



Wednesday November, 16 2011

- 9:30 am **Provincial Associations Meeting** *Board Room VII*
- 12:30 – 6:00 **Registration Desk Open** *Reception Foyer East 2nd FL.*
- 2:00 – 3:30 **C.A.F.E. Board Meeting** *Board Room VI*
- 6:00 – 8:00 **Opening Ceremonies President's Reception & Welcome**

Opening Speaker: Ron Buist, Marketing Genius behind The Roll Up The Rim (Tim Horton's)



Grand Ballroom

Canadian Marketing Guru & Inventor of “ROLL UP THE RIM TO WIN” As the former Marketing Director for Tim Hortons, Ron Buist launched some of the best-known and most successful marketing campaigns in Canadian advertising history. Buist was the Marketing Director at Tim Hortons for 24 years, where he turned a once unknown donut shop into one of Canada’s leading franchised organizations. He is also the author of Tales from Under the Rim, an account of how Tim Hortons became a second home to millions of Canadians. An entrepreneur, author, marketer and thinker, Buist offers insight into his success with expanding a broad range of Canadian brands.

- 10:00 - 1:00 **Hospitality Suite** *The Prime Minister Suite*

Thursday November, 17 2011

- 8:00 – 4:00 **Registration Desk Open** *Reception Foyer*
- 8:00 – 9:00 **Breakfast** *Grand Ballroom*

Presentation on C.A.F.E.: Peter Male, C.A.F.E. Director & Vice president, Sales Pacific National Exhibition

Peter Male will be presenting an insightful look at the past accomplishments of C.A.F.E. the present challenges and what the future possibilities are for the National Association for Fairs and Exhibitions in Canada.



8:30 – 5:00 **Silent Auction Open** *Windsor Club Room 2nd Fl.*

9:00 - 10:30 **Guest Speaker: Dr. Hamlin Grange & Dr. Alison Konrad from Diversi Pro.**



Grand Ballroom

Dr. Hamlin Grange is a diversity and inclusion strategist trained to assess the level of cultural competence of individuals and organizations. He helps companies improve their productivity by increasing their cultural competence. Before launching DiversiPro, Hamlin Grange had a stellar career as a journalist in Canada and the United States, was managing editor of a community newspaper and later became the director of a national youth internship program. He sits on the boards of a number of important cultural and service agencies. In addition to these roles, Hamlin is frequently called on to give keynote speeches on diversity and inclusion to senior executives and public service leaders. Registered with Prospeakers.com Speakers' Bureau, Hamlin is a gifted speaker who has made presentations in Canada, the Caribbean, the USA and Europe.



Dr. Alison M. Konrad is a Professor of Organizational Behaviour at the Richard Ivey School of Business and holder of the Corus Entertainment Chair in Women in Management. She earned her Ph.D. in Applied Social Psychology at the Claremont Graduate University. She is a Fellow of the Eastern Academy of Management and a member of the Women's Executive Network (WXN) Advisory Board for Canada's Most Powerful Women Top 100. Dr. Konrad has served on the Editorial Board of the Academy of Management Review and is 2003-07 Editor of Group and Organization Management. she was Professor of Human Resource Management at the Fox School of Business and Management, Temple University.

10:30 - 10:45 **Coffee Break**

10:45 - 12:00 **Guest Speaker: Jeff Tobe, Colouring outside the Lines Creating the Ideal Customer Experience** *Grand Ballroom*



Certified Speaking Professional, Jeff Tobe's credentials are impressive. Insider Magazine recently dubbed him "**The Guru of Creativity**" and readers of Convention & Meetings Magazine recently chose him as "**one of the top 15 speakers in North America**". Tobe has earned this reputation through his trademark presentations, "Coloring Outside the Lines".

Tobe is one of the most dynamic speakers in the industry as attested to by clients including the IRS, the Human Resource Professionals of Ontario, Prudential of England and Pepsi Cola International. He prides himself on presenting up-to-the-minute, cutting edge material as it relates to **designing the ideal customer EXPERIENCE**.



He believes in the power of creativity to look at your business from a new perspective and accept that customer service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done! He teaches organizations that to grow, and increase their bottom line, they must first implement strategies that have a fresh approach. Tobe believes in the power of **INFLUENCE and PERSUASION** to change an organization's culture in today's topsy turvy economy.

Jeff is the **author** of the hugely popular book, ***Coloring Outside The Lines***. He is the co-author of the best selling books, "***The Sales Coach***" and "***The Communication Coach***".

12:00 - 2:00 **National Awards Lunch & Guest Speaker**

Grand Ballroom

Guest Speaker: Paul Beamish, BA (Hons. Bus.), PhD (UWO) Developing International Joint Ventures and Alliances



Dr. Paul Beamish associate director of Asian Management at the University of Western Ontario's Richard Ivey School of Business. Paul Beamish is a Professor of International Business at Ivey. He is the author or co-author of over 50 books, and 100 refereed articles. His books are in the areas of International Management, Strategic Management, and especially Joint Ventures and Alliances. Professor Beamish has His consulting, management training, and joint venture facilitation activities have been in both the public and private sector. In September 2005, he was appointed director of Ivey's Cross-Enterprise thrust on engaging emerging markets. He worked for Procter and Gamble and Wilfrid Laurier University before joining University of Western Ontario's Richard Ivey School of Business

2:15 - 3:15 **Concurrent Seminars/Workshops**

Workshop #1 Industry Round Tables

Presenter: **Dr. Hamlin Grange & Dr. Alison Konrad** *Victoria Room*

This workshop will be interactive roundtable discussions;

Workshop #2 Brainstorming to Broaden Your Base



Presenter: **Michael Lewis** *Duke of Edinburgh Room*

Michael Lewis is Managing Director of Michael Lewis Training, Motivation and Development, a London, Ontario based training and development firm founded in 1994. Michael Lewis is a popular and passionate speaker and experienced workshop facilitator. His firm Michael Lewis Training, Motivation and Development is a London, Ontario based training firm was founded in 1994 after extensive market research clearly established a need for effective and affordable training solutions and



educational / motivational presentations primarily to non-profit organizations. The old saying goes "the broader the base, the taller the tower". By reaching out and creating / developing productive partnerships within your community you can ultimately extend your reach and attract new visitors to your event. In this seminar we'll invest an hour to "blue sky" a list of possible mutually beneficial partnerships / opportunities that will enhance your event's image and draw new / more visitors to your event. Attendees should leave a list of ideas on who they can reach out to in their community. Additionally, they may return home with the idea that they should lead a "blue sky" session with their staff / team.

2:15 - 3:15 **Service Members Meeting** *Suite 300*

3:15 - 3:30 **Coffee Break** *Reception Foyer*

2:13 - 3:15 **CYTC Steering Committee Meeting** *Duke of Albany Room*

3:15 – 4:30 **CYTC Zone Coordinators Meeting** *Duke of Albany Room*

3:30 - 4:30 **Concurrent Seminars/Workshops**

Workshop #3 Outside -the -Lines Marketing

Presenter: **Jeff Tobe** *Victoria Room*

International keynote speaker, Jeff Tobe teaches organizations how to color outside the lines without falling off the page. Recently chosen by readers of Conventions and Meetings Magazine as "one of the top 15 motivational speakers in North America", Tobe is also known for his high-energy, content-driven presentations.

Workshop #4 Commitment to Improving Customer Service Experience

Presenter: **Michael Lewis** *Duke of Edinburgh Room*

The workshop will challenge you to look harder than ever before at the visitor experience and to realize how critical positive customer service is and how detrimental negative experiences can be. We will discuss how to build and implement a set of ten "non-negotiable" service commitments that can work to ensure your visitor has a great experience. A total commitment by all staff and event contacts to improving customer service standards adds value to the customer's overall experience.

Attendees should leave with a much greater awareness of establishing much higher customer service standards and also making them the rule of behaviors of staff / event contacts.



Workshop #5 The Tsunami of Mobile Marketing/SMS Text messaging is here, are you ready?



Presenter: **Gary Beck Management Consultant for Key Text Marketing**

Duke of Connaught Room

Key Text Marketing

Market your ideas. Boost your sales. SMS Text Message Mobile Marketing/Advertising

Gary Beck is a Management Consultant for Key Text Marketing, a Canadian company providing SMS Texting and mobile marketing services to Canadian companies. The company offers Canadian companies the capability of running and managing mobile marketing campaigns either on a managed or self-managed basis. Harley Davidson Canada, Prime Restaurants, General Motors are among the stable of clients using Key

Text Marketing's' mobile marketing services. SMS Mobile Marketing/Advertising is becoming extremely popular in the business community. The reason for this is simple: text message advertising is highly effective. Probably the most cost effective marketing method currently available. Over 30% return ratios are not unheard of and can help almost any kind of business.

Presentation of will focus on six key areas

- 1) *what mobile marketing is;*
- 2) *why does mobile marketing matter to your business;*
- 3) *who is your client/patron in mobile marketing;*
- 4) *where is mobile marketing headed/happening and on what scale;*
- 5) *when is the best time to integrate mobile marketing into your marketing mix;*
- 6) *how do you get your business ready for the integration of a mobile marketing strategy;*

There will be discussion of several business cases and case studies during the session. Attendees should bring their cell phone with them as it will be used during the session.

Workshop #6 (Pending)

Presenter:

Suite 300

4:30 – 5:30 **Let's Make a Deal Showcase** Showcase Performances

Be sure to buy your tickets for your chance to win in our 50/50 draw!

Grand Ballroom (East & Centre)

4:30 – 5:30 **CYTC Youth and Zone Coordinators Orientation** *Duke of Albany Room*

7:00 – 10:00 **Showcase Cabaret Night** Showcase performances by various artists

Buffet and Cash Bar

Grand Ballroom (East & Centre)



10:00 - 1:00 **Hospitality Suite** *The Prime Minister Suite*

Friday November, 18 2011

Note: Breakfast is on your own this morning.

6:00 – 8:30 **Trade Show Set Up** *Grand Ballroom (West & Centre)*

8:30 – 9:00 **Tea/Coffee** *Grand Ballroom (West & Centre)*

8:00 – 4:00 **Registration Desk Open** *Reception Foyer*

Reminder: a) Nominations for Directors Forms

The completed C.A.F.E. Nominations form may be delivered to the C.A.F.E. Convention Registration Desk prior to 4:00 p.m. on November 18, 2011 in London Ontario.

b) Appointment of Voting Delegate Forms

Please complete and return the Voting Delegates Form which is to be delivered to the C.A.F.E. Convention Registration Desk until 4:00 p.m. on November 18, 2006 in London Ontario.

8:30 – 5:00 **Silent Auction Open** *Windsor Club Room*

8:00 – 4:00 **Trade Show** *Grand Ballroom (West & Centre)*

9:00 - 10:00 **Concurrent Seminars/Workshops**

Workshop # 1 “Local Government and why you should care”

Presenter: Gordon Hume

Duke of Connaught Room



This session will update attendees on the changing role of municipal government and why that's important to fair boards and management. Topics will include changes in local government; municipal taxation issues and seeking new revenue sources; partnership opportunities; local prosperity, and why these are all important to fairs.



Workshop #2 Let's Get Engaged

Presenter: **Jeff Tobe**

Victoria Room

What he does is discuss commitment and how to get your people engaged at work every day. In his usual high-energy, high-humor and high-content style, Jeff walks audiences through the "Four Pillars of Engagement." By the end of this session, participants will understand the power of engagement and motivation!

1. **Curiosity:** To get people invested in our organization, we must encourage them to be more curious in looking for alternative solutions, being incredible problem solvers and in asking the right kinds of questions of their internal and external customers.
2. **Accountability:** At every level of the organization, people have to do more than WANT to be accountable—they have to act "as if."
3. **Trust:** Jeff demonstrates how to assess your level of integrity, practice trust behaviours and identify the signs of betrayal and disengagement.
4. **Communications:** Engagement starts and ends with open communication. Jeff shares techniques to make your people more aware of their communication and to give them the tools to better themselves.

Workshop #3 Emergency Planning

Presenter: **Steve Somerville of Stay Safe.**

The Prince of Wales

In today's world, we must be prepared for any unexpected disaster. No matter which geographical area we live in, there are potentials for man-made disasters, such as a terrorist attacks or arson fires; and natural disasters such as earthquakes, wildfires, floods, hurricanes and tornadoes.

1. Know where help can be found such as the Canadian Centre for Emergency Preparedness <http://www.ccep.ca> a non-profit organization dedicated to fostering the development of a disaster resilient Canada by preparing small business, non-profit organizations, and the Disaster Management professional.
2. What Supplies are needed, where are they purchased, what is expected as a minimum
3. The importance to making an emergency plan that is suitable for your operational needs and where to find appropriate checklist and templates to build on.
4. The importance of staying informed of weather and disaster news .

10:00 CYTC Rehearsals Start *London City Music Theatre 316 Rectory St, London*

10:00 – 11:00 Coffee Break - in the Trade Show



11:00 - 12:00 **Concurrent Seminars/Workshops**

Workshop # 4 "Let's Keep It legal" Contact Negotiation Do's and Don'ts"

Presenter: **Robert Baird BAM! Baird Artists Management** *On Trade Show Floor*



President of BAM! Baird Artists Management in Toronto, President of NAPAMA (North American Performing Arts Managers and Agents) and on the Executive Board of Festivals and Events Ontario (FEO)

Mr. Baird is known internationally for his creative marketing ideas and skill at promotion. BAM! Baird Artists Management was created to assist emerging and established artists in furthering their performing careers, especially in the United States and Canada, but internationally as well. Robert has had a long and distinguished career in the arts, publishing, education and artist management.

"Keeping It Legal" – The nuts and bolts of contracting and avoiding headaches with booking entertainment. A primer on contracts including negotiating guidelines, expectations on either side, promises to make and promises to keep. Fact-filled, practical advice with a Dos & Don'ts Contract Checklist included.

Workshop #5 "Latest Fairgrounds Trends." Part (1 of 2)



Presenter: **Charlie Smith Fr. POPULOUS** *Victoria Room*

This workshop will cover numerous trends in the fairgrounds industry including Fairgrounds Funding Options, Market Demand & Economics, Developer partnerships, and six other related topics.

Mr. Smith has 28 years of experience in the design, programming and master planning of mass attendance facilities including over 250 fairs, exposition centers, multipurpose arenas and equestrian centers in 50 states, 23 countries and seven (7) Canadian provinces. His firm, Populous, has been called "the world leader" in fairgrounds design. Mr. Smith is the only architect who is a member of the Canadian Association of Fairs & Exhibitions (CAFÉ), International Association of Fairs & Expositions (IAFE), Florida Federations of Fairs, North American Livestock Show & Rodeo Managers Association (NALS&RMA), International Association of Venue Managers (IAVM), the Rocky Mountain Association of Fairs (RMAF), and the Royal Agricultural Society of the Commonwealth (RASC).

Workshop #6 "How to Write an Emergency Plan"

Presenter: **Steve Somerville of Stay Safe.** *Duke of Connaught Room*

Learn to write generic plans to cover emergencies that might come your way. At this workshop you will be able to receive assistance on a Continuity Plan that takes your operations and community resources into consideration.



Workshop #7 Social Media "SURGE Communications"

Duke of Edinburgh Room

Presenter: Mary-Ellen Willard, V.P. Surge Communications – With over 15 years of marketing and sales experience, Mary-Ellen is strongly positioned to run Surge Communications. She knows the challenges of communications from both sides of the desk, having spent the first half of her career in senior management positions on the client side.. Surge Communications – With over 15 years of marketing and sales experience, Mary-Ellen is strongly positioned to run Surge Communications. She knows the challenges of communications from both sides of the desk, having spent the first half of her career in senior management positions on the client side.

Technology is driving the emerging realities of media fragmentation, web-based commerce, viral marketing and social media offering tremendous opportunities for growth. The challenge, for agencies and clients alike, is to respond in a way that best enables them to capitalize on these opportunities. Rather than sit back and take a "wait and see" attitude, Surge Communications has taken action and by taking the workshop you to will learn the best practice to implement for your operations.

Workshop #8 "Your fair will fail if you continue to be stupid"

Suite 300

Presenter: **David Bednar**, General Manager of the Canadian National Exhibition in Toronto Ontario. David Bednar moved from Dallas, Texas to Canada in 1970 to attend Bishop's University in Lennoxville, Quebec, from which he graduated with a B.A in theatre and business administration. He enjoyed ten years with the prestigious Shaw Festival in Niagara-on-the-Lake as Director of Operations. Before joining the CNE in May 1998, he worked with Live Entertainment Corporation (Livent) for nine years, where he was involved in the development and operation of theatre projects in Toronto and New York. David became a citizen of Canada at the 2000 CNE. David will present a humorous and insightful look at why the fair of yesterday can become the fair /exhibition of today. Learn some tips to bring new creative activities into the mix rather than the same old displays year after year.

12:00 - 1:30 **Lunch - In the Trade Show**

1:30 - 3:30 **Concurrent Seminars/Workshops**

Workshop #9 Creative Team Building

Presenter: **Jeff Tobe**

Victoria Room

Jeff Tobe's credentials are impressive. Insider magazine recently dubbed him, "The Guru of Creatively Thriving from Change." Tobe has earned this title through his trademark presentations, "Coloring Outside the Lines."

Using humor, wit and a contagious energy, Jeff presents more than 100 programs each year and consults with organizations that urgently need to stay ahead of their marketplace. His client list reads like a Who's Who in Corporate America and Canada and includes IBM International, Nestle USA, ReMax International, Ethicon Pharmaceuticals and many others. Jeff's background as an award winning sales and marketing entrepreneur has made him the leading authority in creativity in business. Having owned his advertising business for over 10 years, Jeff gained his perspective on



creativity from both the agency and vendor side. Combine that with his insight into a changing business world and you have a winner!

Workshop #10 “How to Write an Emergency Plan”

Presenter: Steve Somerville of Stay Safe.

The Prince of Wales Room

Learn to write generic plans to cover emergencies that might come your way.

At this workshop you will be able to receive assistance on a Continuity Plan that takes your operations and community resources into consideration.

Workshop #11 E- Ticketing (The Ins & Outs)

Presenter:

Duke of Connaught Room

E- Ticketing is a complete point-of-sale system that enables your staff to sell tickets to your events, monitor sales activity, and produce detailed reports. E- Ticketing doesn't require complex network configuration or onsite servers.

3:00 - 4:30 **Trade Show Reception**

Appetizers and Cash Bar

Grand Ballroom (West & Centre)

4:30 - 5:30 **Let's Make a Deal Showcase Hour** Showcase Performances

Be sure to buy your tickets for your chance to win in our 50/50 draw!

Grand Ballroom (East & Centre)

7:00 – 9:30 **Canadian Youth Talent Competition**

London City Music Theatre 316 Rectory St, London

Busses leave at 6:30 p.m. Companions must purchase tickets

10:00 - 1:00 **Hospitality Suite**

The Prime Ministers Suite

Saturday November, 19 2011

Note that breakfast is on your own this morning

7:30 – 8:30 **CYTC Zone Coordinators** – Post CYTC Meeting *Duke of Albany Room*



8:30 – 12:30 **Silent Auction Open** *Windsor Club Room*

9:00 – 9:30 **AGM Registration** Reception Foyer

9:30 – 10:30 **Annual General Meeting** Grand Ballroom (East & Centre)

10:30 – 11:00 **Board Meeting**

10:00 – 1:30 **Registration Desk Open** Reception Foyer

10:30 – 11:00 **Coffee Break** Reception Foyer

11:00 - 12:00 **Concurrent Seminars/Workshops**

Workshop #1 “The Changing Face of your community”

Presenter: **Gordon Hume** *Duke of Edinburgh Room*

“THE LOCAL FOOD REVOLUTION”: This session will focus on the changing face of our communities, the importance of the creative economy, local food issues, opportunities for local fairs with local food, sustainability concerns, health issues such as childhood obesity, and re-establishing links with the local/regional agricultural sector and producers.

Workshop #2 Latest Fairground Trends (Part 2)

Presenter: **Charlie Smith from POPULOUS** *Victoria Room*

This workshop will cover numerous trends in the fairgrounds industry including Site Access and Circulation Issues, Multi-purpose Buildings, Redevelopment Versus Relocation Issues and six other popular topics.

Workshop #3 APPS Communicating in Today’s World

Presenter: *Duke of Connaught Room*

This workshop will explore the benefits and learn how the APP technology can broaden your marketability. Learn how to build an app for your fair and reach new audiences for the now generation.

12:30 pm **Silent Auction Closes** – get your last bids in! *Windsor Club Room*



12:30 - 2:30 **Presidents Lunch & 2011 Host Invitational**

Grand Ballroom (East & Centre)

1:00 – 2:00 pm

Closing Keynote Speaker: Mike Dover “Reinventing Your Business in a Customer-Driven Marketplace” *Grand Ballroom*



Technology & Marketing Thought Leader

Mike Dover is a highly-connected research executive with more than a decade's experience leading New Paradigm, a world-class think tank. He has been responsible for operations, content quality, and client management for \$10 million, multi-year research studies on the intersections among technology, business strategy and society. Dover's book, Wikibrands: Reinventing Your Business in a Customer-Driven

Marketplace investigates how companies are using technology to enable meaningful conversations with their customers. He speaks about the role of technology, generations in the workplace, and popular culture. As an experienced public speaker and panellist, Dover has delivered dozens of highly-rated speeches about the role of technology, generations in the workplace, and popular culture. Mike Dover will provide you with a deeper understanding of the potential for social technology in their businesses.

3:00 – 4:00 **Silent Auction Pickup** Windsor Club Room

7:00 - 11:00 **Host Night** (Companions must purchase tickets)

The Host for 2011 is Western Fairs Association London Ontario Canada
– casual dress (jeans and recommended)

Please note that the buses will leave at exactly 6:15 p.m. and it's really too far to walk, so plan to meet in the lobby at 6:00. The Bus will Tour the Grounds