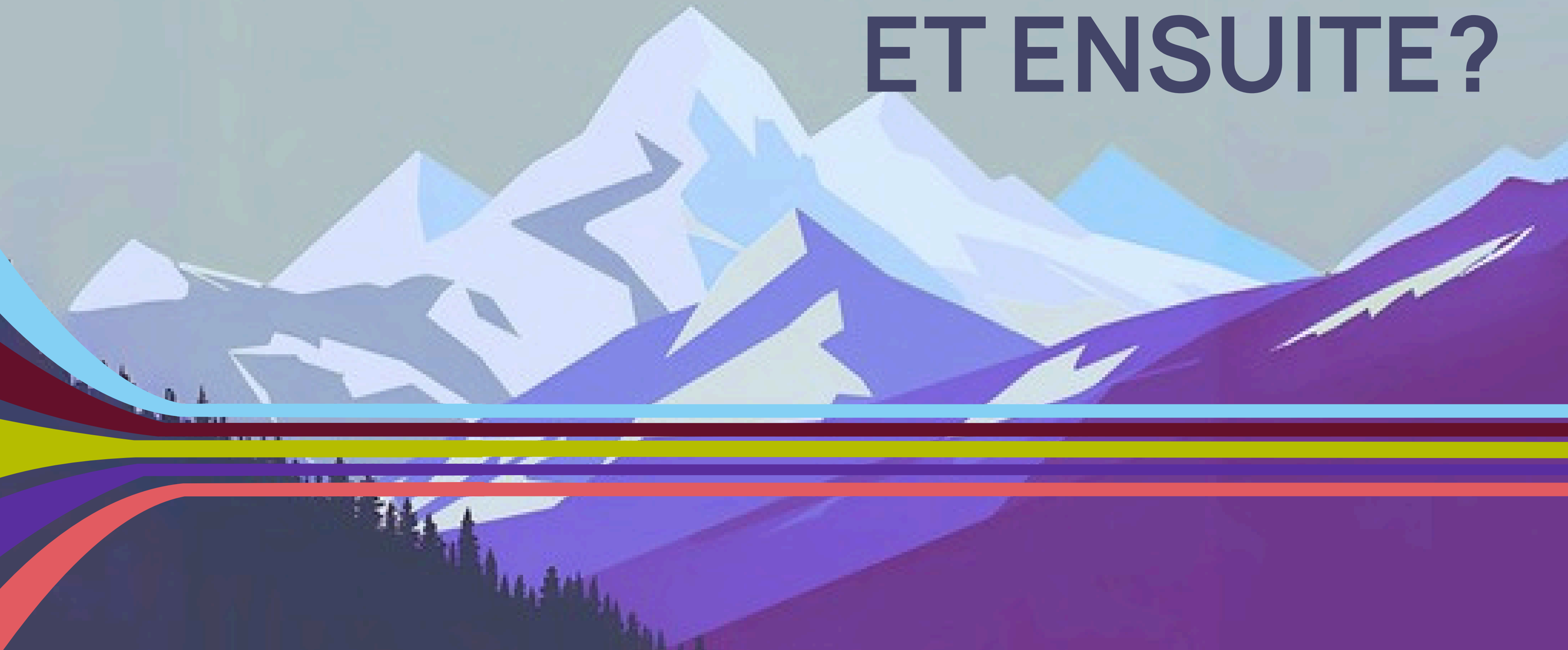


# CONNECT

Banff 2025

**SESSION B: WHAT'S NEXT?**

**ET ENSUITE?**



# BRAND UPDATES

# MISES À JOUR DES MARQUES



CONNECT



# Brand Update

Presented by Olivier Leger-Leduc



# Five NEW Key Playgrounds



**2 workdays  
5 days off**



**Find Your  
Bench For  
a Nap**



**English  
Karaoke  
Lessons**



**Xbox  
Fridays**



**New World Site Visit  
Program**

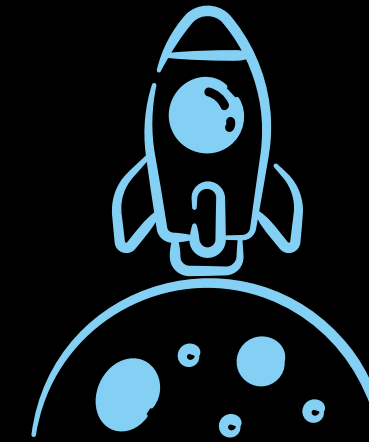
# Five REAL Key Playgrounds



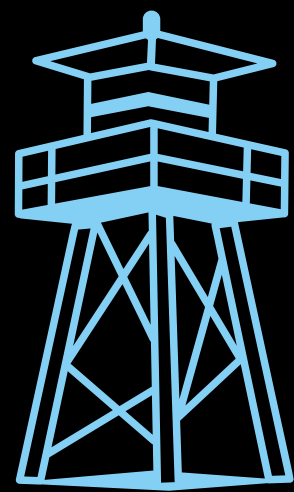
**Smart  
Revenue**



**Brand  
Love**



**Efficiency  
Boosts**



**Better  
Deci\$ion\$**



**Level Up  
Our People**

# Grow Smart Revenue.

Not just “more”, but better. Stronger clients, healthier projects, and an optimized BD engine.

**6x6 Strategy**

**Outbound  
Momentum**

**Pamela and  
Inbound**



**Home Market  
Focus**

**Profitability Over  
Volume**

# Sharpen How We Show Up.



Make it easier to sell Sénik by having upgraded tools that are beautiful, bilingual, and easy to use.

**Corpo Profiles,  
Proposals and Decks**

**Bilingual, Plug-and-play Tools**

**Asset Library**

**Website SEO**

**Short Trainings**

**Simplify The Work. Elevate The Impact.**



Tools, paths and  
technology that  
works for us.  
So we can focus on  
impact.

**One Place For All  
Tasks**

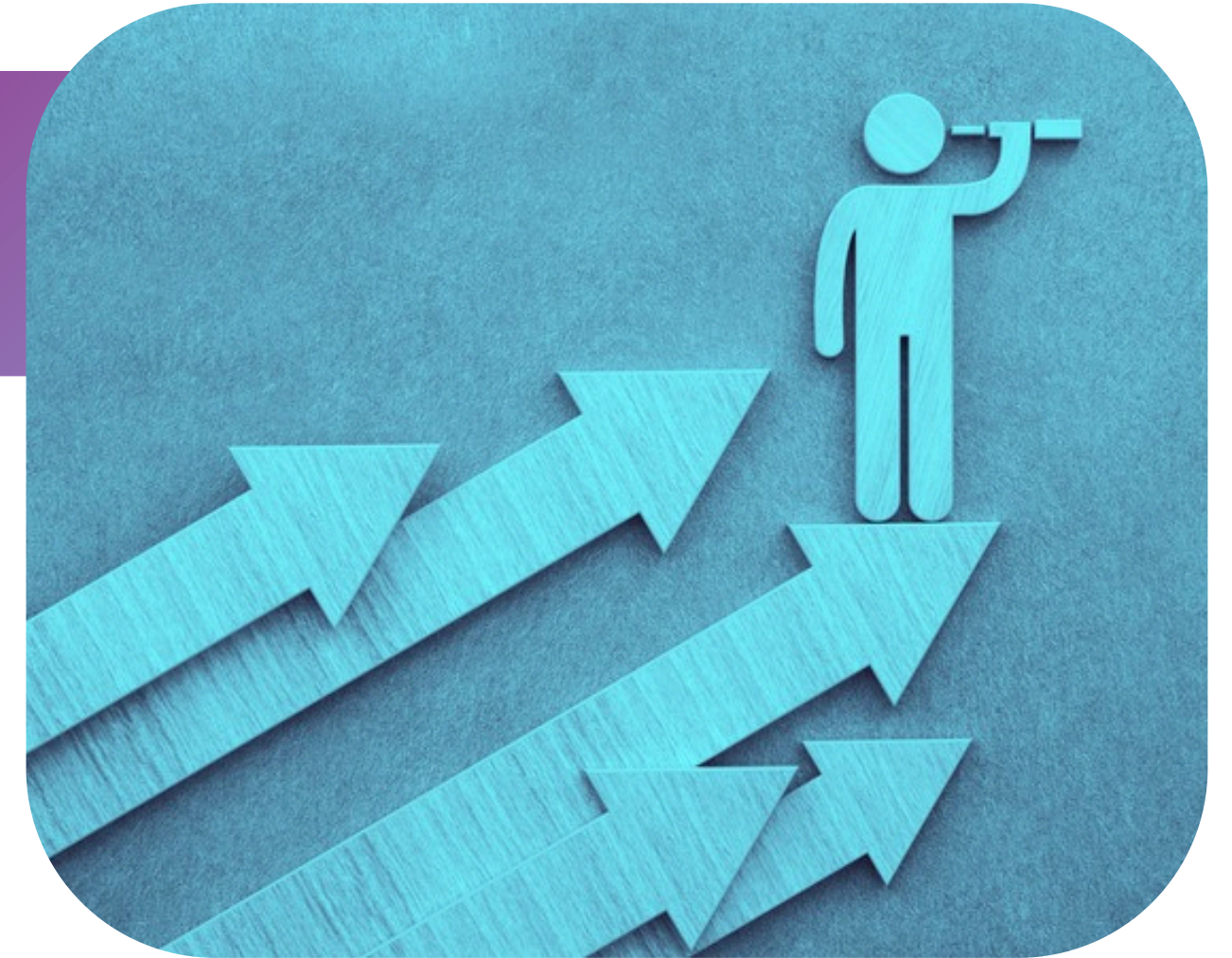
**More  
Automations**

**Training  
Refresher**

**3...2...1...Boosts**

**AI for Events and  
Internal Processes**

**Clear Finances. Stronger Focus.  
Better Deci\$ion\$.**



Stronger structure, with a reinforced finance strategy, as Seb & Sly shift to Group leadership.

**New Key Role in Finance**

**Separate Company Cost and Project Cost.**

**Financial Reporting and Tools**

**Delegate Operational Responsibilities (Seb, Sly)**

**Fuel Our People.  
Help Them Shine.**



A workplace where everyone grows with purpose. Because when our people grow, Sénik grows.

**Career Paths and Progression**

**Performance Review Process**

**HR Playbook and Procedures**

**Skill Development and Training**

**Curiosity and a Sense of Play**

Five playgrounds. One year to shine.



Five playgrounds. One year to shine.





# Brand Update

Presented by Katrina Brunelle

*fuze* entertainment



# Key Focus Areas

Drive Profitable  
Growth



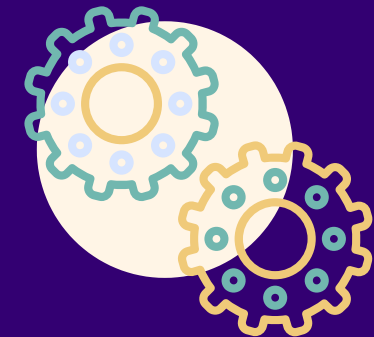
Build on  
Reputation



People Growth



Operations





## Main Objectives:

fuze FORWARD



- DPG: Achieve \$1.446m in sales with average commission fees at 25% & coordination fees at 28% by June 30th
- BOR: Be the preferred talent agency to Sénik Agency and Bond Studio by June 30th.





**Main Objectives:**

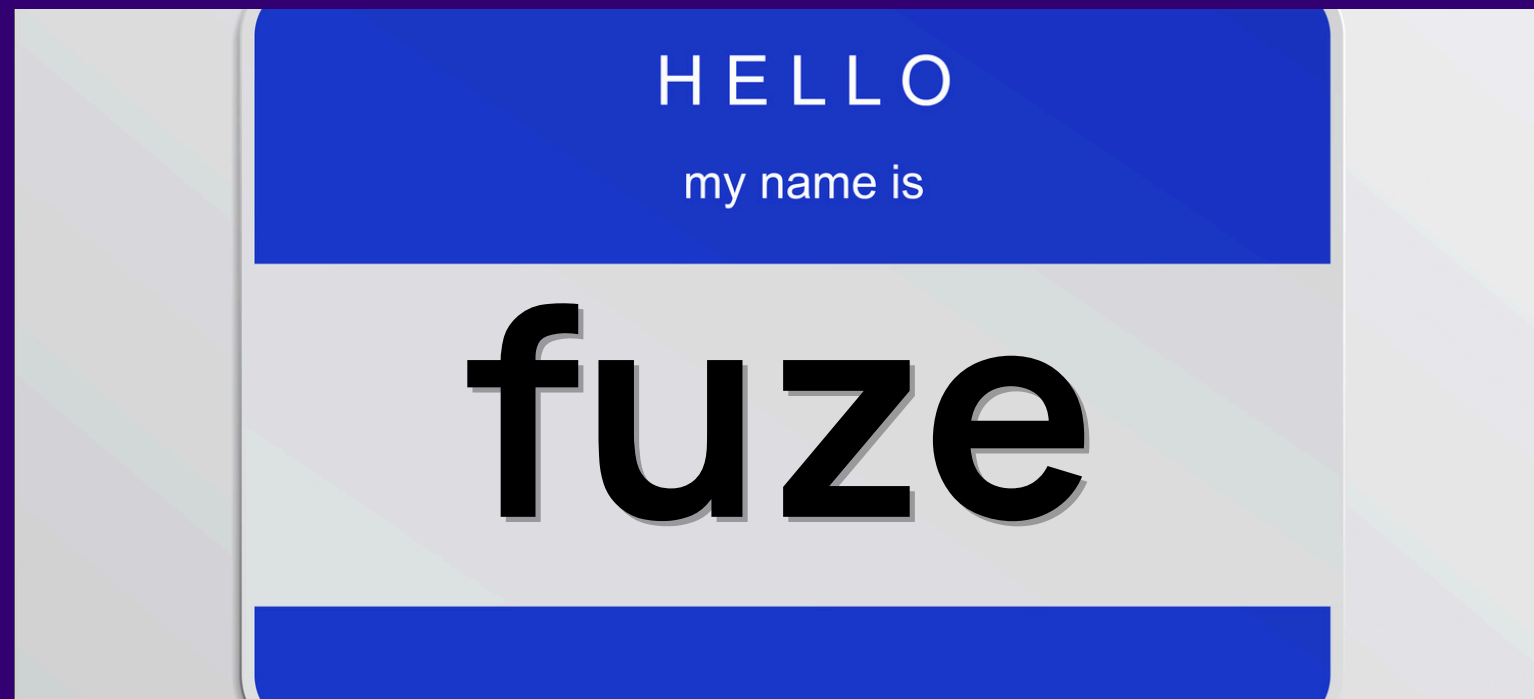
fuze FORWARD



- PG: The agent training & creative director transfer of knowledge will be 85% complete by March 30th.
- OPS: Adapt the contract workbook into an AirTable function for integrated pricing ease by March 30th.



# What Matters Most for 2026



Increasing our client base

Raise the awareness of fuze  
entertainment services



Connecting

Connect people  
Connect processes  
Connect Ideas



# Brand Update

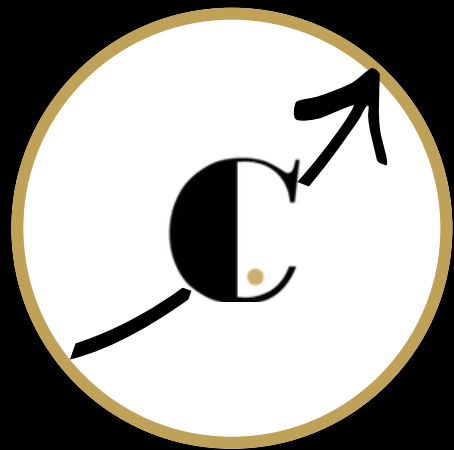
Presented by Lucie Champagne



**C**  
**CHAMPAGNE**  
ÉVÉNEMENTS · EVENTS

# Key Focus Areas

Evolve the brand while keeping its luxury identity



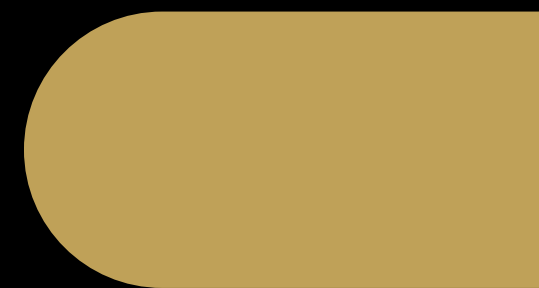
Increase sales



Build leadership connections by attending health-sector conferences



Promote unique global incentive destinations



# Main Objectives

## Evolve the brand while preserving its luxury identity

- Refresh website visuals frequently with new photos and short videos showcasing premium events.
- Maintain a refined luxury style through sophisticated photography.
- Focus storytelling on exclusive and unique experiences.
- Post regularly on LinkedIn, Facebook, and Instagram with high-end content.



# Main Objectives



## Increase sales and revenue growth

- Utilize CRM tools to track prospects and implement structured, timely follow-ups.
- Continue securing 2 to 3 year contracts (such as with Bausch, AOGQ, MedSpa, and O'Sullivan) to negotiate better pricing and ensure stable revenue.
- Maintain the new fee structure approach by switching from administration fees to agency fees and reducing the percentage. It worked at the end of 2025.

# Main Objectives

Build leadership connections by attending health-sector conferences

- Attend two key health and pharma events annually, with a coffee table setup at the convention center for scheduled meetings.
- Continue participating in VIP breakfasts and private networking cocktails targeting decision-makers.



Every year at IMCAS Paris

# Main Objectives

## Promote unique global incentive destinations

- Produce short storytelling videos to highlight each iconic location.
- Showcase exclusive venues around the world—for example, the iconic Cataract Hotel in Aswan Egypt, where Agatha Christie wrote her novel *Death on the Nile* and where exclusive spaces can be privatized for high-end events.
- Promote unique experiences such as private historic gala dinners, exclusive venues worldwide, and luxury hotels.



# What Matters Most for 2026

Sell more, sell better, and ensure sustainable growth





# Brand Update

Presented by Audrey Duits



# Our "e" focus

Drive Profitable  
Growth



Invest In Our  
People



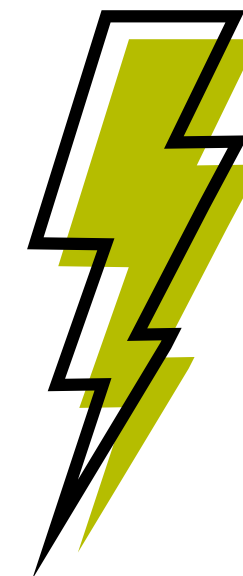
Operational  
Excellence



Develop Strategy For



Reinvigorate  
Our Brand  
Presence



# Drive Profitable Growth

---

## Ideal Client Profile

**Event types:** National & international corporate events & conferences, galas, award shows.

**Budget:** \$100k - \$2m with fee of \$50,000 - \$150,000+

**Composition:** Multiple years, multiple opportunities & new & exciting locations

**Clients:** Creative vision, Collaborative, Fun!

---

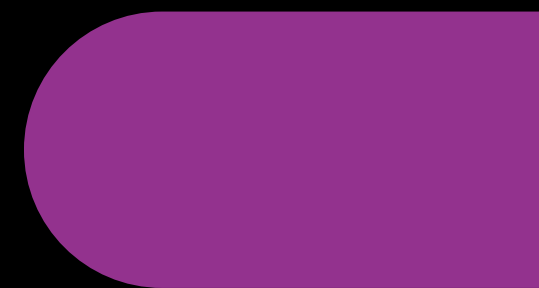
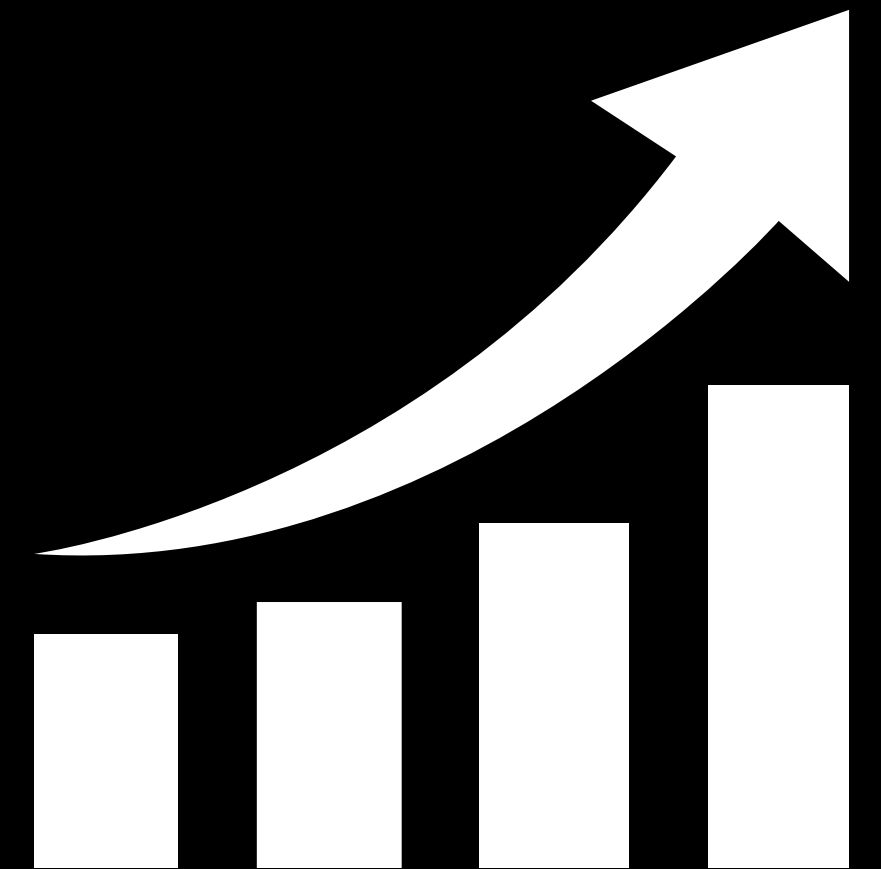
## Western Canadian Market

BD Jessie Lee in Calgary to revitalize “e” presence in YYC & YVR

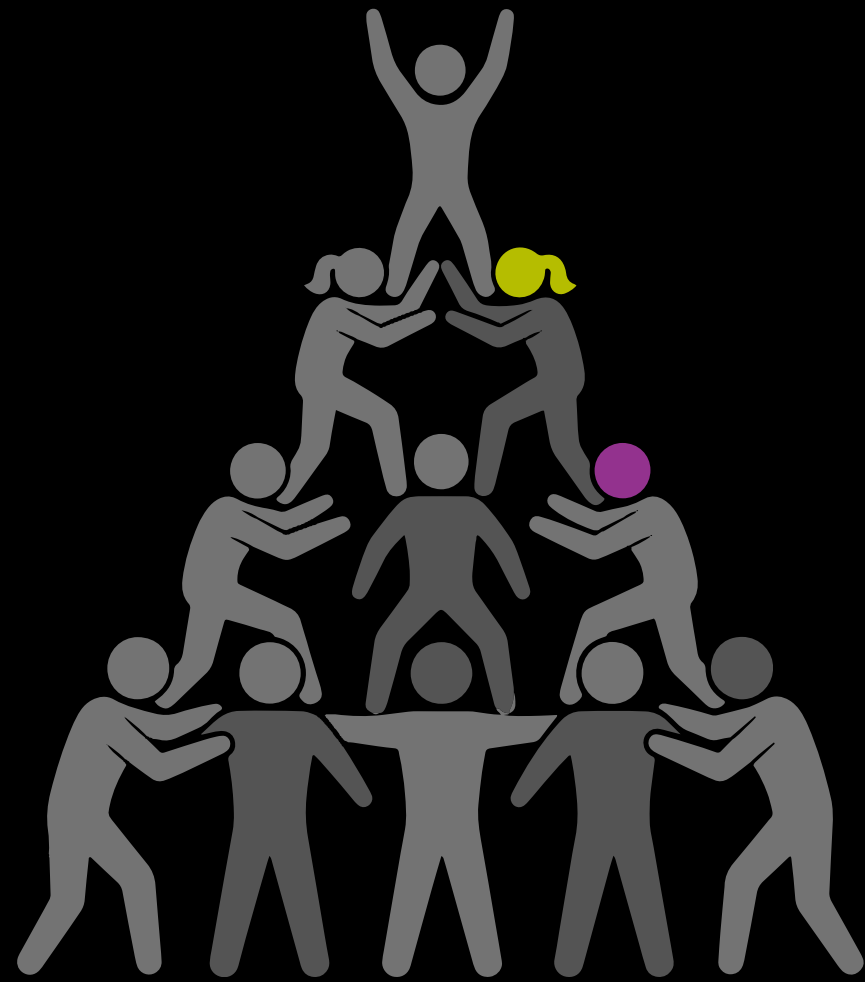
---

## Review Pricing Model

Assess pricing regularly to respond to the current economic situation



# Invest In Our People



## **Director, Employee Experience**

---

Invested in hiring this position for the Group

## **WorkLeap!**

---

Find a platform for easier performance management

## **Career Path Plans**

---

Update the Experience Team job descriptions to show future career path opportunities

## **Professional Development**

Internal training, lunch & learns, speaking opportunities in the works!

# Operational Excellence

## **Standardized Operating Procedures**

Experience Team event & production processes

---

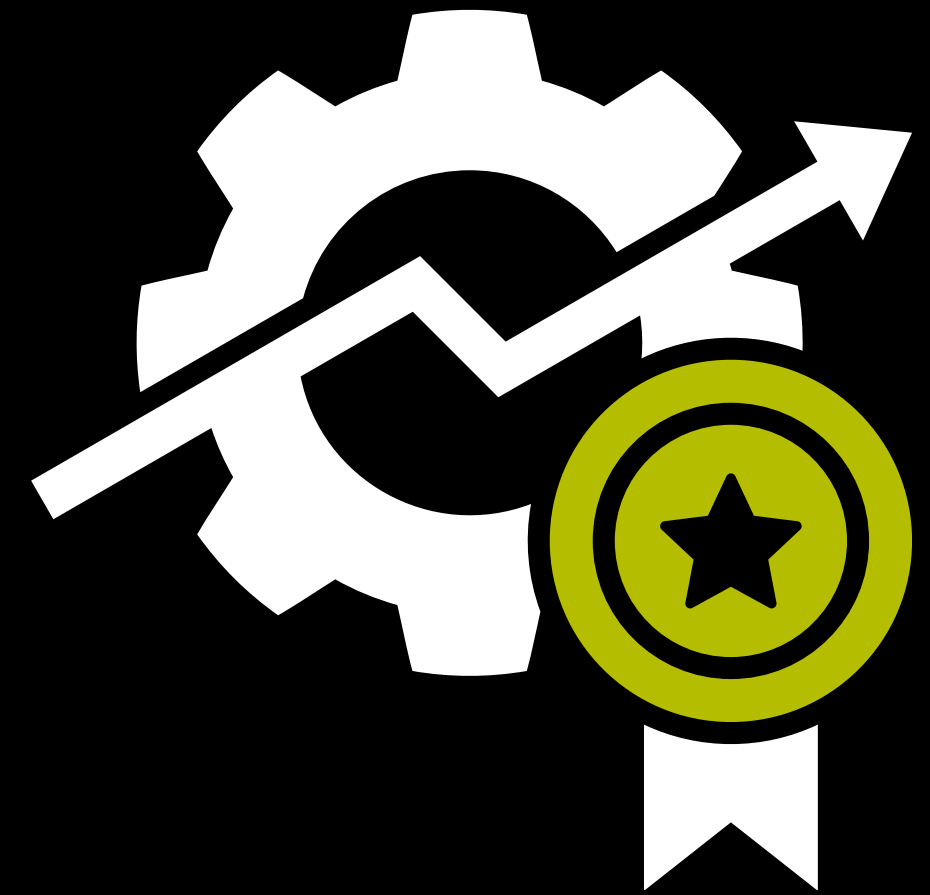
## **Improve the Proposal Process**

Create a dedicated proposal team & streamline the process

---

## **Invoice Submission Platform**

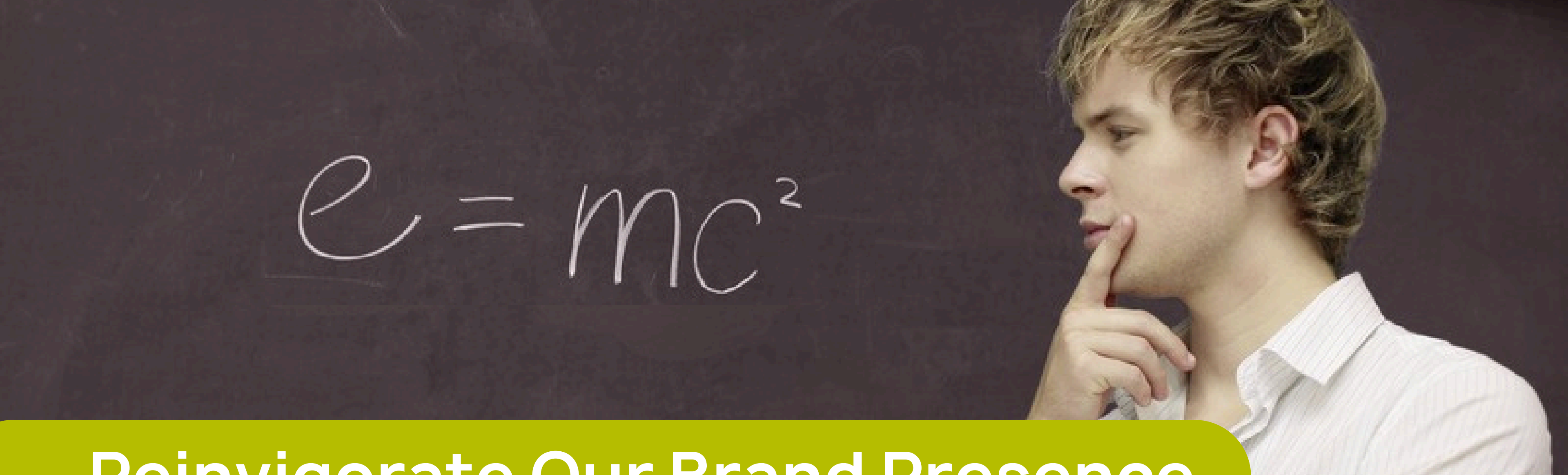
Centralized vendor-driven invoice submitting platform





# “e” productions Strategy

- Clearly define the difference between  $e=mc^2$  events and  $e=mc^2$  productions
- Clear messaging for marketing, sales and internal language
- Define production & broadcast roles & team structure
- Operational clarity between the two offerings in our company


$$E = mc^2$$

# Reinvigorate Our Brand Presence

- Differentiate “e” productions and drive awareness for this service
- Brand visual identity refresh for the “e” brand
- Revitalize “e” presence in YYC & YVR
- “e” 25th anniversary July 2026

# What Matters Most for 2026

**Win Business !**

**Reinvigorate Our  
Brand Presence !**



# CONNECT

Banff 2025

# BREAK TIME!

# PAUSE !



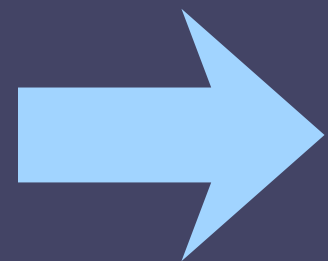
CONNECT



**BE BACK HERE BY  
3:15PM**

**TO OUR  
SPONSORS**

**POST YOUR  
PHOTOS HERE**



TAKE YOUR SEATS

VEUILLEZ PRENDRE PLACE

CONNECT





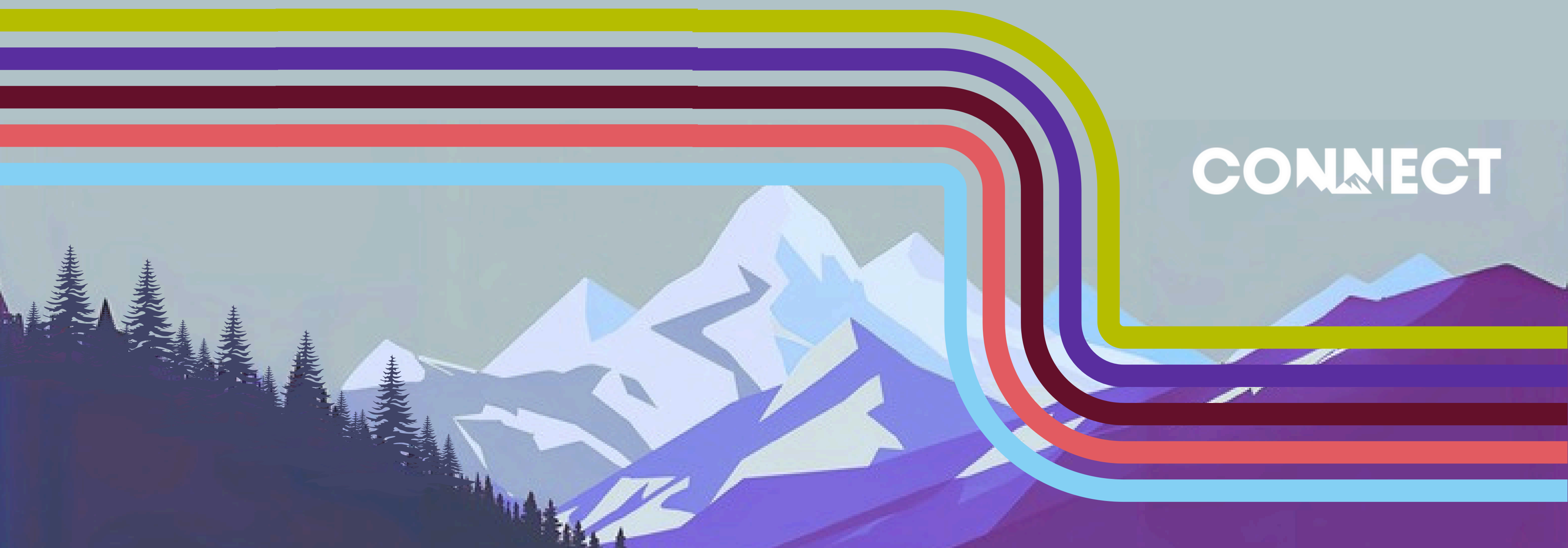
# CONNECT

Banff 2025

EXPERIENCE AMPLIFIED

EXPERIENCE AMPLIFIÉE

CONNECT



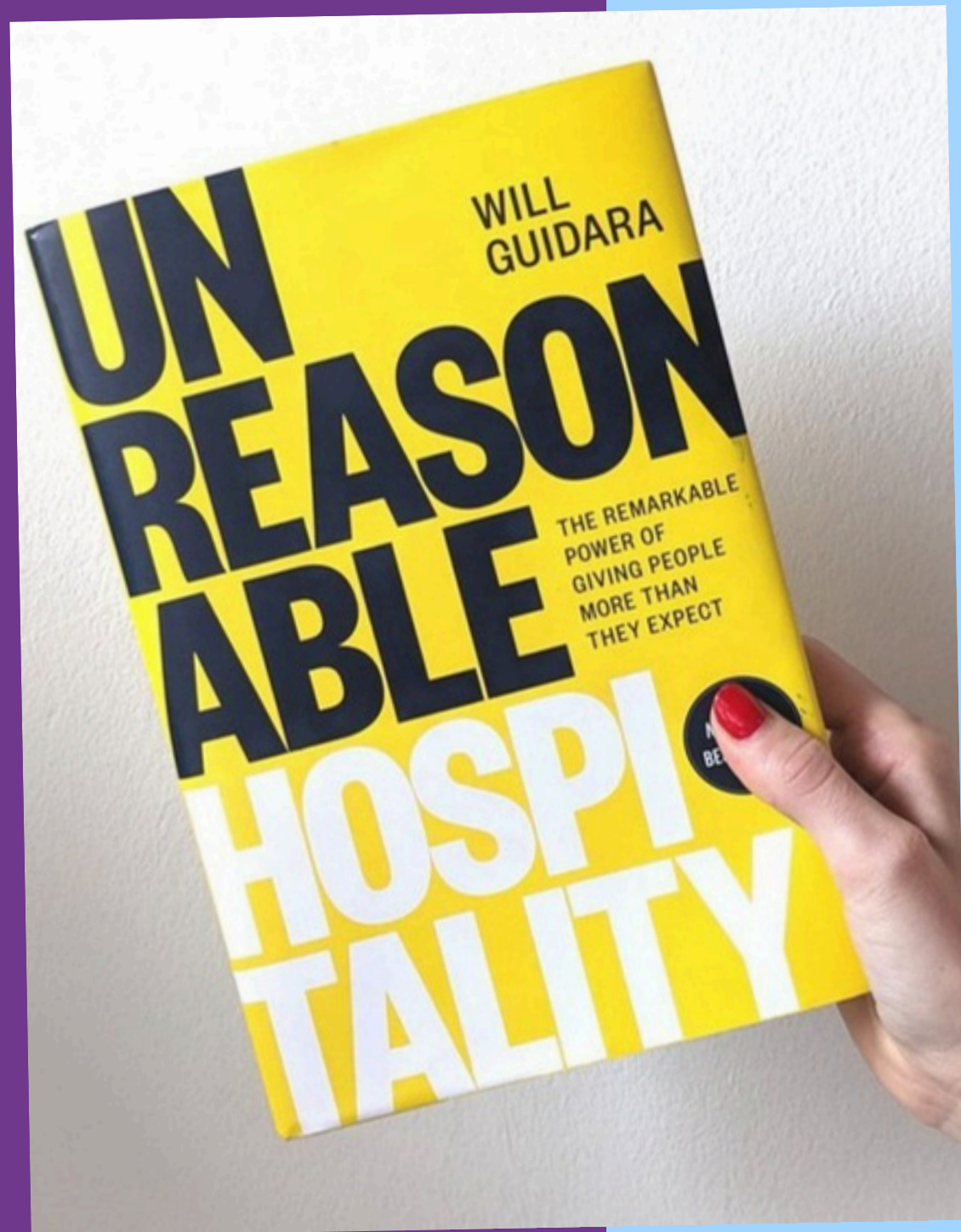


**EXPERIENCE AMPLIFIED.**



# WE ARE UNREASONABLE



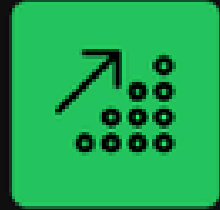


## Objective

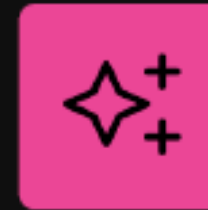
How do we systemize Unreasonable Hospitality within our culture and our way of working?

# 7 Strategic Categories

*Each category drives specific outcomes and engagement levels throughout your year*



**Growth & Alignment**



**Creative & Surprise Enhancements**



**Team Bonding & Celebration**



**Amplifying Teamwork & Growth**



**Client, Vendor & Partner Appreciation**



**Amplifying Client Success**



**Personalized Gifting & Experiences**

# EXPERIENCE AMPLIFIED.

## Round 1

- Sort and rank ideas based on what the Group should focus on
- Each table selects their Top 10 ideas/priorities

# EXPERIENCE AMPLIFIED.

## Round 2

- Rank ideas to narrow down to the top 3 ideas/priorities

# EXPERIENCE AMPLIFIED.

## Round 3

- Present your top 3 ideas/priorities and explain why everyone should vote for it

# EXPERIENCE AMPLIFIED.

## Round 4

- Each team recreate the card deck with the top 3 from each group
- Narrow down to your groups preferred 3



**EXPERIENCE AMPLIFIED.**



# CONNECT


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# HOUSE KEEPING

## POINTS LOGISTIQUES

### **Tonight**


- Travel Checkin
  - Enregistrement pour votre vol
  
  - Dinner & After party
  - Souper et festivités
- 



# HOUSE KEEPING

# POINTS LOGISTIQUES

## Tomorrow

- Checkout is 11am - during programming!
  - Quitter votre chambre avant 11h - durant la session!
  
  - Lunch is 12:00pm - 12:45pm
  - Dîner de 12h à 12h45
  
  - Transportation - the bus leaves at 1pm!!
  - Transport - L'autobus quitte à 13h!!
- 

SEE YOU TONIGHT!

À CE SOIR !

**CONNECT**

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