

EANS Newsletter

Report on the EANS Annual General Meeting - held January 25th & 26th, 2008 -

In This Issue:

- 2007 AGM Report .../1
- 2007 CAFE Convention Update .../2,3
- 2007 IAFE Convention update .../4

The 2007 Annual General Meeting of the Exhibitions Association was held at the Holiday Inn Select, Halifax, N. S., on January 25 and January 26, 2008, with over 100 delegates registered for the meetings. Ms. Tessa Maillett, Zone Coordinator for Nova Scotia, provided a thorough report and a power point presentation of the Nova Scotia entry for the National Youth Talent Competition in Toronto during the CAFE Convention. The entry was successful in achieving second place in the competition and a film of the Band's (Fused For Tonight) performance was shown. Ms. Maillett encouraged all exhibitions to participate in the talent competition in future and expressed appreciation to the staff of the Western Nova Scotia Exhibition for their assistance in the coordination effort.

The networking guest speaker, Mr. Dave Taylor, outlined a number of steps that exhibitions could use to promote their events. His presentation, "Is It Time To Re-Market & Re-Juvenate Your Fair" His presentation held a captive audience in explaining new advertising and entertainment shows to attract visitors. He presented a power point and films to show methods used at the Western Fair to attract visitors and increase gate attendance. Mr. Taylor was very thorough in his presentation and made a valiant attempt to include agriculture in his discussions to relate to our local exhibitions but also highlighted the fact that the populace is now looking for new features of entertainment as well.

The annual general meeting also provided the opportunity to outline a new policy on gate attendance at exhibitions and the payments to community fairs in the Province. The Board of Directors meeting on January 25 provided new Classes of Agricultural Exhibitions where gate attendance at 25,000 visitors and above will be Class A, and attendance below 25,000 will now be Class B. Membership in Class A will remain at \$ 700.00 but membership in Class B will now be \$ 400.00

Payments of the Nova Scotia Department of Agriculture funds will be semi-annual instead of the quarterly payments. The total lottery funding and the agriculture awareness payments will be made on June 30 with the final gate admissions payment at the end of the calendar year. A further policy decision was made by the Board of Directors to divide the Nova Scotia Department of Agriculture funds evenly among the Community Fairs and a membership fee of \$ 25.00 to EANS.

With the completion of terms for three of the Directors, a complete review of the membership resulted in the election of three Directors for a three year term. The Directors named were Jeff Yuill, Donald MacLellan and Ray Bragg. The venue for the next annual general meeting will be decided by the Board of Directors.



Canadian Association of Fairs and Exhibitions Update

C. A. F. E. Convention 2007

Over 300 delegates from the fair and exhibition industry convened in Toronto, Ontario, for the 81st annual CAFE convention from November 14 to November 17, 2007. Each had been told to “Increase Your Odds” and did just that through a wide range of educational, networking and social activities. From the welcome reception on Wednesday night to the President’s dinner on the closing night, delegates enjoyed an action-packed convention that provided something for everybody in attendance. The convention was hosted by the Canadian National Exhibition who did a fantastic job to make the convention a success. There were a number of special presentations and workshops to provide the delegates with background to return to their events with different approaches and experiences. A brief account of the highlights of the 2007 Convention are as follows:

Release Your Brilliance – Simon T. Bailey

Simon T. Bailey delivered a high-impact, inspiring program that taught individuals how to forge a new future through thoughts, words and actions. This was an outstanding keynote address that energized delegates on the first full day of the convention and had them talking about it for the remainder of the day.

Generational Relationships At Work – Colleen Clarke

The lifestyles characteristics of core values, family, education, communication and money matters and the workplace characteristics of work ethics and values, attitude, and feedback needs and rewards, for each of the generations were reviewed individually and versus each other.

Managing Objections – Janelle Van Halst

Focusing on the area of just plain lack of response, the principal of listening and relationship building were examined and there were several relevant examples given to help overcome this type of challenge.

Advocacy & Lobbying – Isabel Metcalfe

Isabel brought forth the steps which you should be following in order to gain political support for your organization. She explained how you must do your homework before meeting with government and how you must get to meet with the right people. Have a clear message and be concise and to the point.

Is It Time To Re-Market & Rejuvenate Your Fair – Dave Taylor

David Taylor gave examples of why fairs need to change programming each year. Nothing should be exempt from change, even agriculture. Be prepared to accept criticism, it is worth it and it strengthens our fairs.

Cont'd – Page 3

C. A. F. E. Convention 2007 (cont'd)*Motivating for Results – Janelle Van Halst*

Not only are many of us finding it harder to find staff but once we do have them its becoming an even greater challenge to motivate them. The presentation provoked a healthy discussion of personal experiences ranging from constant challenge to solid success.

Business Continuity Planning – Larry Doshen

This session educated the delegates on the nature and likelihood of a pandemic and then provided a checklist which fairs and exhibitions could use to respond. Attendees went away with a resource list of books and websites when they could continue to develop their understanding of the pandemic phenomenon.

The Big Five – Youth Culture Today – Jeff Roach

With suggestions that included facebook, youtube, blogs and youth councils the delegates left with lots of ideas on how to overcome today's media fragmentation and look to social and enviro-marketing to attract patrons.

Packaging & Selling Naming Rights and Corporate Sponsorship = Judy Haber

Fairs and exhibitions are more valuable than a plastic advertising campaign. They have a database which is valuable to a sponsor. Corporations are not as interested about putting their logo on a ticket as they are about how you can help move their bottom line. Haber recommended never call on Monday, always identify a time to call back, and be sure to save the best for last.

Making Your Fair Environmentally Friendly – Virginia Ludy and Mike Scott

They provided an informative and interesting presentation on the waste diversion and energy conservation at the CNE – Exhibition Place. The major goal is to reduce negative impacts on the environment through a series of initiatives such as public education programs, alternative travel mechanisms, environmentally friendly supplies and water conservation.

Incident & Emergency Management For Special Events – Steve Summerville & Frank Simone

How security is carried out at our events was the focal point of this presentation. The need for advance planning was stressed as well as the importance of proper training and the roles and responsibilities of all personnel.

Receipting, As Per The Income Tax Act – Adrianna McGillvray

This was a very informative session that addressed what donations are qualified as a charitable donation. There are very extensive rules and regulations when organizations get involved with charitable events. A charitable event can be a great fundraiser but special attention must be paid to the process of charitable receipting. Services are not considered gifts.

Upcoming CAFE conventions are as follows:

82nd Convention - Sheraton Cavalier Hotel, Saskatoon, Sask. November 5th–8th, 2008.

83rd Convention - Delta Prince Edward, Charlottetown, P.E.I, November 18th - 21st, 2009

84th Convention - Hyatt Regency Hotel, Calgary, Alberta, November 17th – 20th, 2010

2007 IAFE Annual Convention

**The Exhibitions
Association of Nova
Scotia**

40 Gateway Road,
Halifax, NS B3M 1M9

PHONE:
(902) 443-2039

FAX:
(902) 443-6721

E-MAIL:
glen.jefferson@ns.sympatico.ca

We're on the Web!

See us at:

<http://www.eans.ca>

The IAFE 117th Annual Convention - "IAFE the Network" held at the Paris Hotel in Las Vegas, Nevada, was one of the most successful ever. The Paris Hotel hosted the convention for the third straight year. The courtesy shown by the hotel staff and management demonstrated why it is one of the premier locations on the Las Vegas strip. The number of pre-registered delegates was down about 5 % from 2006, according to IAFE President and CEO, Jim Tucker." Although attendance was down, the enthusiasm was at an all time high. The 2007 International Convention was one with attitude", said Tucker.

The convention kicked off with an opening keynote presentation from Kevin Carroll, Carroll, author of the critically acclaimed book *Rules of the Red Rubber Ball*, demonstrated how the spirit and dynamics of play can enhance one's work life, innovation, and interpersonal communication. The message was a positive one among the attendees. "What an inspiration! My goal is to use Kevin's words to bring the passion in the fair staff", said Jan Taylor of the Linn County Fair, Albany, Oregon.

Workshops held Monday through Wednesday touched on numerous issues facing the fair industry. Topics included "Making sense of Insurance for Today's Fairs", "Hook them for Life – Attracting Youth to Your Fair", "Advertising & Public Relations", "Preventing Gang Activity at Your Fair", and many more. Round table discussions were also held throughout the convention.

The IAFE Annual Trade Show opened at 3:30 P. M. on Monday and ran through Wednesday. The Trade Show featured everything new in the world of fairs. Hundreds of exhibiting companies were ready to network with the convention delegates. "Initial feedback from the exhibitors has been very positive, with many reports of eager and engaged buyers", said Steve Siever, responsible for the trade show

The opportunities to meet and greet were as varied as they were entertaining. The Wine & Dine evening benefiting the IAFE Education Foundation was a great way to meet friends and sample wines from across the nation. The 118th IAFE Convention and Trade Show will be held at the Paris Hotel, Las Vegas, Nevada, on December 15 to December 18, 2008.

On the Internet: <http://www.fairsandexpos.com>