



CANADIAN special events and meetings EXPO 2008

Canada's premier conference and trade show for event and meeting professionals.

April 1 - 3, 2008
Metro Toronto Convention Centre
North Building, Constitution Hall
Toronto, ON



3 days



33 speakers

33,000 sq ft



of Event Inspiration

CONFERENCE REGISTRATION PACKAGE



CANADA'S NATIONAL event industry CONFERENCE

THIS IT IS! The Most Comprehensive Event in the Industry

CSEME is the most informative, idea-generating, entertaining event you could possibly attend! Whether you're a corporate meeting or event planner, a marketing executive, a catering manager, a promotions coordinator, an admin assistant, work for a charity, a shopping mall or a Fortune 500 company, you will find tremendous value in a visit to CSEME 2008

Discover Fresh Ideas and Cutting Edge Education, action packed seminars, creative networking events and a highly effective, business-to-business networking trade show. Experience Award Winning Speakers, a wealth of innovative suppliers, entertainment previews, interactive professional development workshops, expert panel discussions and so much more. You don't need to be a professional planner to benefit from CSEME. **This is the Ultimate Special Event Experience.** Read on for details on how to register for CSEME 2008

If you are involved in planning any kind of special event or meeting, either as a professional planner, a supplier to the industry or you simply have a big social or business event coming up.

The CSEME...
GET INSPIRED
Get excited.

IT'S ALL ABOUT EVENTS

- Dozens of theme decor ideas
- Cutting edge event entertainment
- Event catering at its finest
- Honey to the Bee: the revolutionary networking game taking business functions by storm!
- Panel Discussions on the industry's tough topics
- Interactive & informative educational seminars
- The latest in event and meeting technology
- The newest and most unique corporate gifts
- The theme decor challenge
- Cool ways to light up your event
- Affordable and innovative suppliers
- And so much more.....

CSEME 2008 SPONSORS



SCHEDULE AT A GLANCE

APRIL 1

7:45-9:15

Keynote Breakfast: Harnessing Your Creativity at this Conference

9:30-10:45

Trends in Event Design and Vision

Best Practices: Effective Meeting & Event Accounting

Experiential Marketing 2.0

11:00-12:15

Exceed Client Expectations With Amazing Event Creative

Intellectual Property Rights & Remedies

Media Doesn't Just Show Up - You Actually Need to Invite Them

12:30-1:45

Keynote Luncheon: International Best Selling Author Azim Jamal - The Corporate Sufi

2:00-3:30

The Business of Events - MBA in a day - make that 1.5 hours

The Art Of Sponsorship Giving Sponsors What They Really Want

3:45-5:00

Sensory Seduction

Panel Discussion: Tips, Tricks & Shop Talk for Business Owners

5:45-10:00

CSEME Industry Reception: Welcome to the Jungle @ The Hard Rock Toronto

APRIL 2 TRADE SHOW DAY

Trade Show: Open 11:00 AM - 6:00 PM

5:00 PM Best Booth and Theme Decor Challenge Winners Announced

7:30-8:30

Pre Event Networking Breakfast: Honey to the Bee

8:45-9:50

Big Events - Small Budget

Event Leadership – Successful strategies for Managing a Winning Team

Learning Through Laughter - Improv & Teambuilding

10:00-11:00

Greening Your Event - Using the ZERO Tolerance Tool Kit

Meeting Madness: The Top 10 Common Mistakes Planner & Suppliers Make and How To Avoid Them

Ask, Acquire, Auction!

11:05-12:30

General Session: Flawless design, development and delivery...a case study of how we opened the ROM

12:35-2:00

Keynote Luncheon: The Designer Guys

APRIL 3 CEP Presents: Morning with the Masters

8:00-9:15

Creativity Breakfast: The Magic Kingdom of the Mind

9:30-10:30

Co-opetition with Kenneth Kristoffersen, CSEP, CEM, CEC

10:45-12:15

Michael Cerbelli's Hot Event and Entertainment Ideas 2008

12:30

Open Mic Luncheon with the Masters

5:45-11:00

**2008 Star Awards Gala and CSEME 2008 Closing Party @ CIRCA
(OPTIONAL EVENT - Tickets required for all guests)**

KEYNOTE LUNCHEON THE DESIGNER GUYS



Join the Designer Guys for an unprecedented CSEME Luncheon as they share how the world of cutting edge interior design can influence the landscape of special events.

With projects that range from stadium skyboxes to trendy restaurants to stylish hotels, it's no wonder that the Designer Guys have quickly risen to prominence among Canada's hottest designers. Anwar, Matt

and Allen are the principals of the Toronto-based design firm Precipice Studios - the team behind the award-winning Liberty Market Building, Lobby Restaurant, Banzai Sushi, and Salon Jie. The Guys have expertise in many fields, from architecture to engineering to digital art and design - all of which come together in the amazing transformations every week on the Designer Guys.

LEARNING THROUGH LAUGHTER - IMPROV & TEAMBUILDING

BAD DOG THEATRE COMPANY



The Bad Dog Theatre, formally known as Theatresports Toronto has been teaching and performing improv in Toronto for over 25 years and has now been at its current location at Broadview and Danforth for 5 years. Called 'the hub of Toronto's improv scene' by Now magazine the Bad Dog Theatre has had a string of critically acclaimed improv shows

including 'Hairy Patter and the Improvisers Stone', 'A Twisted Christmas Carol' and 'Lord of The Things'. Past performers have gone on to perform with Kids in The Hall, Who's Line is it Anyway and MadTV among others. For a complete guide to what's on at the Bad Dog as well as information on our classes and events please visit our website .

KEYNOTE LUNCHEON: UNLEASH YOUR POTENTIAL



INTERNATIONAL BEST SELLING AUTHOR

"Azim was on the POWER WITHIN Speaker Series alongside celebrities like President Bill Clinton, Microsoft's Bill Gate's Lance Armstrong and Sir Richard Branson"

Azim Jamal is a leading inspirational speaker and an international best-selling author. He was born in Tanzania and educated in Kenya, the U.K. and Canada. In addition to "The Power of Giving" which reached #1 on Canada's Amazon.com (outselling "Harry Potter" and "The Da Vinci Code") and # 4 on Amazon.com,

AZIM JAMAL

Azim has authored several other books including "The Corporate Sufi" and "Seven Steps to Lasting Happiness". 100% of the profits from "The Power of Giving" go to The Tides Foundation, which furthers his humanitarian work. Overcome by the plight of homeless refugees in war-torn areas of the world, he vowed to make a difference in people's lives. Since then, Azim has become a sought-after speaker. Over one million people in 25 countries have heard his uplifting & inspiring message.



HOT EVENT & ENTERTAINMENT IDEAS 2008

MICHAEL CERBELLI

Michael Cerbelli - President of special events for Total Entertainment New York / New Jersey is one the most highly regarded professionals in the event and entertainment industry today. His portfolio includes producing such events as Sir Paul McCartney & Heather Mills' Wedding, Billy Joel's nuptials, The Kennedy Center Honors

in Washington D.C., The King of Morocco's Birthday Bash & New Years Eve Party, and an event at President Putin's Summer Palace in St. Petersburg, Russia.

Join Michael at CSEME on the Masters Morning of April 3rd as he shares his famed session Hot Event & Entertainment Ideas 2008.



HARNESSING YOUR CREATIVITY AT THIS CONFERENCE



ED BERNACKI

PRESIDENT, THE IDEA FACTORY

Ed created the Idea Factory to help people be more innovative in their careers and in their personal lives. He brings a fresh perspective to his presentations and written projects. He leaves many people saying, "I never thought of that before!" He recently wrote 'Seven Rules for

Designing More Innovative Conferences', listed as one of the top management books of 2007 by the Globe and Mail. He also created the Conference Navigator Guides that have been used by thousands of conference participants.



CREATIVITY BREAKFAST: THE MAGIC KINGDOM OF THE MIND

CREATIVITYLAND FOUNDER AND PRESIDENT

Marci Segal, MS (Creativity) is a pioneer and internationally respected authority in the field of creativity and innovation. She's the go-to person for creativity leading to innovation, often by leveraging personality styles and has been in the creativity business for over 20 years. She has taught innovation to executives and teams from Bank of Montreal, H.J.Heinz, Johnson & Johnson, Kraft Canada, Hershey Canada, Nike Canada and more.

MARCI SEGAL

What would you give to be able to easily get new perspectives on any situation? Are you willing to open your mind and use your brain? Psychologist Carl Jung developed a framework outlining four ways people get ideas and four ways in which decisions are made that is easy to use and guaranteed to provide insight for innovation opportunities. Join Marci at CSEME 2008 and find out what they are.



CO-OPETITION

KENNETH KRISTOFFERSEN

CSEP, CEM, CEC

INTERNATIONAL AWARD WINNING EVENT PRODUCER

Kenneth is President and Creative Director of experiential events with offices in Calgary, Vancouver and Victoria and two time winner of Canadian Event Producer of the Year.

Join Ken on the Masters Morning April 3rd at CSEME Toronto as he presents his special

presentation on Co-opetition. This session, designed for event professionals which will outline the benefits of fostering strategic business relationships, with your competitors and show you how to reap the enormous benefits of a simple and effective attitude shift.

Keynote Breakfast:**Harnessing Your Creativity at this Conference**

Presented by: Ed Bernacki
President, The Idea Factory, Ottawa, ON
Time: 7:45 – 9:15 AM



Everyone is creative for the simple reason that everyone solves problems and makes decisions everyday. The question is not "Am I creative?" The question is, "How will I be creative at this conference?" Ed Bernacki will challenge the way you think about creativity and help you find more ideas at this conference. To start, do you attend conferences, take notes and never look at the again? You will learn: • How your style of creative thinking shapes your ideas. • From insights to action: how to manage numerous ideas at one time. • Opportunity thinking: looking for extra value inside an idea.

Trends In Event Design & Vision

Presented by: Craig Gruzd
Creative Director, Designing Trendz
Time: 9:30 – 10:45 AM

Join Craig Gruzd, Creative Director of Designing Trendz and a leader in event design in Canada for an interactive session where he will share innovative ideas and discuss the latest trends as he creates amazing designs tailored to the special events industry. Taking inspiration from art, home decor and fashion and applying trends

to special events creating a total event vision. This practice has earned Craig an impressive reputation for uncompromising event design and vision.

Best Practices: Effective Meeting & Event Accounting

Presented by: Helen Zegouras
Event Producer, Eclectic Events International
Time: 9:30 – 10:45 AM

After years in professional accounting and just as many as an event planner, Helen has developed a fool proof system for simple yet effective event accounting and administration. Using real life examples and worksheets, Helen will show you how to develop and use templates that can be adapted for any kind of meeting, event or fund raiser. She will also touch on topics such as creating cash flow, tax loop holes/write-offs, etc.

Experiential Marketing 2.0

Presented by: Mike Mulligan
Director of Strategic Development,
Segal Communication
Presented by: Kevin Wagman
Vice-President, Events, Segal Communications
Time: 9:30 – 10:45 AM

Making a successful pitch or replying to an RFP begins long before the presentation itself. It requires strategic direction, careful preparation and meticulous rehearsal with the right people in order to ensure that your bid will stand out from the crowd. This class is designed to assist you in taking your brilliant proposals and deliver them using specialized pitch development and sales techniques to ensure you have the competitive edge.

Exceed Client Expectations with Amazing Event Creative

Presented by: Heather McRae
Managing Partner, Carter McRae, Calgary, AB
Presented by: Stephen Carter
Executive Producer, Carter McRae, Calgary, AB
Time: 11:00 AM – 12:15 PM

This session was voted one the top sessions of all time at Event World! Event creative sells. It is that simple! Its sells you to your next client and builds good events into great events. The strategic event process taught in this class by the international award winning team at Calgary's Carter McRae will assist you with the development of unique and engaging event creative. Expect to learn the process to follow to unlock your internal creative power; How to develop creative that meets and exceeds your client's specific expectations. Enjoy and learn in this fun and exhilarating session that attendees will be talking about throughout the entire conference.

Intellectual Property Rights & Remedies

Presented by: William J. Genereux
Barrister & Solicitor
Time: 11:00 AM – 12:15 PM

This session, which is taught at Ryerson University is a veritable guide to copyrights & trademarks in the digital age when you have no idea who is being forwarded or who is cutting and pasting your idea. You will learn about the protection Of rights vs. fair dealings; what you need to know to when you create or use intellectual property; practical methods of protecting proposals and ideas and remedies when your rights are violated.

Media Doesn't Just Show Up You Actually Need to Invite Them

Presented by: Deirdra Redden
President, Concept Solutions, Public Relations and Event Planning

Time: 11:00 AM – 12:15 PM

So you've planned an incredible event and you want to get the media's attention. How confident are you that you're doing all you can to reel them in and deliver the goods. Would you stake your reputation on it? This 45-minute presentation is for anyone who wants to learn: The 'honest-to-gosh' truth about the media. • The secret to media success. • Eight simple rules for giving (and getting) good media. • How to be remembered (in a good way) long after your event is over.

Keynote Luncheon:

Unleash Your Potential

Presented by: Azim Jamal
International Best-selling Author and Speaker

Time: 12:30 – 1:45 PM

"Azim has done the famed POWER WITHIN Speaker Series along side celebrities like President Bill Clinton, Microsoft's Bill Gate's Lance Armstrong and Sir Richard Branson"

Azim Jamal is a leading inspirational speaker and an international best-selling author. He was born in Tanzania and educated in Kenya, the U.K. and Canada. In addition to "The Power of Giving" which reached #1 on Canada's Amazon.com (outselling "Harry Potter" and "The Da Vinci Code") and #4 on Amazon.com, Azim has authored several other books including "The Corporate Sufi" and "Seven Steps to Lasting Happiness". 100% of the profits from "The Power of Giving" go to The Tides Foundation, which furthers his

humanitarian work. Azim holds three professional accounting and financial qualifications. He made his life-changing career switch from "accounting for business" to "accounting for life" during a soul-stirring experience while volunteering in the developing world.

Overcome by the plight of homeless refugees in war-torn areas of the world, he vowed to make a difference in people's lives. Since then, Azim has become a sought-after speaker. Over one million people in 25 countries have heard his uplifting & inspiring message.

In this special presentation you will learn to: • Live Purposefully - The One Thing You Must Do

- Practice the Power Of Giving
- Strive for Positive Pride, not Egoism
- Regain Balance in your Life
- Observe Enlightened Persistence
- Become Aligned to the Present
- Unleash your Potential!

The Art Of Sponsorship Giving Sponsors What They Really Want

Presented by: Bernie Colterman
President, Colterman Marketing Group (CMG) Canada

Time: 2:00 – 3:30 PM

The world of marketing is rapidly changing and so are sponsor's expectations. The shift from transaction marketing to relationship-building has put increased pressure on event organizers to move beyond logo placement to a more meaningful level of sponsor engagement.

This session will examine the key elements that are driving sponsorships today and how a greater understanding of your audience, intelligent packaging and pricing and consultative approach to

selling sponsorships can lead to a higher success rate and longer-term relationships with sponsors.

The Business of Events - MBA in a Day, Make That 1.5 Hours

Presented by: Dan Noot
Co President, Decor & More Inc.

Time: 2:00 – 3:30 PM

The Special Events Industry is home to some of the most talented people, who not only are required to service our clients, but who also have the demands of running and growing our business. As many of us have not come into the industry from the traditional "business ranks," a lack in the fundamentals of leadership, finance, sales and marketing, strategic planning and other areas often results in the proverbial "Mt. Everest" that we can never get ahead. In this highly-interactive format, you will have a combination of lecture and open-discussion so that we can all learn from one another's struggles, set-backs and successes.



For info call

1-877-212-EXPO or visit

www.canadianspecialevents.com

3 days

33 speakers

33,000 sq ft

of event inspiration

Panel Discussion:**Tips, Tricks and Shop
Talk For Business
Owners**

Speakers: Daniel Megly, Daniel et Daniel Catering,
David Hart, Hart Entertainment,
John Higgins, Higgins Event Rentals,
Simon Rayment, Pandor Productions,
Carolyn Luscombe, CSEM, CSEP, CMP,
Eclectic Events International,
Bryan Bell, Decor & More, Inc.,
Kenneth Kristoffersen, CSEP, CEM, CEC,
experiential events,
Dana Zita, CSEP, and Logistix

Moderator: Barb Sauder
Eclectic Events International

Time: 3:45 – 5:00 PM

Don't miss this exciting panel discussion featuring 8 successful seasoned business owners in various industry disciplines as they discuss trials, tribulations and successes of running a small to mid-sized business in the event and meeting industry in Canada. The panel will also open up to the floor to offer assistance to business owners in attendance. Issues will deal with staffing, growth, cash flow, marketing and more. After the first part of the session, the owners will split into smaller discussion groups with the room, allowing for more one-on-one conversation.

**Sensory Seduction**

Presented by: Leslee Bell
Chief Creative Director, Decor & More Inc.

Time: 3:45 – 5:00 PM

International Multi Award Winning Design Guru Leslee Bell and her creative team present this exhilarating session where you will learn how to use all 5 senses to Create Extraordinary Events. You will learn about:

- layering on the sensory elements to allow for discovery throughout the event,
- encourage you to discover how to pair sensory experience with branding and entertainment for maximum impact,
- outline case studies of events and how these sensory elements fit like a puzzle to create the perfect event.



Presented by:

**CSEME Industry
Reception:****Welcome to The Jungle
@ The Hard Rock Toronto**

Time: 5:45 – 10:00 PM

Welcome to the Jungle! Join the elite of the Canadian event industry in an evening of Rock Through the Ages as you enjoy the exciting enviroscape at Toronto's famous Hard Rock Cafe

Attire: Business Casual

Tickets: Free with your DELEGATE badge for Conference Delegates, all CEP Magazine Subscribers and Trade Show Exhibitors.

\$15 Per Person, at the door for those without a ticket or one of the above categories.

For more details on this event see page 11.

Pre Event Networking Breakfast:

Honey to the Bee

Time: 7:30 – 8:30 AM

All Exhibitors and Full conference delegates (package A, B or C) are invited to sign up for speed networking - dozens of new contacts in 90 minutes. This is your opportunity to meet face to face with conference delegates and your city's leading suppliers and planners BEFORE the trade show begins. Speed-networking is not just about mingling so don't shrug it off, it's a 90 minute program designed to allow you to meet and chat briefly with dozens of industry leaders. Don't wait to sign up - space is very limited for both exhibitors and delegates

Big Events - Small Budgets

Presented by: TBA

Time: 8:45 – 9:50 AM

It's not as easy as it looks. Keeping all the details in line, finding qualified and creative suppliers, wow'ing your guests, all with a limited budget. It takes a savvy mind, a flare for the creative, common sense and good relationships with your suppliers. This session will give you the tools, tips and techniques to make the most of your money, where you can and can't afford to cut costs and how to get the best deal. Don't miss this special session and make your next event an amazing AND affordable.



Event Leadership – Successful strategies for Managing a Winning Team

Presented by: Jocelyn Flanagan, CSEP Chief Executive Officer, e=mc² event management inc, Calgary, AB

Time: 8:45 – 9:50 AM

This seminar is designed to help you, as a leader, create formulas, templates and accountability systems in order to successfully manage diverse personalities such as Type A's, artists, egos, boards and diverse management styles. You will walk away with tools you need to realize your strengths within your organization and empower your team of employees and suppliers to discover their own strengths, thereby ensuring success of each individual event and the overall company.

Learning Through Laughter - Improv & Teambuilding

Presented by: Baddog Theatre Company & Teambuilding Group Toronto, ON

Time: 8:45 – 9:50 AM



LEARN new ways to communicate and send your message in a fun and effective way through this fabulously entertaining session. The Bad Dog Theatre's team of professional instructors will lead you through a powerful workshop, using principals of theatre and performance games to promote teambuilding and teach you to focus on listening, spontaneity and creativity.

"Greening" Your Event? Using the ZERO Tolerance Tool Kit

Presented by: Jo-Anne St.Godard Executive Director, Recycling Council of Ontario

Time: 10:00 – 11:00 AM

Minimizing the environmental impacts of your event is important to everyone who is involved, organizers, patrons, volunteers, sponsors and the community. Sounds great...but how and where do I start? In this session, we will present the details of a tool in development developing to help event managers and planners to avoid wastes typically generated and disposed of from their events. The Zero Waste Community Event Toolkit will be launched in both electronic and print formats. The "hands on" toolkit is intended to provide useful information and resources that can be utilized at all types of events; large, small, urban and rural.

It will provide information and resources for all event stages including planning, execution and wrap-up. We will present a draft of some of what the toolkit will offer including best practices information on items such as; environment policies and directives, vendor lists, RFPs and sample contracts, waste audit and reporting tools, sample waste management service provider contracts, sponsorship agreements, communication materials, regulatory and permit requirements and options and so on. Launch date for the kit is Earth Day 2008 (April 22), attendees in this session will get a 'sneak peak' of the toolkit resource and will be given the opportunity to provide early feedback.



For info call

1-877-212-EXPO or visit

www.canadianspecialevents.com

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33 speakers

33,000 sq ft

of event inspiration

Meeting Madness: The Top 10 Common Mistakes Planners and Suppliers Make and How To Avoid Them

Presented by: Jyl Ashton Cunningham, CMP, President, JAAC Corporate Enterprises Inc, o/a JAAC Events
Time: 10:00 – 11:00 AM

Few planners like to admit that they have dropped the ball when it comes to planning the perfect event, nor do they typically broadcast their mistake after the fact. They sit tight and hope that no-one notices and then try to forget it ever happened. Or worse, they make a valiant attempt to cover up the error, which can have potentially disastrous consequences. Jyl Ashton Cunningham is not one of those people.

She believes that we should not be the only ones to learn from our errors and that everyone ultimately benefits from hearing about when things just went badly wrong, no matter how painful the incident. If a solution is offered, so much the better. Quite often the planner isn't even the one at fault, but undoubtedly will be the person everyone looks to for immediate action to fix the problem. Attending this session could mean the difference between making a critical mistake or...avoiding it with careful, meticulous attention to detail.



Ask, Acquire, Auction!

Presented by: Carolyn Luscombe, CSEM, CSEP, CMP
President, Eclectic Events International, Toronto, ON
Time: 10:00 – 11:00 AM

Auctions are supposed to raise much needed funds for an organization and far too often, inexperienced auction organizers get taken to the cleaners with weak auction policies and lacking auction preparation and planning. This session will focus on how to run a silent auction and what types of auction policies you might consider implementing at your next successful event.

Flawless design, development and delivery ... a case study of how we opened the ROM

Presented by: Jann Coppen
Producer, theideashop, Toronto, ON
Presented by: David Connolly
Producer, theideashop, Toronto, ON
Time: 11:05 AM – 12:30 PM

Attend this session and find out the Toronto Star called it "the bubbliest fundraising gala in the history of the Toronto Arts Scene" with Event Producers Jann Coppen and David Connolly of theideashop.

As owners of the production company, theideashop, Jann & David have garnered unique expertise and an industry-wide, global reputation for achieving outstanding results in the conceiving, implementing and managing of corporate and community events. In 2007 alone they executed large scale stellar events for BMO, Movado / Concord, The Power Plant, The Doodlebops Live!, Calvin Klein Underwear, The Fashion Incubator, National

Advertisers Benevolent Society, Midori Liquor, The Deisel Playhouse, KMPG, Canada's Wedding Expo, Alliance Atlantis, Lowe Roche, Youth In Philanthropy Initiative and The Royal Ontario Museum.

Join Jann & David as they take you on a journey from concept to execution of this truly world class production that Toronto is still talking about today.

Keynote Luncheon:



gift card presents

HGTV's Designer Guys



Presented by: Anwar, Matt and Allen, the Designer Guys

Time: 12:35 – 2:00 PM

Join the Designer Guys for an unprecedented CSEME Luncheon as they share how the world of cutting edge interior design can influence the landscape of special events. Details to follow stay tuned.

Seating is limited for the very special presentation – register today!

CANADIAN EVENT
perspective
MAGAZINE
CANADIAN
specialevents
and meetings
EXPO 2008

Trade Show, Wednesday, April 2nd only

11:00 AM: Trade Show Floor Opens

3:00 PM: Main Stage Entertainment

4:30 PM: Main Stage Entertainment

5:00 PM: Best Booth and Theme Decor Challenge Winners Announced

6:00 PM: Trade Show Floor Closes

CEP presents: A Morning with the Masters.

Join 3 of North America's most successful and awarded planners for this morning of intimate and powerful workshops.

Creativity Breakfast:

The Magic Kingdom of the Mind

Presented by: Marci Segal, MS
Founder and president of
CreativityLand Inc., Toronto, ON
Time: 8:00 – 9:15 AM



creativityland inc.

Are you ready to get new perspectives for your next RFP? Are you willing to open your mind and explore new pathways? Psychologist Carl Jung developed a framework outlining four ways people get ideas and four ways in which decisions are made that is easy to use and guaranteed to provide insight for innovation opportunities.

Marci will share her brain-based approach so you can easily use it again and again. No special tools are required for these techniques. And, you can comfortably use them to engage others in creative thinking (without their knowing it). Be prepared for interaction, because this keynote is hands-on. Magic Kingdom of the Mind will provide tools you can use when you get back to the office to make sure your ideas are fresh, fresh, fresh.

Co-opetition

Presented by: Kenneth Kristoffersen
CSEP, CEM, CEC
President, experiential events
Time: 9:30 – 10:30 AM

Does waking up in the morning and thinking of ways to get rid of your competition zap your event creativity? Do you feel like there is room for everyone and that you want to embrace the potential of the industry. If being a leader excites you then change your attitude towards your competition. Instead of thinking of them as foes to vanquish, start thinking of ways to work together, learn from each other and grow the industry. Take advantage of the opportunity to be part of a team that you might not otherwise be considered for and shorten those learning curves by opening yourself up to benefits of being in co-opetition.

Michael Cerbelli's: Hot Event & Entertainment Ideas 2008

Presented by: Michael Cerbelli
President of special events for Total Entertainment NY/NJ
Time: 10:45 AM – 12:15 PM

Fast-Paced Idea Session for the Fast-Paced Event Industry Michael Cerbelli, president of special events for Total Entertainment NY/NJ joins us with his energetic program that has been presented now in over four-dozen cities as he visits corporations, MPI, NACE and ISES chapters with an abbreviated version of the Hot Event & Entertainment Ideas session that just celebrated an unprecedented fourth year on the Event Solutions Idea Factory Stage as a featured speaker.

Cerbelli's program premiers with the new ideas and trends that he has researched and

discovered in his globe trotting visits. Don't miss the action when he presents his latest Hot Event & Entertainment Ideas in a fast-paced and entertaining program. You will leave the session with a complete list of the ideas and contact information to put to use in your own amazing events. As an industry pioneer, Cerbelli travels the world helping to produce events by bringing his talent, experience and enthusiasm to every event he touches.

"Open Mic" Luncheon

Open Mic with the Masters

Presented by: Kenneth Kristoffersen
CSEP, CEM, CEC. President, experiential events; Michael Cerbelli, President of special events for Total Entertainment NY/NJ; Craig Gruzd, Creative Director, Designing Trendz
Time: 12:30 PM

This is it! The culmination of three days of intense event education, new ideas, inspiration and dream building come together in this 90 minute brain picking, question raising, on issue no holds barred OPEN Mic with 2 of North America's leading event designers. Ask anything you want, get inside the creative minds of these international players who have the experience and the ideas you want to take away and apply to your next events. Collectively this panel has worked on some of the worlds largest events. These are the Power Players, don't miss this up close and intimate event.

2008 Star Awards Gala

(OPTIONAL EVENT - Tickets required for all guests) See details page 12
Time: 5:45 PM

For info call

1-877-212-EXPO or visit

www.canadianspecialevents.com

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33 speakers

33,000 sq ft

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TUESDAY, APRIL 1, 2008

special event



Presented by:



eclectic events
INTERNATIONAL



COME AND RELEASE THE ROCK STAR WITHIN!

DATE: 1ST 2008

TIME: 5:45 - 10:00 PM

Take the shuttle from the MTCC to The Hard Rock Café in downtown Toronto: hosts of the 2008 Canadian Special Events & Meetings Expo Welcome Bash.

Chill in the VIP Rock Star Lounge with a Rocktail, indulge in delectable treats, hors d'oeuvres and a massage just like the big stars.

record your own take home CD, get a real, henna, crystal or even a real Tattoo. Play, share and let loose while you schmooze in style at this Rock N Roll extravaganza.

The theme, "Welcome to the Jungle" will rock out on the second floor lounge as guests are transported to the elite, VIP backstage world of a rock concert.

Dance the night away, get crowned supreme video Guitar Hero, memorialize your night with a rock glamour shot,

It'll be a night to make memories!



Attire: Business Casual

Tickets: Free with your DELEGATE badge for Conference Delegates, all CEP Magazine Subscribers and Trade Show Exhibitors.

\$15 Per Person, at the door for those without a ticket or one of the above categories.

Registration:

If you aren't one of the group above, and would like to attend email us and we'll arrange tickets for you.

THURSDAY, APRIL 3, 2008

special event

2008 STAR GALA AWARDS

DATE: APRIL 3RD 2008

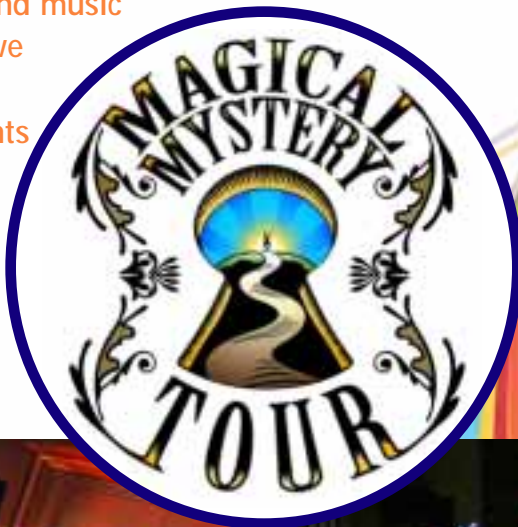
TIME: 5:45 - 11:00 PM

**Roll up, roll up for
the Magical
Mystery Tour! Step
right this way!**

The Canadian Event Industry Awards Gala is happening on Thursday, April 3rd.

Climb aboard this whirlwind ride, departing from the front door of CIRCA, the hottest club to hit the Toronto scene. Check your preconceptions at the door, and prepare to wonder!

Marvel at the surprises around every corner! Psychedelic sights, unique encounters of the entertainment kind, shifting moods and music will all meld as we explore and celebrate achievements in our industry. This is a tour that needs no passport stamp to leave an impression.



Private Nominee reception
5:15 - 5:45 PM

General Reception
5:45 - 6:30 PM

Gala Dinner & Awards Ceremony
6:30 - 11:00 PM

Tickets
\$145.00 per person
\$130.00 for nominees
\$1250.00 per table of 10

Attire: FORMAL ATTIRE REQUIRED
(ladies: cocktail dresses or gowns, men: tuxedos or suits please)

Please note that this is a sit-down dinner. Please ensure you inform us when you register if you require a vegetarian meal or have any special dietary requirements.





This year's Star Awards Gala will be hosted competently and humorously by award winning Toronto comedian Elvira Kurt.



2008 Star Awards Gala Master of Ceremonies Elvira Kurt

Elvira Kurt is the star of The Comedy Network's new series Popcultured with Elvira Kurt, a satirical look at the inane and excessive world of pop culture.

Currently the Pop Culture correspondent for CTV's etalk Daily, The Second City Alumnus has had many years of comedic success in Canada and the U.S. She has appeared on the Tonight Show with Jay Leno and her comedy specials have aired on Comedy Central, HBO, Showtime, CTV, CBC and The Comedy Network.

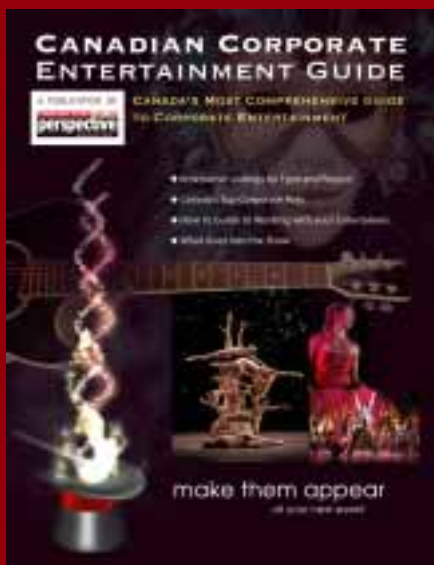
A native of Toronto, Kurt was voted Funniest Female Comic at the Canadian Comedy Awards and received a Gemini-nomination for her one-hour comedy special Elvira Kurt: I'm a Big Girl Now. The special also nabbed the Gold Award at the Worldfest International Film Festival. Kurt starred in The Comedy Network series, Elvira Kurt: Adventures in Comedy, has performed live in the Vagina Monologues and most recently hosted Cream of Comedy 2004 for The Comedy Network. However, despite the accolades and mainstream success, Elvira always enjoys doing live shows, especially at Toronto's Buddies in Bad Times Theatre for, as her mother calls them, "da gays".

One of North America's hottest college acts, Elvira Kurt has been nominated as both U.S. College Comedian and Entertainer of the Year. With over 300 shows to her name, there is still no end in sight. In her spare time, Kurt performs at clubs all over North America including The Improv, The Comedy Store, The Laugh Factory, Caroline's, Comic Strip Live, Catch a Rising Star and Stand Up New York. She's also played The House of Blues in LA and appears regularly in Las Vegas.

No slough in the writing department, Kurt contributed to the CBS pilot and HBO special for Ellen DeGeneres and has written for This Hour Has 22 Minutes and various awards shows.

And...she does it all without caffeine!

Canadian Event Perspective launches the FIRST Canadian CORPORATE ENTERTAINMENT Guide!



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- How-to planning checklists
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HGTV's designerguys

Allen Bio

The Designer Guys

Allen Chan's first major project was as a teenager, building a skate park in a friend's backyard. Since then, he's been immersed in the world of design.

A Toronto native, Allen graduated from University of Toronto's Faculty of Architecture Landscape and Design with a degree in Landscape Architecture. He then went on to obtain his Master of Architecture degree with Honours at Columbia University. A founding partner with interests in new materials, fabrication techniques and issues related to production, Allen's focus at Precipice Studios is the merger of technology, art, design, and culture.

While in New York, Allen worked with K+D Lab, Hanrahan Meyers Architects and Leslie Gill Architects. He is currently a professor at U of T's Faculty of Architecture Landscape and Design, and the Creative Director of New Media and Digital Art for Toronto's Pixel Gallery.

Viewing design and architecture process as a 'continually evolving dialogue between culture and our built environment', Allen approaches each and every project differently to contribute to Precipice's innovative and imaginative style.

Anwar Bio

The Designer Guys

One of Precipice Studios' principal designers and founding partners, Anwar grew up in Toronto on the edge of Kensington Market and Chinatown. With a degree from the University of Western Ontario in Mechanical Engineering Design specializing in business, manufacturing processes and quality controls, Anwar balances the conceptual and practical with the imaginative and innovative to contribute to one of Toronto's hottest up and coming design firms.

Food and entertaining is not only a passion for Anwar – it's in his blood. With his father, he owns and operates Kensington Kitchen, a Mediterranean Annex landmark opened by his par-

Matt Bio

The Designer Guys

Matt Davis traces the roots of his interest in nature to childhood, when he divided his time between the city and the country. Noticing the differences between the two environments fuelled his interest in sustainability, which still influences him today.

Matt was educated at University of Toronto's Faculty of Architecture Landscape and Design, where he met his future associate Allen Chan. While completing his degree, Matt attended a fourth year abroad in Barcelona, with a focus on Historic Andalusian and Modern Spanish architecture; and in Paris, where he studied periods ranging from French Gothic to Modern International. Matt has also been a studio professor at the University of Toronto, and lived in Costa Rica building schools for developing communities.

One of the principal partners and designers in Precipice Studios, Matt's main focus is on emerging technologies and their influence on design. Examining everything from small details to the global impact of design, Matt considers projects from a holistic angle - rounding out Precipice's inventive approach to design.

ents in 1981. A world-traveler who counts New York and Paris among his favorite destinations, Anwar met the other guys in 1998 when they designed sPaHa modern bistro, which was featured in Wallpaper Magazine's September 2000 issue - leading to Precipice's write-up in the 2001 Wallpaper Design Directory as "young design talents just waiting for that dream commission!"

Anwar's eclectic sense of style, strong background in engineering and love for people and culture all contribute to his passion for design.



Jyl Ashton Cunningham, CMP

President, JAAC Corporate Enterprises Inc, o/a JAAC Events

Jyl Ashton Cunningham immigrated to Montreal from England in 1983, following a degree in art and design history

at Sheffield University, England. After working for 10 years as an art dealer for the Waddington Galleries group, she launched an event management company with the Black Watch (Royal Highland Regiment) of Canada, specializing in military and Scottish formal banquets and events.

In 1999 Jyl sold the Montreal business and moved to Toronto where she married Alan Cunningham, a Captain in the Toronto Fire Department. After several years as Senior Project Manager with the Carlson Group of Companies, Jyl started her own events business in 2002 with Alan. Jyl gained her Certified Meeting Professional (CMP) designation in 2003.

Jyl is also Associate Editor and regular writer with The Planner, an events industry magazine published in Montreal, with a regularly audited readership of over 12,000 Canadian event planners. Jyl has written articles for other Canadian association publications, including Meeting Professionals International and Canadian Society of Professional Event Planners (formerly IMPAC).



Bryan Bell

Vice-President of Sales, Decor & More Inc., Oakville, ON

Bryan Bell is the Vice-President of Sales for Canada's most highly awarded decor design company, Decor & More, Inc. Bryan and Decor & More, Inc. were part of the team to receive the 2006 ISES Esprit Award for "ISES Team

Effort, Budget \$50,001 - \$100,000" Bryan is the current President of the ISES Toronto Chapter. Bryan has been a speaker at several industry events including Canadian Special Events & Meetings Expo and George Brown College



Leslee Bell

Chief Creative Director, Decor & More Inc., Oakville, ON

Leslee Bell is founder and Chief Creative officer of one of the most-awarded design and decor companies, Decor & More Inc., based in Toronto, Ontario. With over 20 years special event experience across North

America, many consider Leslee's creativity to be surpassed only by her integrity and commitment.



The Bad Dog Theatre

Toronto, ON

The Bad Dog Theatre, formally known as Theatresports Toronto has been teaching and performing improv in Toronto for over 25 years and has now been at its current location at Broadview

and Danforth for 5 years. Called 'the hub of Toronto's improv scene' by Now magazine the Bad Dog Theatre has had a string of critically acclaimed improv shows including 'Hairy Patter and the Improvisers Stone', 'A Twisted Christmas Carol' and 'Lord of The Things'. Past performers have gone on to perform with Kids in The Hall, Who's Line is it Anyway and MadTV among others. For a complete guide to what's on at the Bad Dog as well as information on our classes and events please visit our website at www.baddogtheatre.com



Ed Bernacki

President, The Idea Factory, Ottawa, ON

Ed created the Idea Factory to help people be more innovative in their careers and in their personal lives. He brings a fresh perspective to his presentations and written projects. He leaves many people saying, "I never

thought of that before!"

He recently wrote 'Seven Rules for Designing More Innovative Conferences', listed as one of the top management books of 2007 by the Globe and Mail. He also created the Conference Navigator Guides that have been used by thousands of conference participants.



Stephen Carter

Executive Producer, Carter McRae Events

Stephen is a graduate of the University of Calgary's Bachelor of Commerce program. While studying the Management of Organizations and Human Resources, Stephen also studied Drama and developed an

excellent background in theatrical production.

As the Executive Producer for Carter McRae Events, Stephen is principally responsible for creative development and artistic solutions.

The challenge of any creative process is to develop an event that fits within the objectives and target market for the client organization. Stephen's creative concepts receive rave reviews from clients and their guests!

As a Past-President of the International Special Event Society (ISES) Calgary Chapter, Stephen is committed to improving the level of professionalism in the event industry by encouraging professional standards, ethics and many other innovations. Stephen is a graduate of the 2001 class of Leadership Calgary and is currently President of the Alexandra Community Health Centre in Inglewood and Chair of the Agape Hospice Community Council.



Michael Cerbelli

President of special events for Total Entertainment NY/NJ

For over 30 years Michael Cerbelli has been entertaining and producing events all over the world. He built his career from a block party DJ in Brooklyn, New York to one of the most polished and professional enter-

tainers in the special events industry. His many titles have included; COO, Creative Director, and (world-renowned) Master of Ceremonies. Michael has established himself as one of the most highly regarded professionals in the event and entertainment industry. Michael is truly a pioneer who started many trends that are now customary in the entertainment field.

Currently, Michael is the President of Special Events for the New York / New Jersey based company, Total Entertainment, as an Event Specialist and has been traveling internationally, doing what he does best: producing one-of-a-kind events around the globe. Total Entertainment's impressive portfolio includes producing such events as Sir Paul McCartney & Heather Mills' Wedding, Billy Joel's nuptials, The Kennedy Center Honors in Washington D.C., The World Economic Forum in Davos, Switzerland, The King of Morocco's Birthday Bash & New Years Eve Party, and an event at President Putin's Summer Palace in St. Petersburg, Russia. Luckily enough, Michael gets to party with the best of them. Besides performing for this very high-end social market, Michael has worked with some of the most prestigious corporations in the world, again producing events that astound and amaze.

Due to his superior talents and efforts, Michael has been honored with several of the event industry's top awards. Most recently, Michael was the proud recipient of the Steve Kemble Leadership Foundation 2008 "Award of Excellence". Add to this the 2007 Event Solutions Spotlight Award for Samaritan Service and the 2005 Event Solutions Spotlight Award for Entertainer of the Year and, without a doubt, you know you are in the presence of a respected professional. His peers have also recognized Michael with his recent role as Chairman of the SEARCH Foundation (2005 – 2007), an event industry-based charity that assists event professionals in crisis. Over the past two years, Michael helped raise awareness about the foundation throughout his many speaking appearances, including the International Special Event Society (ISES) and Meeting Planners International (MPI) communities. With the help of his Board of

Directors and through contributions from the event industry, he raised record numbers of donations to help the event community. He also represents and believes in ISES by traveling the world and teaching his knowledge to the new-generation of event professionals.

In addition, Michael has made yet another mark in the event and entertainment industry with his innovative presentation "Michael Cerbelli's: Hot Event & Entertainment Ideas™". About six years ago, Michael was attending conferences on a regular basis and was truly frustrated that he was not able to leave with enough tangible information and resources. As a result, Michael found a way to give back to the industry, by opening his "little black book" of ideas to his peers. Combined with his quick wit, natural charisma, and yes...his good looks, Michael's presentation has quickly grown popular, recently presenting his 6th version of "Michael Cerbelli's: Hot Event & Entertainment Ideas: 2008™" in the past 5 years! In fact, due to it's popularity, Michael recently returned from New Delhi, India where he was invited to give his presentation to international event professionals, as well as speak and educate based on his experience in the event and entertainment industry. From conventions to corporations to universities, Michael is scheduled throughout 2008 to continue presenting "Michael Cerbelli's: Hot Event & Entertainment Ideas™" spreading the knowledge and all he knows about entertainment.



Bernie Colterman

President, Colterman Marketing Group (CMG) Canada

Bernie Colterman is the President of Colterman Marketing Group (CMG) Canada, a sales and marketing solutions provider whose clients include governments, national associations,

global companies and the event industry.

Throughout his 20-year sponsorship career, Bernie has facilitated hundreds of sponsorships for both industry and government organizations; raising over \$25 million in cash and in-kind services. His success stories cover a broad spectrum of the business, retail and media industry ranging from consumer giants such as Air Canada, Coca-Cola, MacDonald's and Shell to multi-national technology companies such as AOL, AT&T, Cisco, Hewlett-Packard and Microsoft.

CMG Canada is a national leader in sponsorship assessments and strategies. Bernie's two-day workshop, Designing and Selling Your Sponsorship Program is regularly sold out in major centres across Canada. For more information, visit www.coltermangroup.com or Subscribe to Bernie's Sponsorship Blog at www.berniecolterman.com



Jann Coppen

**Producer, theideashoppe,
Toronto, ON**

theideashop defined - theideashop is an agency committed to the flawless design, development and delivery of inspired ideas. Their mission statement? "To make the client happy."

Their track record? The Toronto

Star named their Opening Gala of the ROM "...the bubbliest gala fundraiser in the history of the Toronto Arts World." Other happy clients: Calvin Klein, Jaguar, The Bank of Montreal, The Power Plant, Lowe Roche Advertising, Movado/Concord, Midori Liquor, and Alliance Atlantis.

Trademarked mid-1994, theideashop was founded by: David Connolly: Director/Choreographer (Bollywood / Hollywood, The Doodlebops, The Miss America Pageant), Television Personality (Rich Bride, Poor Bride) and Author (Your Ultimate Wedding Planning Guide) and Jann Coppen: Expert Communicator (former Director of Special Events / Corporate Sponsorship, M.A.C. Cosmetics worldwide), Negotiator (former Director of Special Events and PR for The Bay) and Mediator (15 yrs as Chair and committee member of Fashion Cares).

In 2008 the partners launched The I Do Shop, an exclusive Wedding Agency.



David Connolly

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Jocelyn Flanagan B.A., CSEP

**Chief Executive Officer, e=mc²
event management inc.**

Jocelyn Flanagan is the Chief Executive Officer of e=mc² event management inc., which is a national and international award winning event management

company. With over 20 employees, e=mc² produces events of all scopes and sizes across Canada. With a keen ability for innovative vision, coupled with a "can do" attitude, Jocelyn leads her team in achieving the highest standards of excellence for every client. Jocelyn holds a degree in International Relations and has achieved the highest level of industry certification as a Certified Special Event Professional. She is also the co-chair for ISES Canada and is very dedicated to the advancement of the event industry as a profession.



William J. Genereux

Barrister & Solicitor

William is a Barrister & Solicitor, Trade-mark Agent and Notary Public, practicing successfully in downtown Toronto, Canada for over 22 years. He has a wide area of experience in business and law, concentrating on Commercial

Agreements, Intellectual Property (IP), Information Technology (IT), the Entertainment Industry, and in particular, Civil Litigation.



Craig Gruz

**Creative Director, Designing
Trendz Inc. Toronto, ON**

Designing Trendz Inc. was created in 1999 by creative director Craig Gruz. Having been in the event industry for many years, Mr. Gruz felt that there was a void in the decor and design sector of special events; a lack of connection

between the decor and the other components of the event.

In only eight years of business Craig has been honored with twenty event awards ranging from "Best Table Design" to "Best Themed Event" to "Best Tradeshow Booth" and so many more. Craig's strong understanding of the special event industry has led him to be one of the most sought after guest speakers at a multitude of conferences here in Toronto; including CSEME as well as local colleges. His table top designs were recently featured on E-Talk Canada. With events for high profile personal clients as well as corporate clients such as: Fed Ex, Miele, Benjamin Moore, Canada Blooms and many more, the Designing Trendz team is determined, and successful, at surpassing the toughest of expectations



David Hart

**President Hart Entertainment,
Toronto, ON**

At age nine, David Hart discovered the art of magic and started performing for relatives and friends. Word spread and demand for his performances continued right through York University as David sharpened

his skills as an entertainer. Later, when planning picnics and Christmas parties, event organizers would seek out David's suggestions for a host of other ideas such as: interactive game rentals, casino nights and theme event consulting. Since those early days we have been involved with a wide variety of special events including fundraisers, picnics, trade shows, movie productions, promotions for the Toronto Raptors, Maple Leafs, Toronto Blue Jays, & tenant appreciation days, just to name a few. Each and every client's event is important to us. Now entering our third decade in business, the Hart staff offers the greatest range of party rentals, experience and expertise in the industry.



John Higgins

**President, Higgins Event
Rentals**

John Higgins is co-owner of Higgins Event Rentals, a 25 year old Toronto-based supplier to the Special Event Industry. John has grown up in the Special Event Industry and offers unlimited perspective on running a

business within it. He is a graduate of the University of Western Ontario and has led his company to become one of the most successful event rental companies in Ontario.



Azim Jamal

**International Best Selling
Author and Speaker**

Azim Jamal is a sought-after inspirational speaker, management consultant and an executive coach. His inspiring and thought-provoking message has been heard by over one million people in 26 countries world-

wide. His work has been recognized by leading thinkers in the field of human potential including Dr. Deepak Chopra, Dr. Wayne Dyer, Jack Canfield, Brian Tracy and Dr. Ken Blanchard.

Overcome by the plight of homeless refugees in war-torn areas of the world, he vowed to make a difference in people's lives. Since then, Azim has been spreading his unique, thought-provoking message in becoming a Corporate Sufi - one who

can achieve material abundance through spiritual abundance. Azim has authored several best-selling books including The Power of Giving which reached No. 1 on Amazon (topping Harry Potter and Da Vinci Code), The Corporate Sufi and Seven Steps to Lasting Happiness. Azim inspires individuals and corporations to unleash their potential & regain balance.



Kenneth Kristoffersen CSEP, CEM, CEC

**President, experiential
events, Calgary, AB**

Kenneth Kristoffersen is the President and Creative Director of experiential events with offices in Calgary, Vancouver

and Victoria. He holds the international certification of CSEP, as well as, Canadian certifications: CEM & CEC. His reputation has provided him with the opportunity to sit on the National Advisory Panel for Canadian Event Perspective and garnered him an appointment to the International Advisory Board for US publication Special Events. As an adjudicator for national and international award programs he is able to bring his passion for attention to detail to the event industry. Through Kenneth's commitment he has been a past-president of the Canadian Special Events Society, a founding member of the International Special Events Society - Calgary Chapter, an instructor of event management disciplines at Mount Royal College and a national and international speaker at numerous conferences. His proudest professional achievement has been leading two event management teams to multiple national and international awards including being selected as Canadian Event Producer of the Year twice.



Carolyn Luscombe, CSEM, CSEP, CMP

**President, Eclectic Events
International, Toronto, ON**

Carolyn is the President of Toronto based Eclectic Events International, a full service award winning event management firm. Carolyn has also been a college instructor teaching this profession for

seven years at George Brown College in Toronto, Ontario. She is also a curriculum advisor and content developer for the new Event & Meeting Management Certificate created for the college by top meeting industry professionals. Carolyn is the President of the ISES Toronto Chapter. Carolyn is the producer of the Canadian Event Industry Awards and is an Advisory Board Member for Canadian Event Perspective Magazine Advisory Council. Carolyn is the recipient of the 2007 Canadian Event Producer of the Year award.



Heather McRae

**Partner, Carter McRae,
Calgary, AB**

Heather McRae has a Bachelor of Arts, English, from the University of Calgary and has worked in the field of event management for over ten years.

Heather leads the charge in event execution at Carter McRae

Events and is responsible for developing the Carter McRae event tool kit. This includes the writing and implementation of strategic event plans, critical paths, time lines, production schedules and scripts.

Heather's eye for detail ensures that our event tools are well thought through and reviewed with our client's as they require.

Heather sets the bar on service quality for Carter McRae Events. We believe that events are better when created by a team and every member of our team, from suppliers to sponsors to volunteers, is treated with courtesy and respect.

Heather is President of the International Special Events Society (ISES) Calgary Chapter, a Director of the Calgary International Children's Festival and a past Director for Calgary YMCA. For four years Heather represented Carter McRae Events in their sponsorship of the National Philanthropy Day Luncheon, presented by the Association of Fund Raising Professionals.



Daniel Megly

**Daniel et Daniel Catering,
Toronto, ON**

Daniel Megly acquired his training through the Hilton hotel chain beginning in Orly and Paris France followed by London, Amsterdam, Montreal and Vancouver. In 1980 along with his partner Daniel Clairet

they opened Daniel et Daniel, one of Toronto's most acclaimed full-service catering companies.



Mike Mulligan

**Director of Strategic
Development, Segal
Communication**

A Marketing Strategist who dreams up big ideas based on relevant consumer insights, Mike develops communication plans and works with a dedicated team of execution specialists

and event producers to bring them to life. He excites clients, engages consumers, builds brands, and drives sales. Specializing in youth, lifestyle, and sports marketing, Mike has

worked at Segal Communications, one of Canada's top experiential activation agencies, for the past 3 years, initially as an Account Director and currently as the Director of Strategic Development.

Mike creates integrated campaigns and media neutral activations that deliver brand communication solutions across every consumer touch point – Media, Experiential, Promotions, Online, PR, and Retail. He uses tactics such as customized branded content, sponsorship and activation, experiential and guerilla marketing, street sampling, licensing, and retail consumer promotions to breakthrough the clutter to connect brands with their target audience.

Prior to working on the agency side of the industry, Mike was the Sports Marketing Manager for Reebok. Tasked with the job of negotiating and activating sponsorships and endorsements with the NFL, NBA, NHL, CFL, and professional athletes. Mike has done work for various sports icons including Allen Iverson (NBA), Steve Francis (NBA), Baron Davis (NBA), and Sidney Crosby (NHL).



Dan Noot

**Co President Decor & More Inc,
Oakville ON**

Dan Noot is an international business development, strategic planning and leadership expert and as Co-President of Decor & More Inc., leads the vision and execution of the company's business plan. Mr. Noot has lead

start-ups and turn-arounds in numerous industries in North America, Latin America, Europe and Africa, transforming average performing business into highly successful operations.



Simon Rayment

**Pandor Productions,
Toronto, ON**

Fifteen years ago, Simon Rayment entered the audio visual industry as a partner at Pandor Productions. Based in Toronto, Canada, Simon is a seasoned professional specializing in all aspects of technical production.

Simon and his crew were part of the team to receive the 2006 ISES Esprit Award for "ISES Team Effort, Budget \$50,001 - \$100,000". Having adopted the simple concept of hiring not only capable, but also "nice" technicians, Pandor is enjoying strong growth in sales and reputation. Simon's pursuit of excellence is not only driving the success of his company, but also the satisfaction of his clients. Simon has been a speaker at several industry conferences including Canadian Special Events & Meetings Expo and ISES EventWorld



Deirdra Redden

**President, Concept Solutions,
Public Relations and Event
Planning. Hamilton, ON**

Ms. Redden has over 20 years experience in public relations, communications, marketing, event planning and strategic planning. She has been involved in the design and facilitation of leader-

ship and media training programs for local municipal governments, as well as developing event/media plans and strategic plans for non-profit organizations. She is currently collaborating on a number of projects with Acuity Options and is the vendor of choice, managing the Great Lakes Region Maximo Asset Management Conference for The Createch Group (A member of the BCE family). Her volunteer activities include OPACC – Ontario Parents Advocating for Children with Cancer (Board Treasurer), where she has been instrumental in developing the organization's five-year strategic plan as well as their website and communication/media plans. Ms. Redden is a member of CPRS Hamilton, and serves on its Board as Chair of the Humbug Event and Co-Chair of the Pinnacle Awards, CPRS Hamilton's gala event that recognizes public relations excellence.



Barb Sauder

**Senior Event Coordinator &
Producer, Eclectic Events Intl,
Toronto, ON**

Barb joined the team at Eclectic in late 2005. Initially assisting with onsite events, she is now the senior producer and coordinator, involved with pre-event coordination and onsite man-

agement and execution. She has a great deal of experience in the coordination and management of large events through extensive volunteer work and through producing events at Eclectic. As a former student of George Brown College's Event and Management program, Barb is applying her knowledge and hands-on skills to match our client's needs. Barb is committed to excellent client service with passionate attention to detail.



Marci Segal, MS

**Founder and president of
CreativityLand Inc., Toronto, ON**

Marci Segal, MS (Creativity) is a pioneer and internationally respected authority in the field of creativity and innovation. She's the go-to person for creativity leading to innovation, often by leveraging personality styles

and has been in the creativity business for over 20 years.

Founder and president of CreativityLand Inc., an organizational consulting firm providing tools and training to implement innovation in the workplace, Marci is the co-founder of Creativity and Innovation Day (April 21), which is now recognized in over 46 countries worldwide. CreativityLand's diverse client list includes media and advertising agencies, financial institutions, big pharma, manufacturing and packaged goods companies, and local, provincial and federal governments.

Marci attended the International Center for Studies in Creativity in New York, where she became the first Canadian to earn both undergraduate and graduate degrees. Upon graduation, she was named to the distinguished Who's Who Among Students. She has put her training to good use, giving keynote presentations and facilitating seminars and workshops using strategic creativity, innovation and personality type in South Africa, Malaysia, Singapore, Australia, Brazil, Europe and North America – to rave reviews. She is a frequent guest on BNN, been quoted in Fast Company and consulted by media experts on the application of creativity in the workplace. Marci has served as guest lecturer at universities around the world, including the Rotman School of Management (Toronto), James Madison University, Luther College, Goizueta Business School, New School for Social Research (US), Universidade de Santiago de Compostela (Spain) and Universidade Federal de Rio de Janeiro (Brazil). She has been a faculty member at the Ontario College of Art and Design, the Creative Problem Solving Institute (US), a qualifying instructor for the Myers Briggs Type Indicator®, and adjunct faculty with InterStrength Associates, formerly known as the Temperament Research Institute (US).

Marci has authored three books on the subject of creativity and many lenses of personality type and has published numerous articles on her area of expertise. A life member of the Creative Education Foundation, she is a recipient of their prestigious Commitment and Service, Distinguished Leader and Inspired Creativity Leader Awards. She is a member of the World Future Society, a professional member of the Canadian Association of Professional Speakers, a former president of the Ontario Association for the Application of Personality Type, a founding director of Facilitators without Borders, and currently, she serves on the board of directors for the American Creativity Association.



Jo-Anne St.Godard

**Executive Director, Recycling
Council of Ontario**

The Recycling Council of Ontario is a not-for-profit organization committed to minimizing society's impact on the environment by eliminating waste. RCO's mission is to inform and educate all members of society

about the generation of waste, the avoidance of waste, the more efficient use of resources and the benefits and/or consequences of these activities. Since its inception in 1978, RCO has actively assisted municipalities, corporations, other organizations and individuals in reducing their waste



Kevin Wagman

Vice-President, Events, Segal Communications

Kevin Wagman is an industry leader in the Canadian event and experiential marketing industry. Over the past decade, Kevin forged his way to success by partnering with tier-one clients from a variety of different

industry sectors throughout Canada and around the world. His talent is in creating memorable and meaningful event experiences for his clients. He has designed and executed conferences, trade shows, product launches, golf tournaments, promotional stunts, galas, fashion shows and special events throughout North America and Europe that engage participants and captures media attention. Each event has its own distinct personality, character, and uniqueness. Kevin creates programs that deliver the results that his clients demand. He attributes his success to the personal, diligent, and individual attention paid to his clients.

Kevin has the enviable honour to have been awarded over thirty international event and promotional marketing awards including: eight Canadian PROMO! Awards; three International Diamond Awards; and four CEIA Awards in the past two years.

Kevin was recruited in the fall of 2004 to Segal Communications—voted as one of Canada's top three promotion and experiential event agencies—where he became the resident Event Specialist. Currently, as Vice President of the events division, along with his team of 22 in-house and permanent field team of 12; Kevin continues to service all his clients with excellence producing events covering over 480 event dates a year! Clients include: PlayStation, smart Canada, DreamWorks, Virgin Mobile, Rockport, Calvin Klein, Harley Davidson, Unilever, TD Canada Trust, and others.



Stacy Wyatt

Editor, Canadian Event Perspective Magazine, Managing Partner, canadianspecialevents.com

Stacy Wyatt is a Partner and Creative Director of an international award winning event company and the Editor of Canadian Event Perspective

Magazine, Canada's only national special event magazine. Since joining the industry in 1992 as a catering coordinator, Stacy quickly catapulted herself and her company into the center of the Canadian Event industry. Although Canadian Event Perspective is a full service event management firm, the company today focuses primarily on the production of trade shows and educational conferences for event & meeting professionals, and Stacy finds herself splitting her days between writing everything from ad copy and online magazines to organizing

and producing their live events across the country. With a passion for writing, a unique ability to handle multiple projects with a meticulous eye for detail and a solid understanding of the events world, Stacy excels at creating and developing unique products and resources designed to assist today's planners. Stacy is a founding board member of the Canadian Special Event Society, Past 2x President of the International Special Events Society Vancouver Chapter and a current Editorial Advisory Board Member for Speaking of Impact Magazine, the magazine for the Canadian Association of Professional Speakers.



Helen Zegouras

Conference Specialist, Eclectic Events International, Toronto, ON

Helen Zegouras is a graduate of the Event and Meeting Management (EMM) Certificate Program at George Brown College. In 2003, Helen received the prestigious ISES Toronto

Leadership Award in the Student Member category. She began working with Eclectic in 2002. Helen has moved into the specialty position of Conference Specialist, taking care of the needs of our corporate conference and meeting clients. At present, Helen is an instructor in Event and Meeting Management (EMM) at George Brown College in the subjects of Finance and Leadership & Human Resources. She is currently enrolled in the OTEC CSEC (Certified Special Events Coordinator) Certificate program.



Dana Zita CSEP

President, aNd Logistix, Toronto, ON

Dana is known throughout the industry for her energy and often outspoken zeal in attempt to improve the industry for future event planners. She combines a no-nonsense management style with a passion for creating the

ultimate WOW for her clients. Dana approaches an event with a creative edge, and is an expert at matching budgets and timelines to client's goals. Dana established aNd Logistix Inc. in 1993.

A Certified Special Event Professional with over 20 years of experience, Dana is someone her colleagues consult for her skills and expertise. Dana's contributions to the event industry include being an active member of the International Special Events Society (ISES) and a regular instructor for the Sport & Event Marketing Program at George Brown College. Her many accolades include nominations for the 2003 Rothman Canadian Woman Entrepreneur of the Year award and 2005 Profit Magazines Top 100 Women Entrepreneurs in Canada.

Conference Packages and Pricing

3 Day Package (full conference)

\$695.00

Includes:

April 1 • Full Breakfast • All sessions • Keynote Luncheon • Welcome to the Jungle® Opening Night Party

April 2 • Networking Breakfast • All sessions • Keynote Luncheon • Trade Show

April 3 • Breakfast • Masters Series Workshop • Closing Luncheon Panel

Extras • Subscription to CEP Magazine • 2008 Corporate Entertainers Guide • 2008 Canadian Event Suppliers Guide (will be mailed to you in September)

2 Day Package (select 2 of 3 days)

\$595.00

Includes:

Attend all sessions and functions on the two days you select.

Extras • Subscription to CEP Magazine • 2008 Corporate Entertainers Guide • 2008 Canadian Event Suppliers Guide (will be mailed to you in September)

Does not include Star Awards Gala.

1 Day Package (select 1 of 3 days)

\$295.00

Includes:

Select April 1, 2 or 3 and attend all sessions and functions on that day.

Does not include Star Awards Gala.

Select Sessions a la Carte

\$55.00 Breakout Sessions

\$65.00 Breakfasts

\$85.00 Lunches

Individual Seminars & Functions

Individual Seminars and General sessions

- All Breakout seminars \$55.00 each
- All Keynote Luncheons - \$85.00 each
- All Keynote Breakfasts - \$65.00 each
- Event Industry Celebration - free for all delegate & exhibitors.

All others: \$15.00 at the door

- Canadian Event Industry Awards Gala - \$145pp OR \$130pp (full 3-day conference delegates and awards nominees) OR \$1250 (table of 10)

- Trade Show - Free with pre-registration or with a complimentary pass from on exhibitor. (otherwise it is \$10 at the door) To get your pass pre-register online at canadianspecialevents.com or call 1-877-212-EXPO.

CSEME Hours

Metro Toronto Convention Centre, North Building, 100 Level, Constitution Hall

Conference	April 1	7:00 AM to 5:00 PM
	April 2	7:00 AM to 2:00 PM
	April 3	8:00 AM to 3:00 PM
Trade Show	April 2	11:00 AM to 6:00 PM
Special Events	April 1	5:45 PM to 10:00 PM <i>Welcome to the Jungle Industry Celebration @ Hard Rock Café</i>
	April 3	5:45 PM to 11:00 PM <i>Canadian Event Industry Awards Gala @ CIRCA {Please see website for details}</i>

CHILDREN AT THE CSEME: Anyone under the age of 18 is NOT permitted on the trade show floor, at educational sessions or during any of the social events. In accordance with national liquor laws, no exceptions will be made. Thank you for your cooperation.



For event and conference information call 1-877-212-EXPO or email us at info@canadianspecialevents.com.

www.canadianspecialevents.com

Registration Form

- Online:** At www.canadianspecialevents.com, click on CSEME trade shows, then click on Registration.
- By Fax:** Print the form and fax back to (250) 538-5554. Telephone: (250) 538-5553
- By Mail:** Make all cheques payable to Canadian Event Perspective and mail to:
203-338 Lower Ganges Rd. Salt Spring Island BC V8K2V3

Section 1: Contact Information

Name _____ Title _____
Company Name _____
Address _____ City _____
Province _____ Postal Code _____ Country _____
Phone _____ Fax _____ Email _____
Please indicate if you: ☐ Have special needs If so, please specify: _____
☐ Require a vegetarian meal ☐ Have food allergies If so, please specify: _____

Section 2: Demographics

What kind of events or meetings do you plan? _____

What is your average event or meeting budget? ☐ Under \$10,000 ☐ \$10,000 - \$25,000 ☐ \$25,000 - \$75,000 ☐ Over \$75,000

What is your industry sector? (Please check one only)

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Event/Meeting Industry | <input type="checkbox"/> Technology | <input type="checkbox"/> Medical |
| <input type="checkbox"/> Government | <input type="checkbox"/> Security | <input type="checkbox"/> Restaurant/Food Service | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Event Production | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Association |
| <input type="checkbox"/> Financial | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Transportation | <input type="checkbox"/> Conference Planning |
| | | <input type="checkbox"/> Trade Show Mgmt. | <input type="checkbox"/> Tourism/Hotels |

What is your occupation type? (Please check one only)

- | | | | | |
|---|--|---|--|--------------------------------------|
| <input type="checkbox"/> Meeting Planner | <input type="checkbox"/> Corporate Executive | <input type="checkbox"/> Fund raising Executive | <input type="checkbox"/> Caterer | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Administrative Assistant | | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Advertising | <input type="checkbox"/> Entertainer |
| <input type="checkbox"/> Decorator | <input type="checkbox"/> Designer | <input type="checkbox"/> Supplier | <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Banker |
| | | <input type="checkbox"/> Event Planner | <input type="checkbox"/> Technical Support | <input type="checkbox"/> Educator |

Section 3: How Did You Find Us?

- ☐ I received a fax ☐ I received an email ☐ Canadian Event Perspective Account Manager (name): _____
☐ I received something by mail ☐ I found your website ☐ Magazine Ad (Please specify publication): _____

Section 4: Conference Packages

Please register me for this Full package:

Please check off all that apply.

- ☐ 3 Day Conference Package: \$695.00
☐ 2 Day Conference Package: \$595.00
☐ 1 Day Conference Package: \$295.00

When registering a group, please put each person on a separate form.

OR

Please register me for these Sessions/Functions:

If you purchased a package, do not select any sessions because they are included in your package.

- ☐ Breakfasts \$65.00 (Date(s) _____)
☐ Luncheons: \$85.00 (Date(s) _____)
☐ Event Industry Celebration (Welcome to the Jungle): Free for all delegates & exhibitors. All others: \$15.00 at the door.
☐ Trade Show: Free with preregistration (otherwise it is \$10 at the door)
☐ Individual Seminars \$55.00

Please indicate the sessions you want by name.

You will find these in the schedule at a glance on page 2.

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

Please note that conference registration does not include the Gala. You must register for the Gala separately on this line.

Canadian Event Industry Awards Gala: (indicate number of tickets of each type that you need)

- ☐ _____ tickets @ \$145 (general admission) ☐ _____ table of 10 tickets @ \$1250
☐ _____ tickets @ \$130 (full 3-day conference delegates and award nominees)

Section 5: Method of Payment

My total fees are: _____

GST: _____

TOTAL: _____

I will be paying by:

Card No.: _____

Card Holder: _____

Signature authorizing payment: _____

☐ Visa ☐ Cheque (Payable to Canadian Event Perspective)

Exp Date: _____

Date: _____

CANCELLATION AND POLICIES: Registration is not complete or confirmed until payment has been received. You will receive a confirmation via fax or email within 10 days. All payments are non-refundable unless cancellation is received in writing at least 30 days prior to start of the CSEME conference. No refunds will be given for no-shows or dissatisfied attendees. Seating is limited in each session and is on a first-come, first-served basis except for meal functions, which are guaranteed seating. CSEME reserves the right to substitute speakers or sessions if necessary.