



CTSM Portfolio

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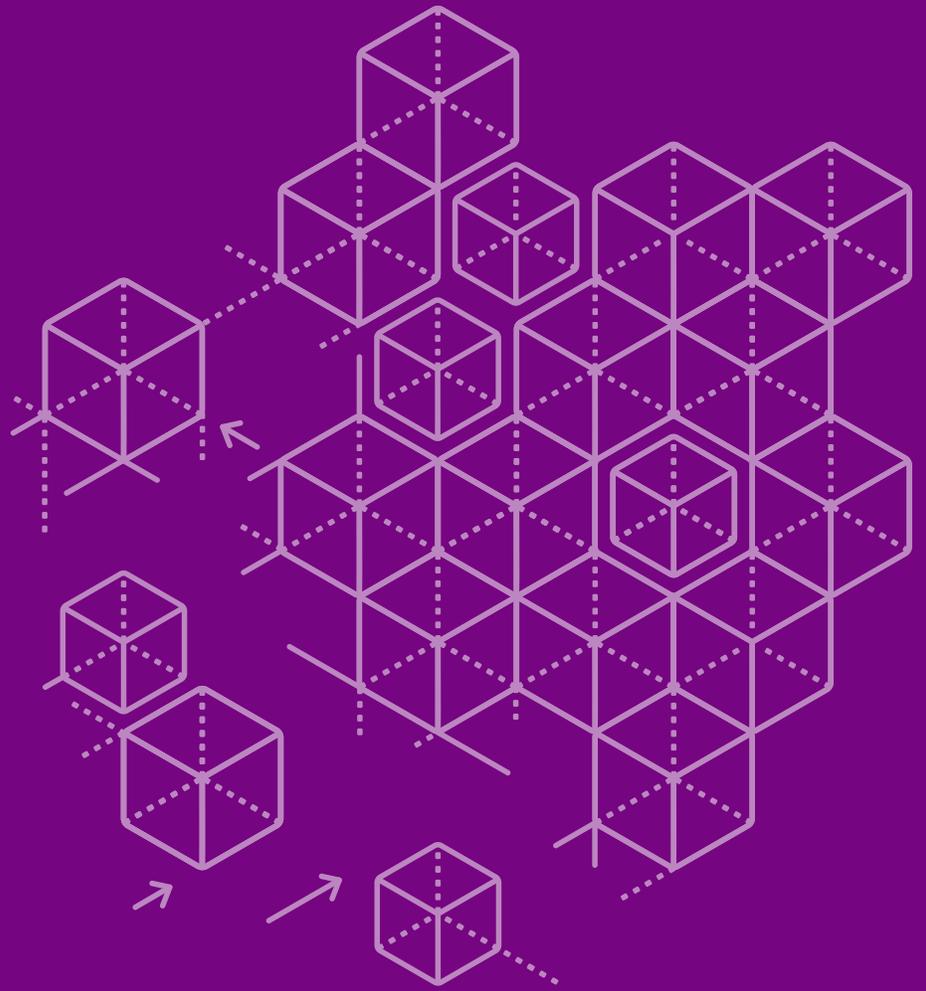
Event: CMA 150th General Council
and Annual General Meeting

This portfolio showcases my event curation and management expertise, which I developed and refined by applying my CTSM learnings to the overall experience.



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Section 1: Vital Statistics

My name is Gina Patzer and I am a marketing communications professional with more than 20 years of experience developing programs that resonate with the consumer and demonstrate the immeasurable value that face-to-face meetings bring to an organization.

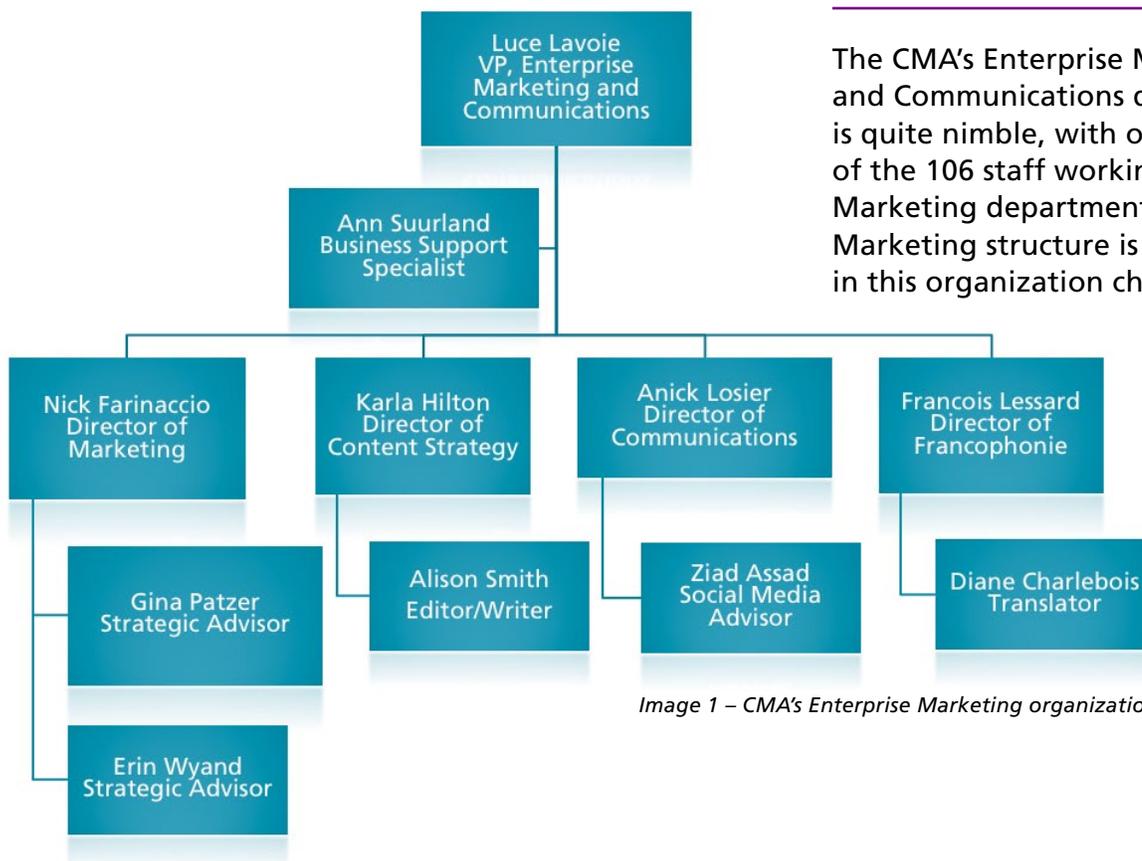
I received my BA in Political Science from Carleton University and then realized this wasn't the direction I wanted to go, so I applied my political debating skills to the advertising field and received my diploma in Creative Advertising from Algonquin College.

The first two years of my career began at Acme Advertising agency, where I learned valuable skills such as the importance of developing a strategic creative brief and focusing on the

“small details” in the accounts I was responsible for managing.

I then transferred to the client side and worked at various companies, including Tundra Semiconductor, QNX Software, MD Financial, Golder Associates and the Canadian Medical Association. In these roles I developed a wide array of programs, including product launches, market share penetration, partner development, branding, events and sponsorships.

For the past three years I have been in the health care industry, working at the national **Canadian Medical Association (CMA)** developing programs and events that help advance our mission of advocating for physicians and better health care.



The CMA's Enterprise Marketing and Communications department is quite nimble, with only 11 of the 106 staff working in the Marketing department. Our Marketing structure is detailed in this organization chart.

Image 1 – CMA's Enterprise Marketing organization chart

I report into the Enterprise Marketing group and work closely with the larger marketing team.

I also work closely with various internal departments, including the following:

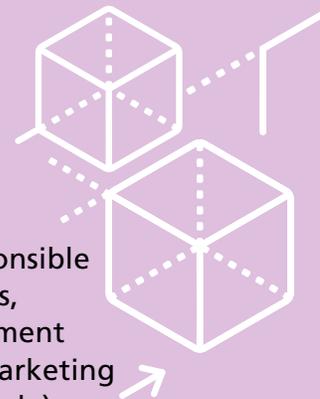
- Creative Services (Art Director, Graphic Designers, Web Designer);
- Meetings & Travel (Meeting Planners, Director of Meeting Planners);
- Governance and Legal (VP of Legal, Director of Governance, Program Managers);
- Executive Team (CEO);
- Member Engagement (Director of Member Engagement, Segment Managers); and
- The Provincial Territorial Management Association (Director of PTMA, PTMA Managers).

I also work with various external suppliers for exhibit design (Tessier Exhibits), printing and promotional material (Allegra Printing), audiovisual material (Freeman), on-site experience (Flashcubes) and creative advertising (Bob Agency).

My main role and responsibilities

As the Strategic Advisor, Events and Sponsorship, I am responsible for managing the CMA's tradeshow and sponsorship events, including pre-show preparation, on-site execution/management and post-show management. I liaise with the Director of Marketing and our Subsidiary Sponsorship teams (MD Financial and Joule) to identify and plan all annual Enterprise shows.

In addition, I am responsible for event evaluation, logistics, executing marketing and communications elements, and overall budget management. I also manage the overall marketing and exhibit program for the CMA's annual meeting.



Key responsibilities:

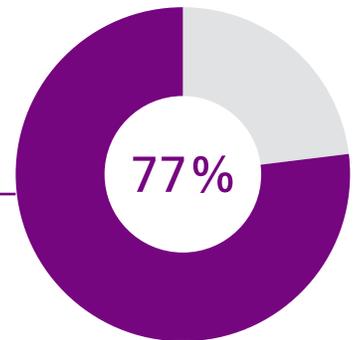
- Lead and develop the national tradeshow program and sponsorships
- Collaborate with Member Engagement, Segment Managers, PTMA Managers and Sponsorship Team to develop lead generation and pre-show/post-show communication
- Act as key contributor and critical thinker as event lead in internal meetings to determine tradeshow events and themes
- Work directly with various suppliers to develop the overall look and feel on-site and the overall brand experience
- Initiate and lead regular planning meetings pre- and post-debrief, serving as project manager for cross-business events and joint exhibits with partners
- Execute lead-generation tactics, contests, giveaways and collateral
- Manage individual event budgets, including post-event tracking and reconciliation of budget
- Manage pre- and post-event logistics, including post-event debrief report
- Manage event-related contracts and payments of each subcontracted vendor as necessary
- Document budgets, purchase orders and accruals for budget accuracy

When I began working at the CMA and was tasked with drafting my annual career goals and objectives, I had an “aha” moment. I realized that of all my roles and responsibilities, what I enjoyed most was working on face-to-face programs and seeing first-hand the impact you have on the overall brand experience for the individual and the organization. This realization was a critical moment for me.

I did some research, found the CTSM certification program and decided to enroll in it to further enhance my professional development skills.

About the Canadian Medical Association (CMA)

The Canadian Medical Association (CMA) is a national, voluntary association based in Ottawa, Canada, that unites over 85,000 member-physicians (**approximately 77% of the physicians in Canada**) on national health and medical matters.



Formed in Quebec City in 1867, the CMA's rich history of advocacy led to some of Canada's most important health policy changes. The CMA continues to advocate on behalf of its members and the public for a healthy population and a vibrant profession on topics including seniors care, the opioid crisis, legalization of recreational marijuana, medical aid in dying, fair taxation and advancing professionalism.

The CMA is the national voice of physicians while the Provincial and Territorial Medical Associations (PTMA) are autonomous divisions of the CMA with responsibilities specific to their jurisdictions. The divisions unite at the national level to more effectively handle issues common to all.

The PTMA divisions include:

- Doctors of BC
- Alberta Medical Association
- Saskatchewan Medical Association
- Doctors Manitoba
- Ontario Medical Association
- Quebec Medical Association
- New Brunswick Medical Society
- Doctors Nova Scotia
- Medical Society of Prince Edward Island
- Newfoundland and Labrador Medical Association
- Northwest Territories Medical Association
- Yukon Medical Association



**MD Financial
Management**
CMA Companies



The CMA has two subsidiaries: **MD Financial Management and Joule**. MD Financial is a wealth management firm with a deep understanding of physicians' unique needs. It helps its clients build wealth and capitalize on opportunities to ensure they meet their personal and professional goals. MD Financial includes MD Financial Management Inc., MD Management Limited, MD Private Trust Company, MD Life Insurance Company and MD Insurance Agency Limited.

Joule provides products and services to support members' clinical and practice needs. Joule includes flagship products such as *CMAJ*, an evidence-based medical journal, and clinical tools such as DynaMed Plus, RxTx and POEMS, as well as Physician Leadership Institute (PLI) leadership courses.

To be a member of the CMA and receive products and services from MD Financial and Joule, physicians must be a member of their provincial medical association. Membership fees are collected by the PTMA in which the member practices or resides.

2017 Annual Membership Fees:

- Medical students \$12
- Medical residents \$50
- Practicing physicians \$495
- Retired physicians \$173

NOTE: MD Financial Management and Joule Inc. information above is from 2017

As with many associations, the CMA's board develops a number of decisions and actions, which members vote on. This is done primarily at the General Council and Annual General Meeting, which also includes strategic and educational sessions designed to advance health in Canada.

For the past 150 years, the CMA's success has been rooted in its strong commitment to supporting members in delivering the best care to patients. However, medical innovation, technological advances and increasing pressure on the health care system are shifting the medical landscape. For physicians, patients and policy-makers, these changes bring challenges and opportunities.

The CMA wants to be at the forefront by driving positive change in health care; to fulfill our mission of empowering and caring for patients and achieve our vision of a vibrant profession and a healthy population (see *Chart 2*).

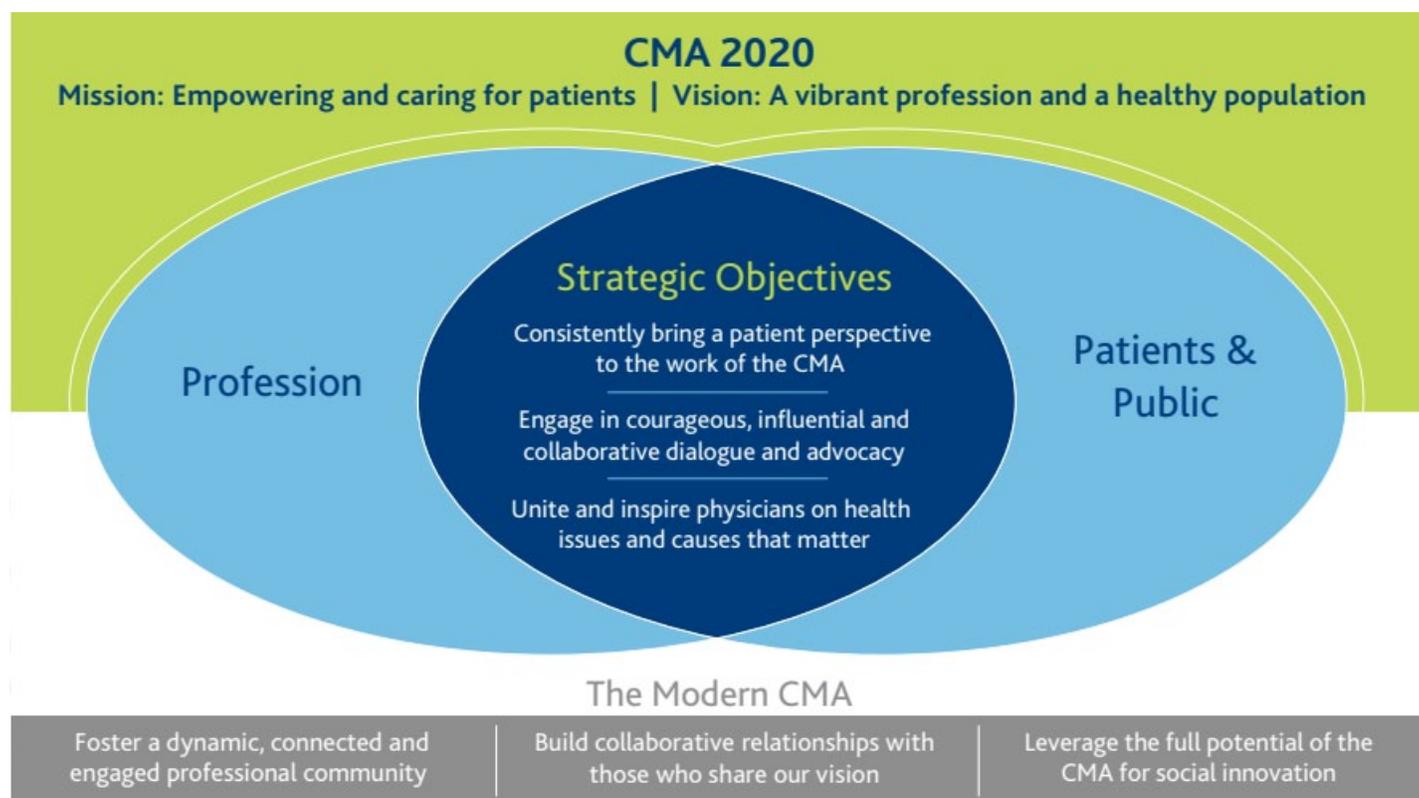


Image 2 – CMA Mission and Vision



Image 3- Membership Recruitment Ad

Competitors

The CMA doesn't have any direct competitors per se, but certain provincial medical associations are "non-conjoint," meaning that physicians in those provinces must voluntarily choose to be a CMA member (see Image 4). There needs to be stronger messaging for those in non-conjoint associations to understand the value of CMA membership.

Each year, the CMA undertakes active recruitment, engagement and retention of members using a segmented approach that targets various stages of the physician life cycle (see Image 3).

PTMA/CMA Membership

V – Voluntary (7)

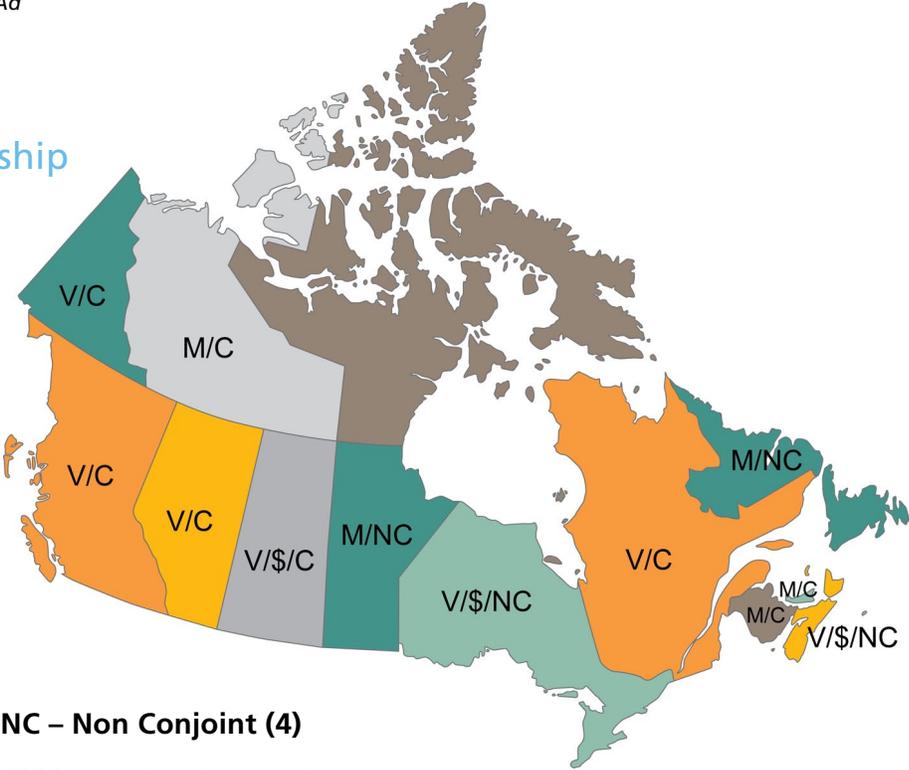
The physician makes a voluntary decision to join his/her PTMA. \$ demotes compulsory payment of fee.

M – Mandatory (5)

PTMA membership and dues are compulsory.

C – Conjoint (8)

Membership in these PTMAs immediately includes CMA. The CMA fee portion is rolled to the total membership fee.



NC – Non Conjoint (4)

CMA membership in these provinces is discretionary. The physician voluntarily chose to be a CMA member.

Image 4- PTMA/CMA Membership Relationship



Section 2: Overview

I am responsible for the CMA's Enterprise Events and Sponsorships program. I manage and plan over 25 events per year, including conferences, provincial association meetings, the CMA's annual meeting and sponsorship agreements. My key deliverables include defining and executing the overall event experience, project management, staff training, vendor selection, budget, measurement and process improvement initiatives.

Before I began at the CMA in 2015, there was neither a formal event program nor anyone focused strictly on events. Events were led by a Marketing Manager or Business Support Specialist. The CMA attended a lot of events, mainly based on recommendations, or if the location was "fun." Other than a few informal conversations there were no real mechanisms in place for evaluating whether an event was a worthwhile financial investment.

There was also no formal process in our event selection and evaluation for determining why we go to events, what our overall objectives are and what we are trying to achieve. Further, our branding was misrepresented, which was causing a lot of confusion with our audience and many missed opportunities to validate the CMA's overall brand offering.

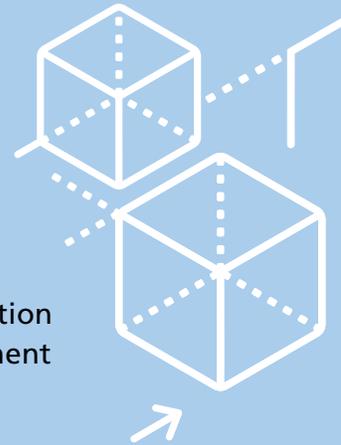
I saw an opportunity to implement the knowledge I gained from attending the CTSM courses, specifically **Session 10816, led by Joe Federbush, How to Measure the Value of Trade Show Participation Part 1– Basic Concepts**. Taking what Joe stated, *"measurement is important for justification and continuous improvement and measurement, and ROI depend upon good objectives,"* I proposed to develop a program that would put in place structure, processes and tools to help us achieve a greater return on investment.

"...measurement is important for justification and continuous improvement and measurement, and ROI depend upon good objectives..."

– Joe Federbush

I wanted to develop a program that would do the following:

- Define accountability;
- Contribute to stronger communication and collaboration among all stakeholders, and be seen as a key component to the overall marketing mix; and
- Align with our overall marketing mix, including our sponsorship program.



My mission was to use effective education and training to create awareness, acceptance and use of the booth program. I worked closely with various stakeholders from our affiliate companies (MD Financial and Joule) as well as with internal CMA staff to create best-in-class events that would contribute to business growth.

I presented my program proposal to both my Director and the Vice-President of Marketing to demonstrate the importance of formalizing this program. They approved the concept and allowed me to develop the program and change the focus of my job. My position changed from Marketing Strategic Advisor to Strategic Advisor, Events and Sponsorship, allowing me to be fully dedicated to events.

After getting their buy-in, one of the first things I tackled was a more in-depth analysis of the shows we attended to determine whether they were a true fit. When I first began the CTSM program in 2016 I took the course **Session 104, Did the Strategies and Tactics Work?, led by Marc Goldberg**. It was perfect timing, as I was able to integrate a lot of my learnings to create templates that would help with my program.

In his session, Marc mentioned, *“measurement begins with four questions: Why are you doing it? Who are you trying to reach? What do you want to communicate to this targeted audience? And what will be your measure of success?”* These questions are what I used to develop a standardized Event Brief Template (see *Appendix 1*), which was the first document to be used for attending a show.

Also, after attending **Session 20117, Selecting the Right Shows: the Critical Decision, led by Ian Sequeira**, I was inspired to develop a Process Guide (see *Appendix 2*) that explains the overall value of attending an event and to create an overall show schedule based on Ian's **5-step show selection process**, where I strategically selected shows after "*understanding the strategy [we] hope to support with [our] event program, understanding our company's markets, products, strategies, marketing goals and objectives.*" I then posted the new tools on our intranet to provide staff with more insight on the value of attending events.

"... understanding the strategy [we] hope to support with [our] event program, understanding our company's markets, products, strategies, marketing goals and objectives."

– Ian Sequeira

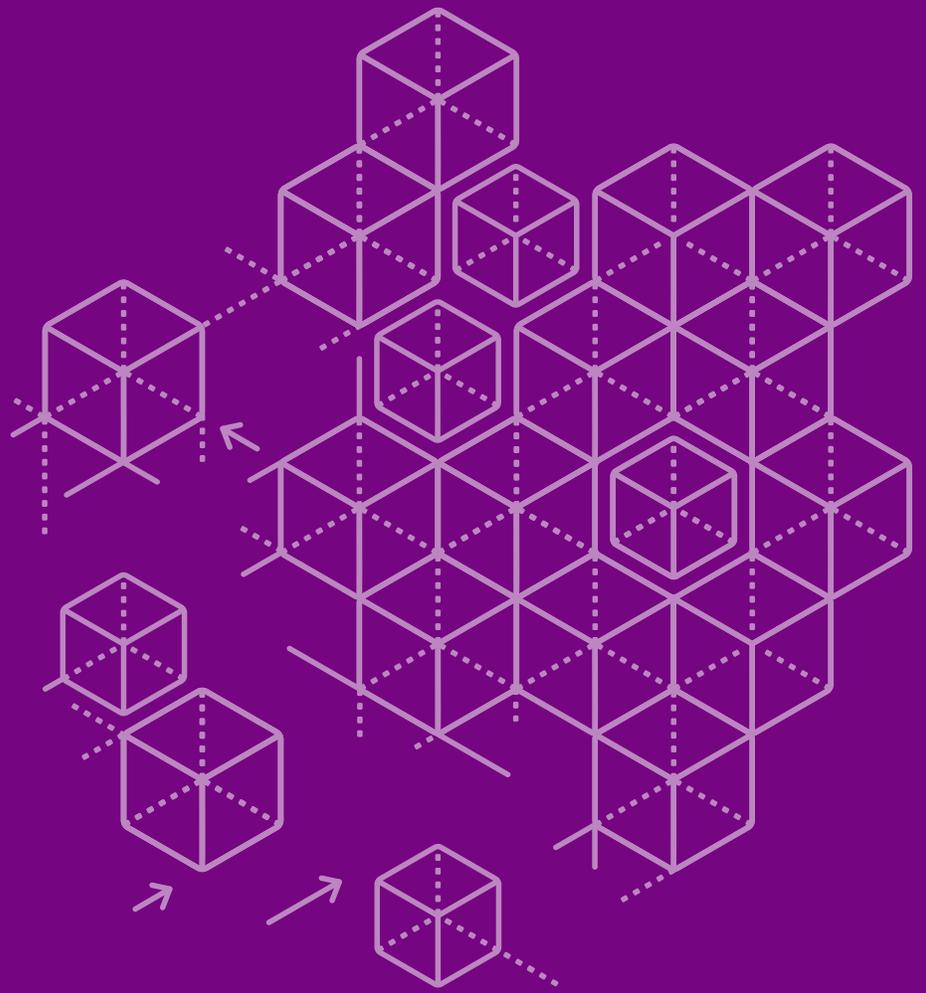
Annually, we attend approximately 25 events.

Most of them are events affiliated with the provincial medical associations, major industry events, as well as our own corporate event, the General Council and Annual General Meeting.

*Below is the top five of our 25 events in 2017.
A complete schedule is included in the Appendix 3.*

Show Name	Dates	Location	Exhibit Size	Participation Level (Sponsor, Exhibitor, Presenter)
Canadian Conference on Physician Leadership (CCPL)	April 28–29	Vancouver	10'x20'	S, E
Pri-Med Canada	May 10–13	Mississauga	10'x20'	E
CMA General Council and Annual General Meeting	August 20–23	Quebec City	N/A	S, E, P
Canadian Conference on Physician Health (CCPH)	September 7–9	Ottawa	10'x20'	S, E, P
Family Medicine Forum	November 8–11	Montreal	10'x20'	E

After making such dramatic changes to our approach to event selection, basing it on strategy versus status quo or location perks, I really wanted to get staff's buy-in on the importance of face-to-face events and how they align with our overall business objectives. In building up a repertoire of tools, I also wanted to ensure I had the opportunity to train staff on the importance of events. I was really struck by **Session 20416, Don't Skip the Meetings–Pre-, At-, and Post-: Guideposts to Success by Marc Goldberg**. Marc mentioned that pre-show meetings are important to help "everyone understand the underlying strategies that created the exhibit, the message and theme," and that every member of staff needs to attend all event-related meetings to feel energized and included in making the event a success. Therefore, I ensured that I included meetings as part of the mandatory section of the process guide I developed.



Section 3: Show of Focus and Measurable Show Objectives

My portfolio will focus on a company event, our 150th General Council and Annual General Meeting. The reason I selected this event to showcase is two-fold. First, as we are a volunteer-based national membership association, this event was critical to our members because it is their main opportunity to get together to network, engage and learn what the CMA has been doing over the year while communicating the value of being a member of the association. Second, this was a milestone event as it marked the 150th anniversary of the CMA's first general meeting.

The overall objectives of the event were as follows:

- Encourage and convince members to participate at the preeminent forum held by their association;
 - Provide participants with a unique experience, with a celebratory feel as part of the CMA's 150th anniversary;
 - Create a leadership-style "halo effect" to inspire action on the key issues affecting health care and the health of Canadians; and
 - Showcase the CMA on the national stage and expand recognition of the value the association presents to members, policy-makers and key stakeholders.
-

Given that this was a milestone year, we really wanted to make this General Council (GC) feel very different than any other GC that members had attended in the past. We decided we needed strategies to ensure networking was a key objective at this year's event. As stated by **Kimberly Kee in Session 60818, From Marketing to Measurement: 10 Steps to a Great Corporate Event**, it is critical to *"give attendees something to remember. Great memories will stick longer than the strongest marketing message, leaving a lasting emotional brand imprint."*

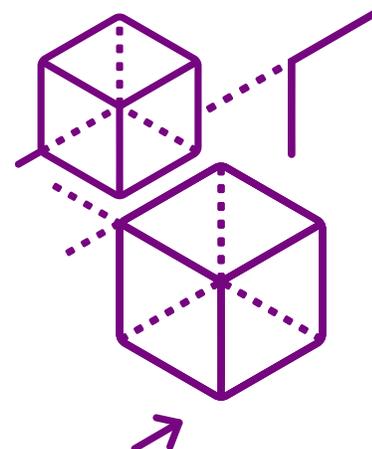
Therefore, our overall marketing and communications strategies for the event were to do the following:

- **Reinforce brand:** Create an overarching theme that elevates the brand, one that can be leveraged post-General Council.
 - **Increase awareness:** Socialize the concept of the General Council with the entire membership as a unique opportunity for members to represent their region and their profession.
 - **Participate and engage:** Inspire participants to take actions during and after the General Council.
 - **Foster and grow a community:** Create an unparalleled experience for members to network, collaborate and participate in national discussions on issues affecting their day-to-day work.
 - **Amplify:** Leverage this national event to bring more visibility of the CMA's work to key stakeholders.
-

Delegates and non-voting members typically attend this event, ranging from 400 to 550 attendees each year. As the events location is rotational, most of the members who attend do so based on proximity and/or destination appeal. The 150th General Council and Annual General Meeting took place in Quebec City—a special location, as this was where the CMA's first General Council Meeting had taken place 150 years ago.

Given that it was a milestone year as well as a nostalgic location, one of our objectives was to increase the number of participants from the previous year (550 attendees) at GC 2016 Vancouver. We also wanted to expand our target audience to include not only on-site attendees but members-at-large and media.

Our **target audience** for this event included the following:



GC Participants:

- On-site Participants (Delegates and Observers)
 - Speakers
 - CMA Board and Executives
 - CMA Ambassadors
-

Overall Membership and Stakeholders:

- Members who are interested but could not participate
 - Members who have an interest in a specific topic
 - Provincial and Territory Medical Associations (PTMAs) and Affiliates/Associates
-

Policy-makers/Decision-makers:

- Parliamentarians and Policy-makers
 - Other stakeholders in health
-

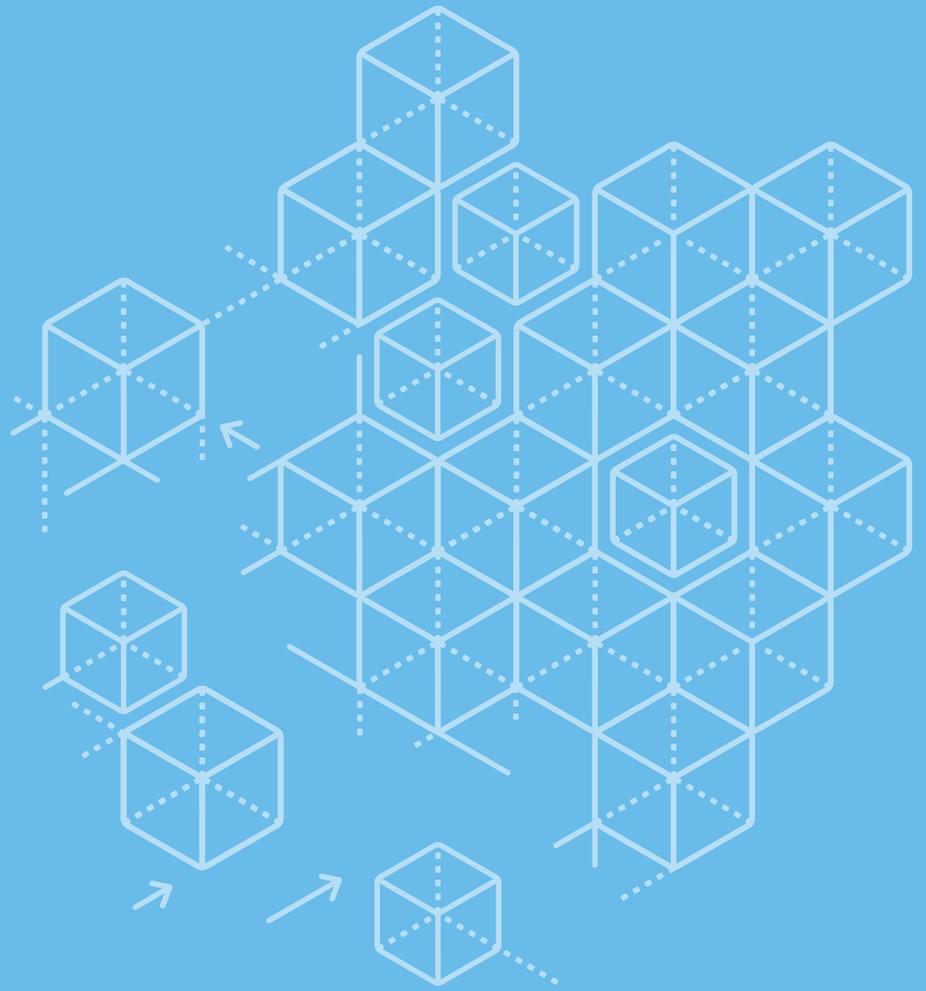
Media and Public:

- Journalists
- Members of the public (including DemandAPlan advocacy members)

In **Session 603, Create Engaging Experiences, Eddie Newquist** emphasized the importance of *“embracing emotion through celebrations and the art of active participation.”* This statement was critical to developing the objectives for our event. I really wanted to ensure the event was atypical for our organization and seen as an engaging experience.

Below you will find the overall objectives and assessment methods for the event.

Communication Objectives	Tactics	Measurable Goals	Assessment Methods
Reinforce brand	Social media (Facebook, Twitter, Instagram)	15% increase in mentions and total impressions	Send and track results through web analytics team
Increase awareness	<ul style="list-style-type: none"> Email Partner newsletter E-newsletter (CMA Bulletin) Print advertising (CMAJ, Santé Inc.) Banner Ads 	<ul style="list-style-type: none"> 15% attendee increase (632 attendees) 20% open rate, 3% click rate 	<ul style="list-style-type: none"> Get registration numbers from registration team Get open rates from email provider
Participate and engage	<ul style="list-style-type: none"> App Website 	<ul style="list-style-type: none"> Total number of downloads 15% increase in unique visitors 15% increase in total page views 	<ul style="list-style-type: none"> Get app downloads from registration team Get web traffic report from web analytics team
Foster and grow community	In-booth lead interaction	Generate 75 interactions with attendees	Booth staff to keep track of number of visitor cards collected
Amplify	<ul style="list-style-type: none"> News releases News conferences 	15% increase of total number of media mentions and media requests	Get media mentions and media requests results from media team



Section 4: Management of Exhibit Design

For our on-site experience, we wanted to ensure we met our objective of providing attendees with an area where they could get together, engage and feel proud of being associated with the CMA.

In the past, this was always referred to as the Members' Lounge, a 30'x30' space that had a backdrop with some tables and chairs. This year, we wanted the area to feel more inviting and have more of a purpose for the space. The first thing we did was change the name of the area to "Engagement Café," and then we worked with our contact at the Quebec Medical Association* to determine which vendors we should work with to design and develop the new exhibit space.

*Each year, our annual meeting location is rotated to align with the CMA's next President-elect. As there are strong political ties with our provincial location for the meeting, we work closely with the provincial medical association to define the meeting's location as well as the overall experience to ensure they are satisfied with the event. We ask them to provide us with recommendations on venues and/or vendors. Given that our event this year was taking place at the Quebec City Convention Centre, the provincial association recommended we work directly with the Convention Centre Event Manager to determine suppliers to work with for the exhibit design.

The Convention Centre Event Manager provided us with his three preferred local suppliers, who were accredited by the Société du Centre des congrès de Québec:

1. [Standex inc.](#)
2. [GES Global Experience Specialist](#)
3. [Tessier Exhibit and Show Services](#)

We emailed each vendor with our list of needs for the space, which included floor plans, pictures of the hall space, our brand visual identity guide, and our look and feel concept guide. We then asked the three vendors to provide proposals within two weeks.

Shortly after we sent our needs request to the three vendors, we learned that our Meetings & Travel team were already working with one of the vendors (Tessier Exhibit and Show Services). We decided it made the most sense to work with one vendor and notified the other two that we had selected our vendor of choice.

We based our needs list on learnings from [Session 30716, Creative Thinking to Reinvigorate Your Program, by Leo Boczar](#). Leo stated, *"The secret to giving your program new life is to think marketing first, exhibit-design second."* We therefore emphasized our marketing goals in our needs list (this was missing from past years' requests).

Needs list

GOAL: The real value of a conference lies in connecting with colleagues and new ideas. This year the Engagement Café (formerly known as the Members Lounge) will be the place for our attendees to catch up with fellow physicians from across the country and learn about key CMA action areas.

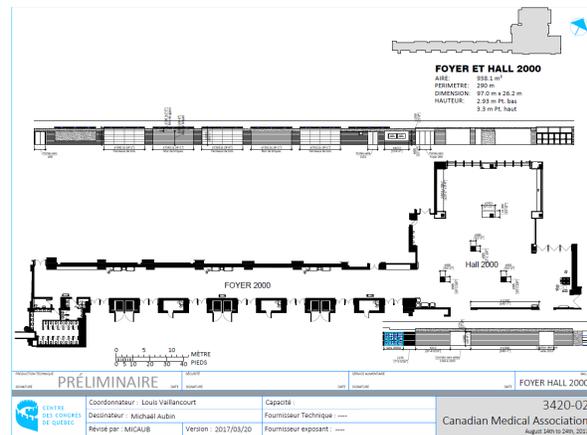
ASK: In the Hall 2000 foyer (Floorplan A), the rectangular space at the top (59'x25') needs an exhibit design to be developed that aligns with the following needs:

- Design an “Engagement Café”—an area to reconnect and recharge with fellow participants, as well as connect, network and learn from staff.
- Have full CMA value proposition discussed and displayed, including representation of the CMA and its subsidiaries, MD Financial and Joule.
- Layout should be conducive to in-depth conversations, approachable and inviting.
- **The space needs to have three main sections:**
 1. Café style bistro area with a barista serving coffee and snacks.
 2. Info kiosks for the CMA and its subsidiaries (MD Financial and Joule), three in total, to demonstrate and share the latest offerings and services.
 3. TV monitor area showcasing the CMA's latest strategy (2020), also to be used as a space for live media interviews.

Floorplan A



Floorplan A



CMA brand colour palette and lead graphical element



Look and feel: History (150 years as an association)



Look and feel: Quebec City nostalgia



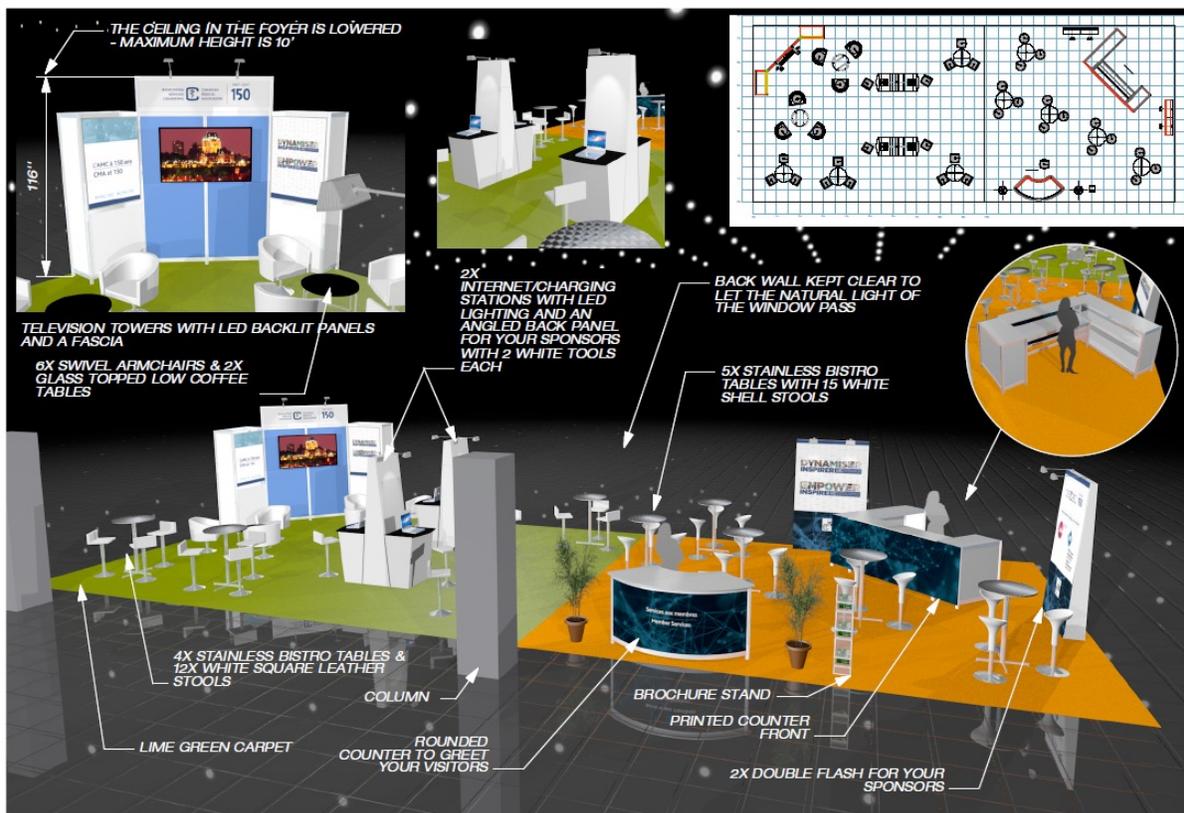
Look and feel: Future of the CMA—bold, young, vibrant

Exhibit area proposal

Tessier Exhibit and Show Services provided us with the following proposal for the designated space (see Appendix 4).

- Open concept with Engagement Café and Prop area combined
- Areas are distinguished with different carpet colours
- Prop area includes four kiosks, one main TV monitor area, seating, bistro tables
- Engagement Café area includes coffee station, reception desk, bistro tables, chairs, literature stands and two display stands
- Price includes preparation, delivery, setup, dismantling, material, furniture and printing

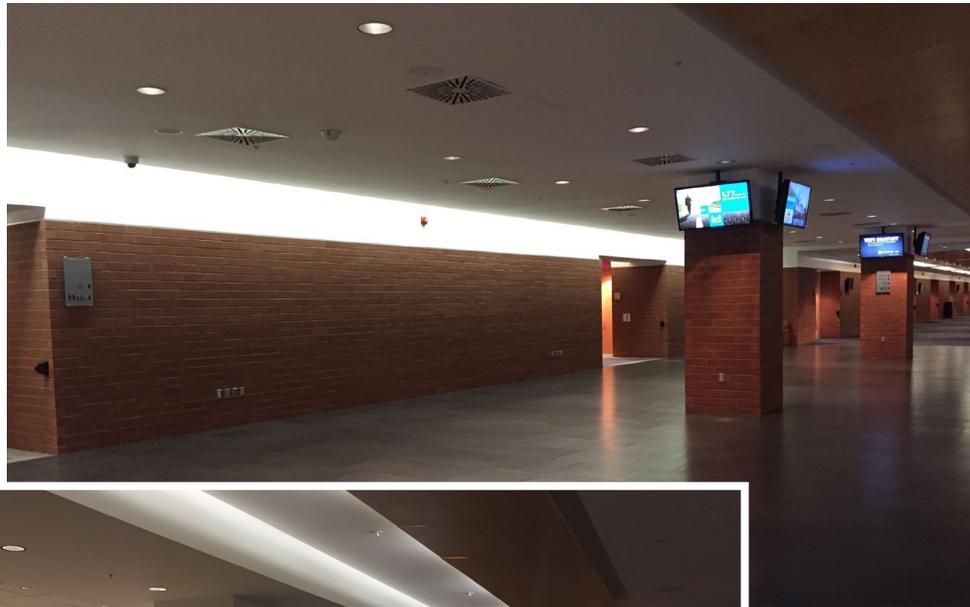
TOTAL: \$13,850.00



Design concept: Engagement Café

Tessier Exhibit and Show Services' proposal was very colourful and aligned with our brand visual identity guide. The proposal met our needs, providing us with a dedicated space that included a welcoming reception desk, coffee station, kiosks and tv/media space.

Exhibit space before and after





Engagement Café: Reception area



Engagement Café: Bistro tables

Engagement Cafe: Reception area

Engagement Café: TV monitor/media station area

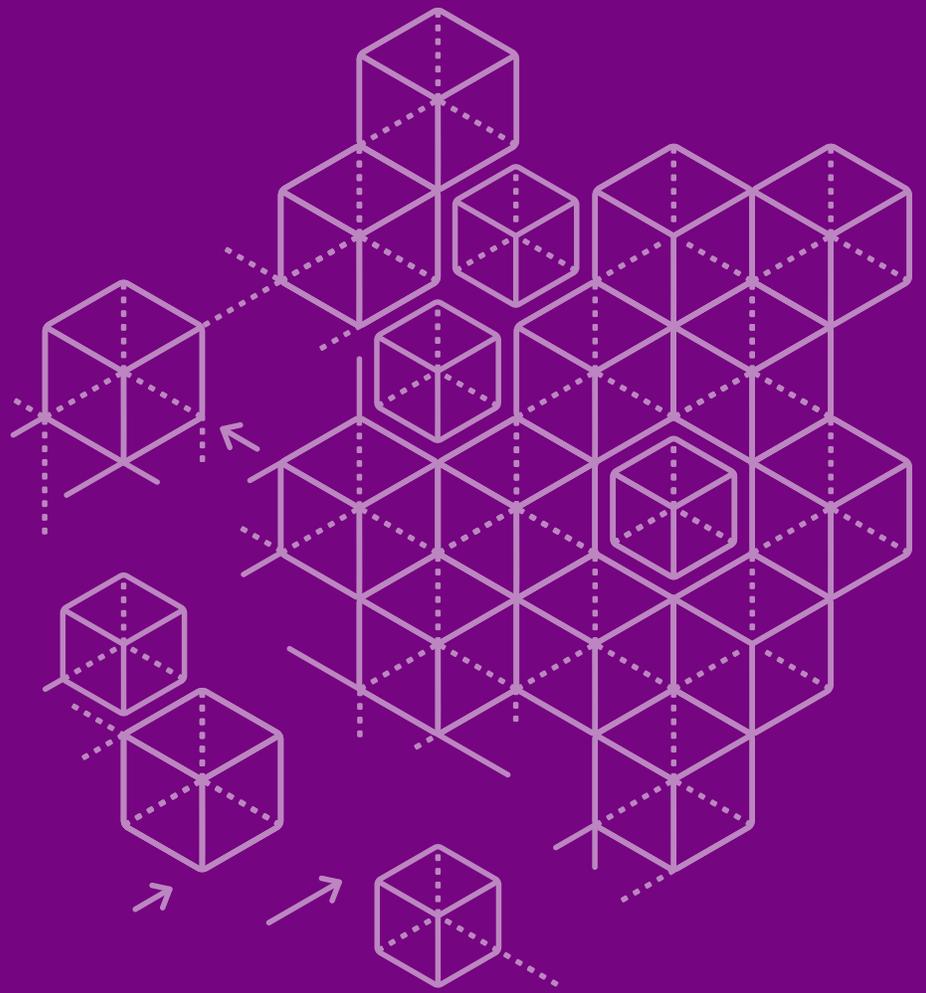


General Council and Annual General Meeting 2017 Budget Summary

For this year’s marketing and promotion event budget we followed **Kimberly Kee’s advice from [Session 20317, Nuts and Bolts of Budgeting for Results](#)**, and used *“a lot of historical data to ballpark our budget.”* We referred to our 2016 budget for signage costs and advertising. This was a very handy technique that allowed us to be pretty accurate with our actual spend. I felt quite proud to be able to answer the *“How much will it cost?”* question quickly by referring to my budget documents.



Category	Planned	Actual	Variance
Selfie station	\$3,000	\$3,200	(\$200)
On-site signage (including hotel, flags, elevators, escalator, wraps, para-posts and murals)	\$22,000	\$21,900	\$100
Giveaway (portfolio)	\$17,000	\$18,000	(\$1,000)
Engagement Café (design, print, furniture, install and dismantle)	\$13,000	\$13,850	(\$850)
Coffee and barista at Engagement Café	\$6,000	\$5,500	\$500
Advertising (print and digital)	\$30,000	\$27,000	\$3,000
Total	\$91,000	\$89,450	\$1,550



Section 5: Management of Integrated Marketing Communications

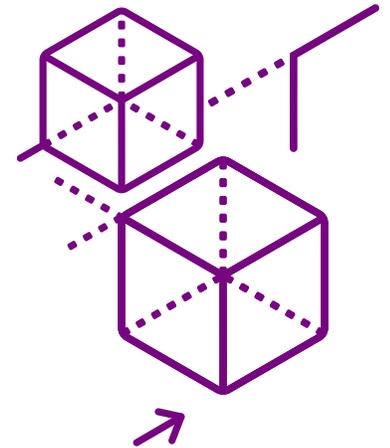
Our overarching goal for this year's event was to strengthen the CMA's overall brand value by garnering the attention, interest and momentum of our targeted audience pre-show, at-show and post-show. To reach this goal our four main objectives were as follows:

- Encourage and convince members to participate at the preeminent forum held by their association;
 - Provide participants with a unique experience, with a celebratory feel for the 150th anniversary;
 - Create a leadership-style halo effect to inspire action on the key issues affecting health care and the health of Canadians; and
 - Showcase CMA on the national stage and expand recognition of the value the association presents to members, policy-makers and key stakeholders.
-

With the above-mentioned overarching business objectives in mind, our marketing and communications strategies were developed. In referencing **Session 31117, How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program, by Scott Leech**, we realized that *"events are immersive brand experiences, and events are the front lines of brand building"* and placed a strong emphasize on reinforcing our brand in our objectives. Our main objectives included:

- **Reinforce brand:** Create an overarching theme that elevates the brand, one that can be leveraged post General Council;
- **Increase awareness:** Socialize the concept of General Council with the entire members as a unique opportunity for members to represent their region and their profession.
- **Participate and engage:** Inspire participants to take actions during and after the General Council.
- **Foster and grow a community:** Create an unparalleled experience for members to network, collaborate and participate in national discussions on issues affecting their day-to-day work.
- **Amplify:** Leverage this national event to bring visibility of the CMA's work to key stakeholders.

Our strategies and approaches were based on four key target audiences. Our primary audience included General Council (GC) participants as well as the overall membership and stakeholders. Our secondary audience included policy-makers and decision-makers as well as the media and public. For our primary audience, our approach was to reinforce brand, participate and engage, and foster community. For our secondary audience, our approach was to reinforce brand and increase awareness.



Target Audience

GC Participants:

- On-site Participants (Delegates and Observers)
- Speakers
- CMA Board and Executives
- CMA Ambassadors

Overall Membership and Stakeholders:

- Members who are interested but could not participate
- Members who have an interest in a specific topic
- Provincial and Territory Medical Associations (PTMAs) and Affiliates/Associates

Policy-makers/Decision-makers:

- Parliamentarians and Policy-makers
- Other stakeholders in health

Media and Public:

- Journalists
- Members of the public (including DemandAPlan advocacy members)

Pre-show

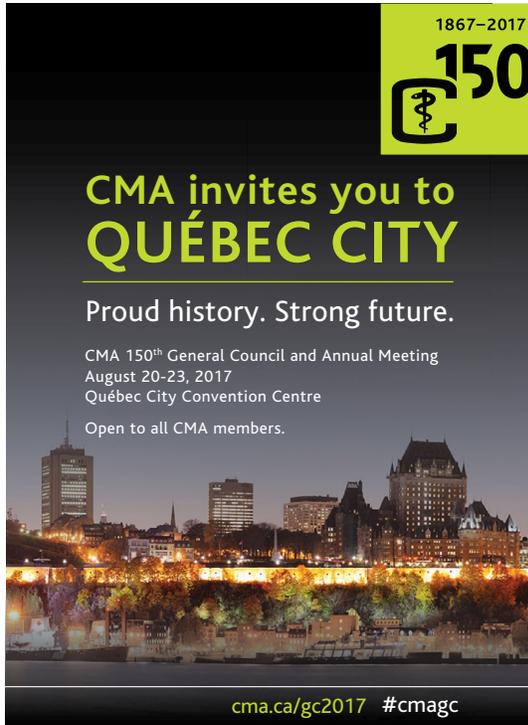
The intent of the pre-show communications plan was to ensure our targeted audiences were persuaded to attend and register. We focused our messaging on generating a sense of pride for the milestone year, promoting the destination and focusing on the educational component of discussing key issues.

The channels we used for this phase included the following:

- **Partner network:** PTMAs and affiliates/associates
- **Print:** Canadian Medical Association Journal (CMAJ), Santé Inc.
- **Digital:** website banners, newsletter (CMA E-Bulletin), email to members, social media

Pre-show Key Tactics						
Tactics	Rationale	Targeted Audience	Measurable Goals	Assessment Methods	Results	Recommendations
Social media (Facebook, Twitter and Instagram)	Cost-effective, reaches all audiences	Primary and secondary	15% increase in mentions and total impressions	Send and track results through web analytics team	15% increase for 1.72K total mentions (last year 1.5K); 2% increase for 8.05M total impressions (last year 7.9M)	Review social media strategies and tactics to improve impression results. Consider paid SEO campaigns
Partner newsletter article	Cost-effective, reaches primary audience	Primary	15% attendee increase and ticket sales	Collect registration numbers from registration team	14.5% (630 registered); 26% (556 Awards Gala, 623 Networking tickets)	Continue to use partner newsletter
Print ads: Canadian Medical Association Journal (CMAJ), Santé Inc.	Cost-effective- because CMA-owned publications, discounted rate Reaches all members	Primary	15% attendee increase and ticket sales	Collect registration totals from registration team	14.5% (630 registered); 26% (556 Awards Gala, 623 Networking tickets)	Continue to use but suggest adding more tactic-specific tracking mechanism (MURLs) to track how many leads came from print ad campaign
CMA website banner ads	Cost-effective Reaches all members	Primary	20% open rate 3% click rate	Collect open rates from email provider	48% open rate; 7% click rates	Suggest starting app download promoting earlier

Examples of Pre-show Tactics Used



Print ad: Canadian Medical Association Journal (CMAJ), April 2017



Social ad: Twitter, August 2017



CMA website banner ads

At-show

The intent of the at-show communications plan was to create engagement with all participants. As stated in **Session 32218, No Exhibit is an Island—Building a Bridge to Success**, by Kim Burkus and Felicia Kaban, “when we connect with our customers on an emotional level, we build brand loyalty and brand equity.” Using this guidance, we focused our messaging on creating a fun atmosphere, allowing key discussions to happen organically in various settings and broadcasts from the venue to larger audiences. The channels we used for this phase included the following:

- **Digital:** social media
- **On-site branding:** signage, Engagement Café
- **Media:** news releases, news conferences

Tactics	Rationale	Targeted Audience	Measurable Goals	Assessment Methods	Results	Recommendations
Social media (Facebook, Twitter and Instagram)	Cost-effective, reaches all audiences	Primary and secondary	15% increase in mentions and total impressions	Send and track results through web analytics team	15% increase for 1.72K total mentions (last year 1.5K); 2% increase for 8.05M total impressions (last year 7.9M)	Review social media strategies and tactics to improve impression results. Consider paid SEO campaigns
Exhibit area (Engagement Café)	Reaches all members	Primary and secondary	Generate 75 visits at kiosks	Booth staff to keep track of number of visitor cards collected	102 visits	Continue to use (propose same budget spend) Continue to have kiosks
App	Reaches all audiences	Primary and secondary	Number of downloads	Send and track results through EventMobi report	65% download	Consider building more notification reminders into app to promote features
Media (news releases and conferences)	Cost-effective	Secondary	15% increase in total number of media mentions and media requests	Get media mentions and media requests results from media team	591 mentions (1,500 last year); 16 media requests (25 last year)	Timing/ political issues and inability for outside media to attend Quebec City accounts for poor results Consider location in defining metrics

Examples of At-show Tactics Used

On-site signage: Escalator wrap



On-site signage: Flags



On-site signage: Door decal

On-site signage: Floor decal



Selfie-station

On-site signage: Pillar wraps

Post-show

The intent of the post-show communications plan was to ensure that we leveraged the content of the discussions that took place at-show to further engage with our members. The channels we used for this phase included the following:

- **Digital:** email
- **Print:** Canadian Medical Association Journal (CMAJ)

Post-show Key Tactics

Tactics	Rationale	Targeted Audience	Measurable Goals	Assessment Methods	Results	Recommendations
Email	Cost effective Reaches primary audience	Primary	25% open rate 3% click rate	Collect email open/click rates from email vendor	48% open rate; 7% click rate	Continue to use but suggest earlier execution
Print ad: Canadian Medical Association Journal (CMAJ)	Cost-effective Reaches audience	Primary	15% increase in unique visitors and total page views to url indicated on print ad	Collect web traffic report from web analytics team	706 unique visitors 69,050 page views	Continue to use (propose same budget spend) Suggest also tracking impression rates from publication

CREATING CONVERSATIONS TO ENABLE CHANGE

The CMA is committed to making the health care system responsive to physicians and patients.

That's why, as we proudly celebrate 150 years of history this year, we facilitated important discussions, including at General Council, about issues that matter most to physicians — and all Canadians.

Highlights include:

- Gathering input on a Charter of Shared Values to be shared for feedback in the coming weeks as we work to develop a document that aims to strengthen professional responsibilities in support of a unified profession.
- Developing our submission to the Council of Canadian Academies (CCA), which articulated physicians' views on the clinical implications, risks and safeguards regarding eligibility to medical assistance in dying.
- Bringing together the perspective of physicians on the front lines, along with regulators, addiction and other specialists, to identify how physicians can contribute to addressing the Opioid crisis.
- Continuing to develop and engage in initiatives that address issues related to physician health and wellness.
- Mobilizing thousands of physicians to influence the federal government on the negative impact of proposed tax changes.

And we're not stopping there.

These conversations help inform CMA positions and submissions, and shape our action plans. As we look to the future, and in keeping with our new strategic plan, this dialogue will continue to enable meaningful change.

Help us move the conversation forward at cma.ca/action

ASSOCIATION MÉDICALE CANADIENNE | CANADIAN MEDICAL ASSOCIATION | 1867-2017 | **150**

Example of Post-show Tactic Used

Print ad: Canadian Medical Association Journal (CMAJ), September 2017



Section 6: Management of Results Reporting

To meet our overall goals for the event, we relied on social media impressions, number of attendees, open-rates, downloads, booth visits and media pick-up. The table below shows the results of our efforts.

Communication Objectives	Tactics	Measurable Goals	Assessment Methods	Results	Future Recommendations
Reinforce brand	Social media (Facebook, Twitter, Instagram)	15% increase in mentions and total impressions	Send and track results through web analytics team	15% increase for 1.72K total mentions (last year 1.5K) 2% increase for 8.05M total impressions (last year 7.9M)	Review social media strategies and tactics to improve impression results. Consider paid SEO campaigns
Increase awareness	<ul style="list-style-type: none"> Email Partner newsletter E-newsletter (CMA Bulletin) Print advertising (CMAJ, Santé Inc.) Banner ads 	<ul style="list-style-type: none"> 15% attendee increase (632 attendees) 20% open rate, 3% click rate 	Get registration numbers from registration team Get open rates from email provider	14.5% (630 registered) 26% (556 Awards Gala, 623 Networking tickets) 48% open rate, 7% click rate	Positive results show email marketing is very effective for audience—continue to use Continue to use newsletters, print and digital ads Consider adding stronger tactic-specific tracking mechanisms
Participate and engage	<ul style="list-style-type: none"> App Website 	<ul style="list-style-type: none"> Total number of downloads 15% increase in unique visitors 15% increase in total page views 	Get app downloads from registration team	65% download rate 706 unique visitors 69,050 page views	Continue to use email to promote app but start campaign earlier Use more notification reminders to promote app features

Continued...

Foster and grow community	In-booth lead interaction	Generate 75 interactions with attendees	Booth staff to keep track of number of visitor cards collected	102 visits	Goals met but consider expanding kiosks and inviting partners/PTMAs to exhibit in area
Amplify	<ul style="list-style-type: none"> News releases News conferences 	15% increase of total number of media mentions and media requests	Get media mentions and media requests results from media team	591 mentions (1,500 last year) 16 media requests (25 last year)	Timing/political issues and inability for outside media to attend Quebec City meant poor results Consider location in defining metrics

When reviewing the event results, I am pleased to see we were able to meet and/or exceed most of our objectives, including reinforcing our brand value; increasing awareness and excitement; inspiring engagement; and amplification.

Various team leads compiled the results and then our marketing and communications team gathered to have a debrief meeting to present our individual findings. I was responsible for reporting on the Engagement Café area and the on-site branding experience. I tabulated my results from on-site attendee feedback, contact cards from visitors who stopped at the Engagement Café and my own personal observations. Referring to what I learned from **Session 104, Did the Strategies and Tactics Work?, by Marc Goldberg**, I took Marc’s advice and emphasized during my presentation *the recommendations for improvement to demonstrate that “this is where [I] as a professional bring [my] expertise to the table.”*

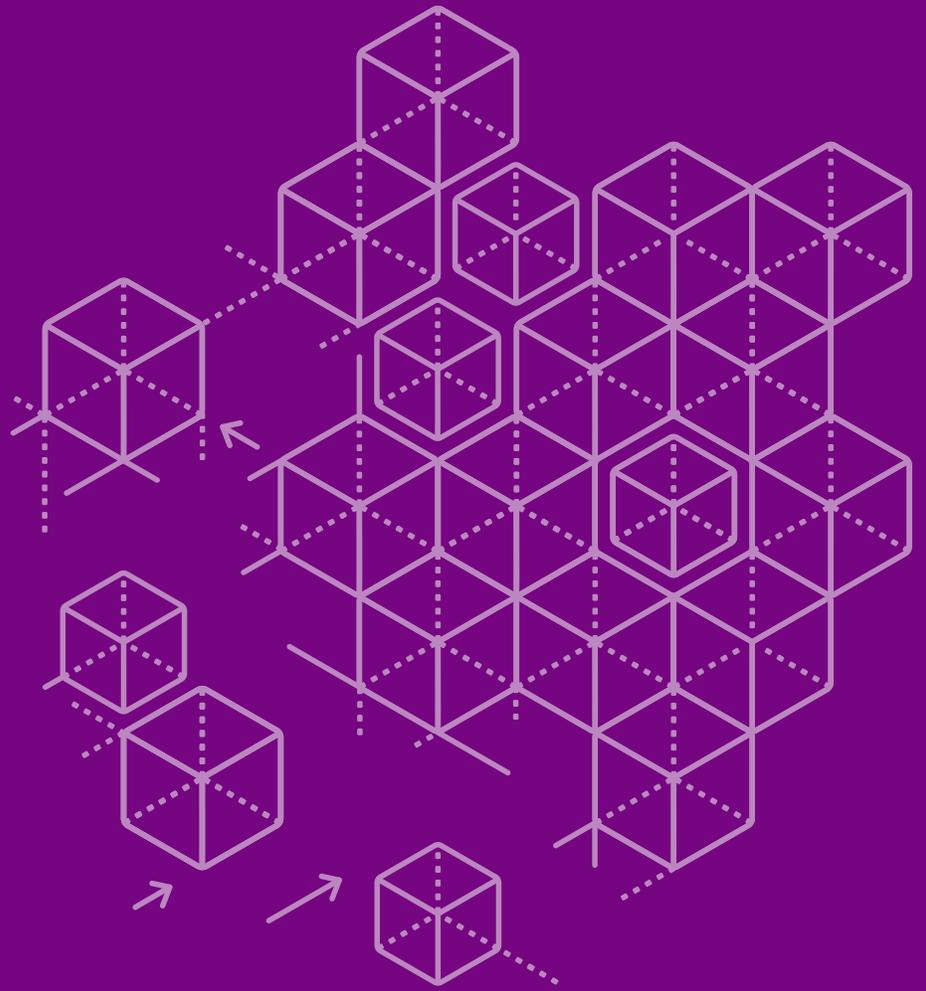
My overall debrief findings can be summarized as follows:

- **Layout**—conducive for engagement, networking and connecting with colleagues as well as staff
 - **Space**—very inviting, welcoming and bright
 - **Staff**—knowledgeable and engaging
 - **Audience**—exceeded our attendee targets, with many attendees commenting that they really appreciated having a dedicated space to network and connect
-

Recommendations:

- Continue to offer a dedicated space so that attendees can network and collaborate. Within the space, offer more “comfort” features, such as areas to catch up with email and phone calls (charging stations, private phone booths, etc.).
- Offer dedicated quiet spaces/wellness components.
- Consider expanding the Engagement Café space as the space got congested at certain times.
- Suggest expanding footprint of space (2x) as well as inviting some external partners to exhibit (PTMAs, affiliate healthcare corporations).
- Consider moving the space so it is included in the attendee’s journey to the sessions (i.e., move the Café area to the back of the meeting room or hallway adjacent to main room).

As this was a very collaborative project and many team members were involved, our VP of Marketing compiled the highlights of each contributor’s presentation and developed a debrief for the Senior Management Team. She included her report in the Board Report Summary that was presented at the CMA’s Q1 Board Meeting.



Section 7: Conclusion

The CMA's 150th milestone General Council and Annual General Meeting was a huge success. Not only were we able to achieve the goals and objectives we set, but our attendees, partners, executives and board were pleased that we were able to blend our future CMA 2020 vision while still being respectful of continuing the CMA's proud tradition of grappling with the most important health care issues at the event.

Our VP of Marketing was very proud of the marketing and communications team's efforts and told us we made an impact at the executive and board level. Going forward, they want our team to take a more active role in this event and have now transferred full responsibilities for this event to our team. As our VP stated, "we set the bar," and we will use a lot of our learnings from this year to plan our future events.

This was a very personally satisfying accomplishment as it was a proof-point to demonstrate the importance of face-to-face events. Senior management has begun to appreciate how events bring immeasurable value to our brand. Specifically, due to this year's success, we have already been assigned a larger budget for next year's event.

In conjunction with the VP's feedback and the confidence from our executives and the board, our team proposed some new recommendations for next year's event:

- Change the content format to make it resemble more of a "TEDx" approach, with storytelling and inspiring sessions.
- Create more opportunities to connect by expanding the Engagement Café area kiosk station, having a larger footprint of exhibitors showcasing their innovative approaches (20 kiosks versus 4).
- Move the Engagement Café to the back of the meeting room, so it is the first touchpoint of the attendee's journey.
- Have a dedicated Engagement Café area in the lounge offering charging stations and dedicated space to have conversations with fellow attendees.
- Offer dedicated quiet spaces (nursing room, wellness room).
- Market the event by expanding media buy to include both print and digital, increasing SEO marketing tactics and expanding social media ad boost buys.
- Begin promoting the event earlier, integrating it into other marketing communications programs to demonstrate its value.
- Add more key performance metrics (KPIs) into our planning process as well as doing further analysis and reporting.

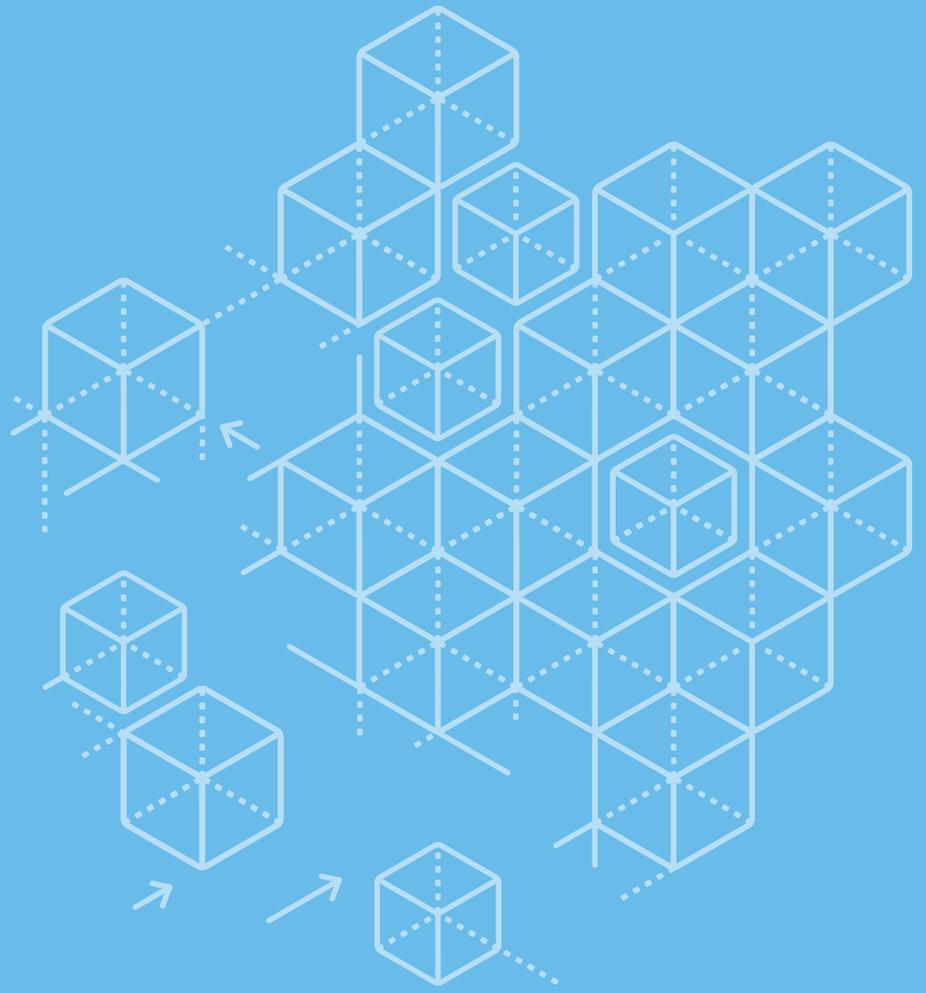
Overall, I am pleased that our recommendations were well received and all of them will be implemented in future events. I am extremely pleased with the progress we have made on this event and look forward to its continued improvement and evolution. I also am very optimistic that the success of this event will trickle down to the CMA's Enterprise Events and Sponsorships program, which I lead, and that we will see great benefits as a result.

Reflecting on my two-year journey with the CTSM program, from taking my first class at ExhibitorFastTrak in 2016 to passing my exam this July and drafting my portfolio during the same year, I am grateful for the opportunity it has provided me. Not only have I been able to make an immediate impact on my current role by bringing my learnings back to the office and implementing some tips and tricks quickly, such as how to properly select trade shows, budget-tracking and the importance of event meetings; I have also been able to gain more confidence and bring increased energy to my role. I also would like to acknowledge all the support I have received from my boss in encouraging me to pursue this certification. His thoughtful and encouraging words and praise have been much appreciated.

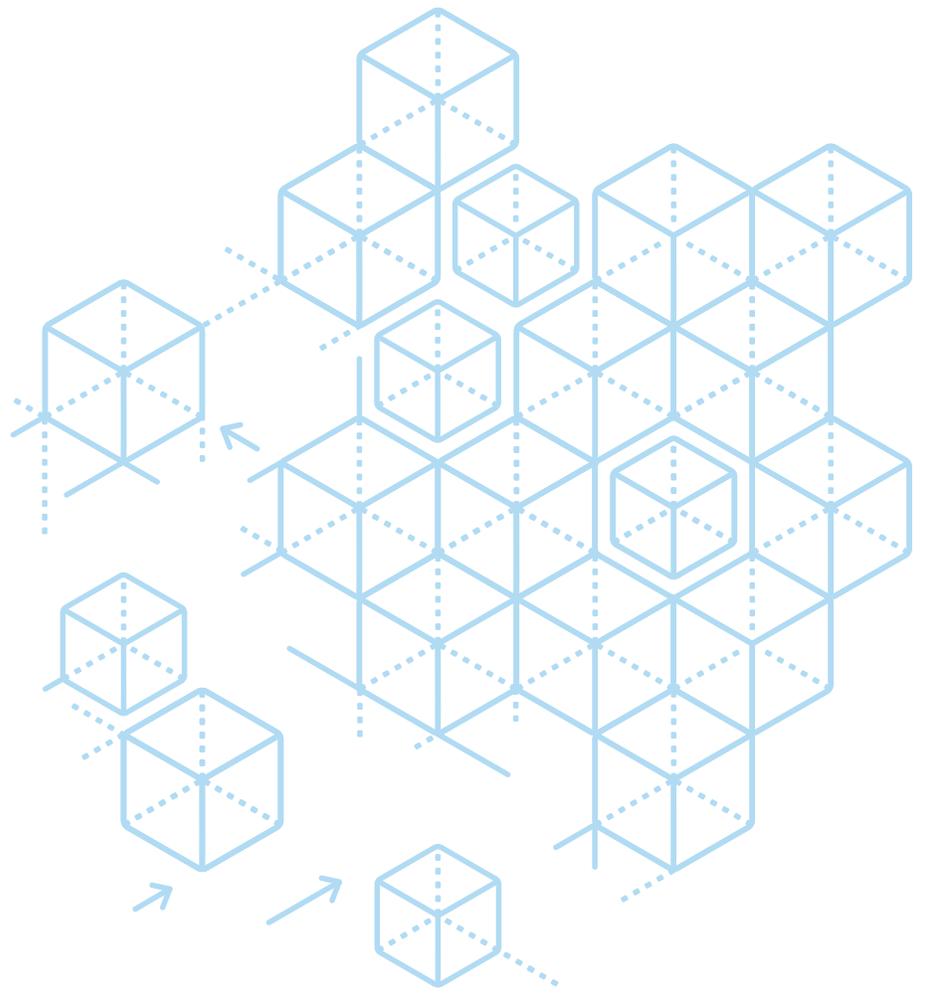
This journey has not only strengthened my skill-set, but I've also been blessed to make new friends during the process. At my first ExhibitorFastTrak in Providence 2016, I signed up for "Dinners with Strangers" and made strong connections with three classmates. We still keep in touch and help each other with day-to-day work issues and we have encouraged each other throughout our exam and portfolio preparations. I also have been impressed with the calibre of our instructors and how eager they are to connect and help us with our development. I am truly proud of my accomplishments to date. I look forward to continuing to bring my CTSM learnings into practice, elevating my personal brand and making a positive contribution to my organization.

Session References

Session	Title	Page
10816	How to Measure the Value of Trade Show Participation Part 1–Basic Concepts	10
104	Did the Strategies and Tactics Work?	11, 37
20117	Selecting the Right Shows: the Critical Decision	12
20317	Nuts and Bolts of Budgeting for Results	26
20416	Don't Skip the Meetings–Pre-, At-, and Post-: Guideposts to Success	13
30716	Creative Thinking to Reinvigorate Your Program	20
31117	How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program	28
32218	No Exhibit is an Island–Building a Bridge to Success	32
60818	From Marketing to Measurement: 10 Steps to a Great Corporate Event	15
603	Create Engaging Experiences	18



Appendices



Appendix 1: Event Brief Template

(ref. p.11)

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION

Event Brief Template



Event Name

Date

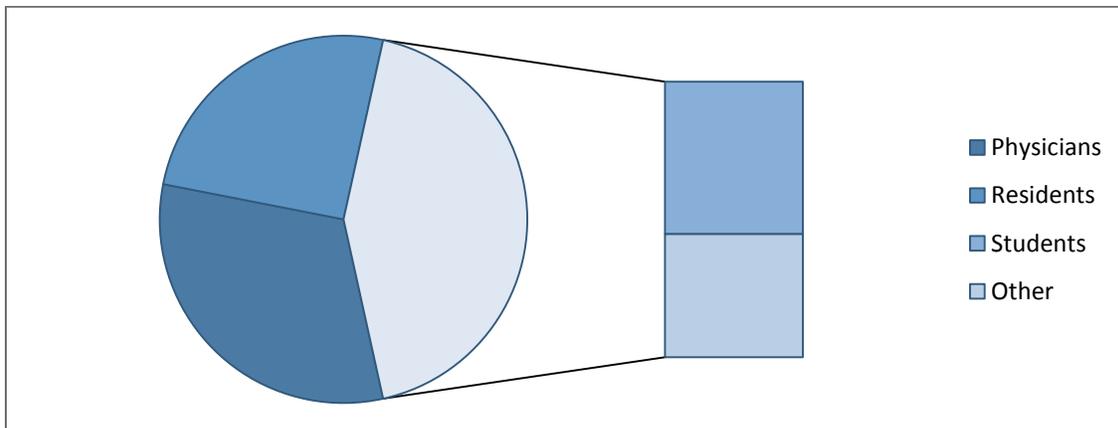
Location

Summary

Enter show background information here.

Attendees

Enter audience demographics here.



Objectives

- 1.
- 2.
- 3.

Trade Show Presence

Provide details of level of participation (Exhibiting, Sponsoring, Presenting).

Booth Layout

Provide booth layout diagram and/or details of materials required (Backdrop, Parapost, Monitor etc.).

Conference and Exhibit Hours

Date	Time

Project Team

Identify name and role.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Booth Staffing Schedule

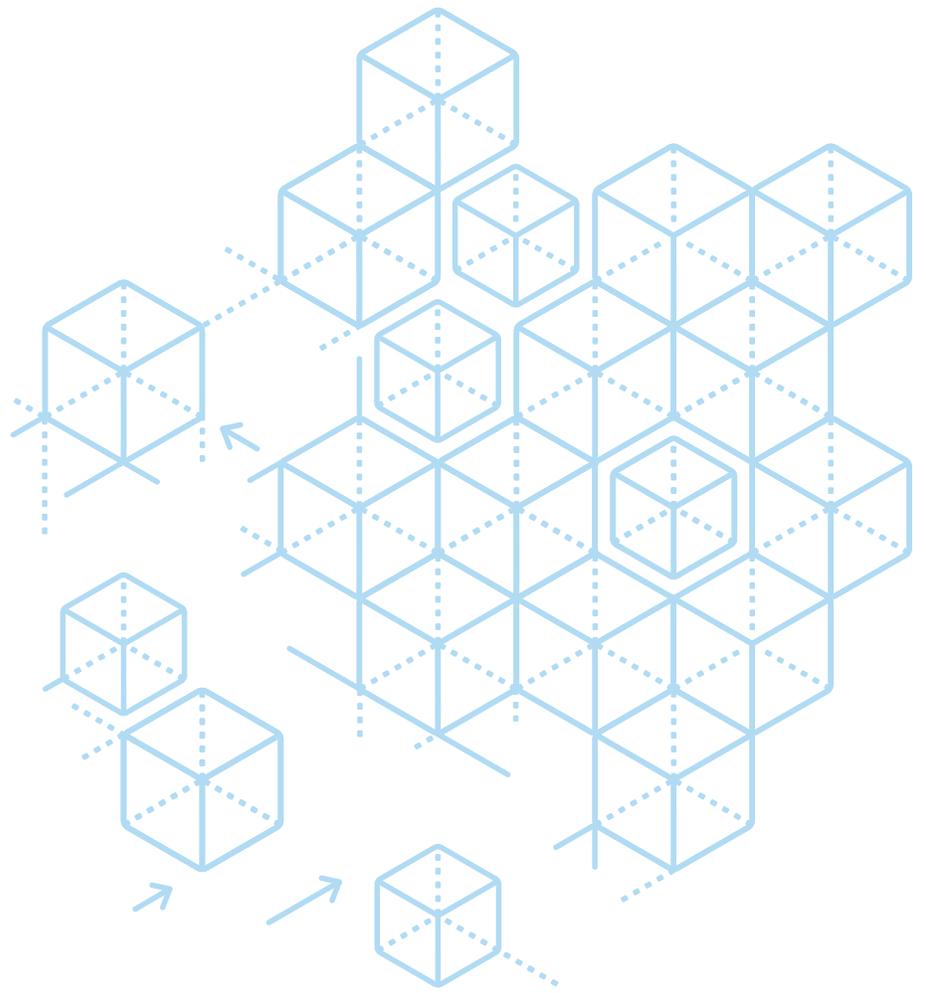
Date	Time	Staff

Budget

Travel Information

Identify conference venue and hotel rates and travel discount codes.

Conference Organizer Contact Information



Appendix 2: Process Guide

(ref. p.12)

CMA Booth and Sponsorship Process Guide

CMA Enterprise Marketing (EM) is the central intake for all CMA booth and sponsorship* requests and is responsible for overseeing the Enterprise Booth and Sponsorship program at CMA in collaboration with MD Financial Management and Joule. EM is responsible for all event elements including budget, strategy and return on investment. EM will produce quarterly reports for senior management.

**Sponsorship is defined as a request which may include the use of CMA’s name and/or logo, of an organization’s event (e.g., conference), on an issue that is supported by CMA policy or that promotes CMA brand awareness, where there is an immediate expectation of return. A sponsorship request is defined as a request for the CMA to support an organization’s event (e.g., conference) or issue. The CMA will only consider sponsoring events or issues that are consistent with CMA policy or that would promote CMA brand awareness, and the CMA would expect an immediate return on its investment. Sponsorship may include the use of the CMA’s name and/or logo.*

The following four-phase process will ensure proper evaluation and communication of booth requests

Phase	Step	Action
Phase 1 Assessment	1	Booth and/or sponsorship requests received at CMA will be forwarded to the CMASponsorship@cma.ca email, and a copy will be sent to Strategic Advisor for tracking and initial assessment. The inbox is checked twice weekly by a member of the Enterprise Sponsorship Committee team.
	2	An acknowledgement email will be issued indicating that the request was received and that it will be evaluated. Response time is up to 60 days (unless the request is urgent or requires prioritization).
	3	If the request does not meet the CMA Sponsorship evaluation criteria and guidelines, a response declining the request will be sent after the monthly meeting review.
	4	If the request meets the evaluation criteria, it will be submitted for a decision at the next monthly Core Enterprise Booth/Sponsorship Team senior managers’ meeting.
	5	The decision to approve or decline the booth request will be communicated in writing via the CMASponsorship email address.
Phase 2 Planning	6	If the request for booth and/or sponsor participation is approved, the Strategic Advisor will follow up with the organization that made the request to finalize the details of the agreement.
	7	The Strategic Advisor will add the new event to both the external and internal calendars
Phase 3 Execution	8	The Strategic Advisor will ensure that the folder for the event in question contains all necessary documents.
Phase 4 Follow-up	9	The Strategic Advisor will track all CMA outcomes. including creating a debrief report and quarterly dashboard report.

PHASE 1 - ASSESSMENT

Evaluation criteria

The CMA’s decision on whether or not to create a marketing presence at an event is often dependent on several key factors, such as:

- the event’s strategic alignment with the CMA’s marketing/business objectives,
- the CMA’s financial resources (available money),
- selection and engagement of the right staff, and
- physical resources (e.g., booth availability, logistics).

Based on the criteria noted, the request will be evaluated in three main ways: completing a go/no-go form, reviewing the event debrief report from a previous year and reviewing the exhibitor prospectus.

1) Complete a go/no-go form

Evaluate booth requests using a point scoring system to ensure that the costs, effort, strategic relevance and overall benefits of event participation are thoroughly assessed.

The request under consideration must demonstrate:

How participating at this event aligns with “Increases member/client engagement/growth and relevance”
How participating at this event aligns with “Advances the CMA’s brand and reputation”
How participating at this event aligns with “Improves our reputation in professionalism and advocacy”
Pricing - cost associated with booth space/rental/shipping
Number of staff required to be at the booth
Location - cost of travel
Availability of staff
Availability of booth and marketing materials

2) Review the event debrief report

If the CMA sponsored the event and/or supplied a booth in a previous year, evaluate the request against the debrief report from the earlier occasion. This report will help you to gauge the value CMA received for its efforts in the past and to consider any successes and challenges that were noted and any recommendations that were made.

3) Review the exhibitor prospectus

Evaluate the prospectus using criteria such as the show timing, typical delegate mix (potential target audiences), key aspects of the agenda and marketing opportunities (sponsorship, events, presentation opportunities, booth hours/overlap with conference, etc.).

PHASE 2 - PLANNING

1) Complete the event contract application

Identify the CMA's engagement level in the event (e.g., providing speaker(s), staffing a booth, acting as a sponsor, participating in other ways). Prepare a budget estimate for the event, acquire an event budget code and get proper signatures/approvals.

2) Develop the event summary posting

Prepare text for an event listing to promote the event (for both the external list of events on cma.ca and the booth calendar on Verve). Get the external listing translated and posted.

3) Select staff

Determine the overall objectives for the CMA's participation at the event and identify staffing requirements to represent CMA and its subsidiaries.

The Strategic Advisor will select staff who have key skill sets, including strong communication skills, listening skills, and problem-solving and multi-tasking abilities, and who are persuasive, diplomatic, empathetic and flexible. Staff must be a subject matter expert in the designated field as well as CMA savvy, and they must be able to articulate the full value proposition.

4) Schedule a kick-off meeting

The purpose of this meeting is to work collaboratively with key stakeholders to establish the CMA's objectives and goals for the event and the strategy to be used to achieve these objectives and goals.

At this meeting:

- review the highlights of the prospectus,
- establish objectives and goals,
- discuss promotion opportunities (e.g., speaking, posters, panel sessions, classes/workshops, networking event opportunities, sponsorship, booth),
- finalize the project team and each team member's roles/responsibilities, and
- discuss budget options.

5) Draft the event plan

This plan should define the overall goals and strategy for the show. It should also outline what will be provided to staff and what will be required from them to achieve those goals.

Components to include:

- event information (location, target audience, dates)
- objectives
- goals
- promotion opportunities - What is the CMA's presence? (e.g., presenter, exhibitor, sponsor)
- conference and exhibit hours
- project team
- booth schedule
- booth layout
- marketing materials
- travel information

6) Schedule a team huddle meeting

At this follow-up meeting, present the event plan to the team and make sure you get buy-in from all stakeholders.

PHASE 3 - EXECUTION

1) Order and book all booth hardware

Go to OmniConnex (on Verve) and order the booth backdrop, paraposts, tablecloth, and literature required for the event. Don't forget to include instructions for shipping and return labels.

2) Order furnishings, carpet, etc., and arrange for electrical and Internet hook-ups

Review the exhibitor prospectus binder and order all of the items that will be needed at the booth before the deadline to receive the early bird discount (if one is available).

3) Promote the event

Determine which channels will be used to promote the event (advertisements, social media, mailings, sponsorships). Determine what type of lead retrieval form will be used. Schedule communications/mailings/units as required.

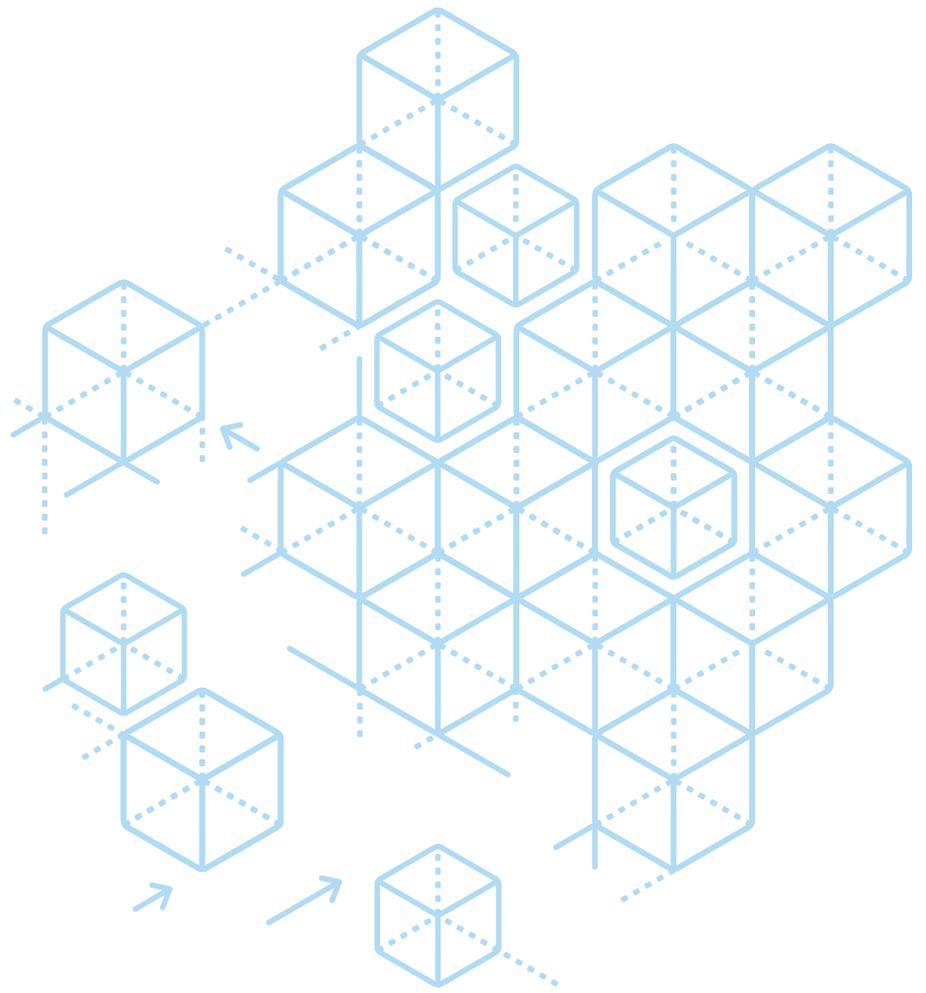
4) Ship materials

Pack and send out any remaining items to the event's show floor (literature, swag, etc.)

4) Follow-up on actions and leads

Within 48 hours after the event concludes, ensure that all leads have been uploaded into Mx360 and have been assigned to the appropriate stakeholder for follow-up.

Send out a post-event email/text message to attendees (recap, thank you, contest winner, etc.).



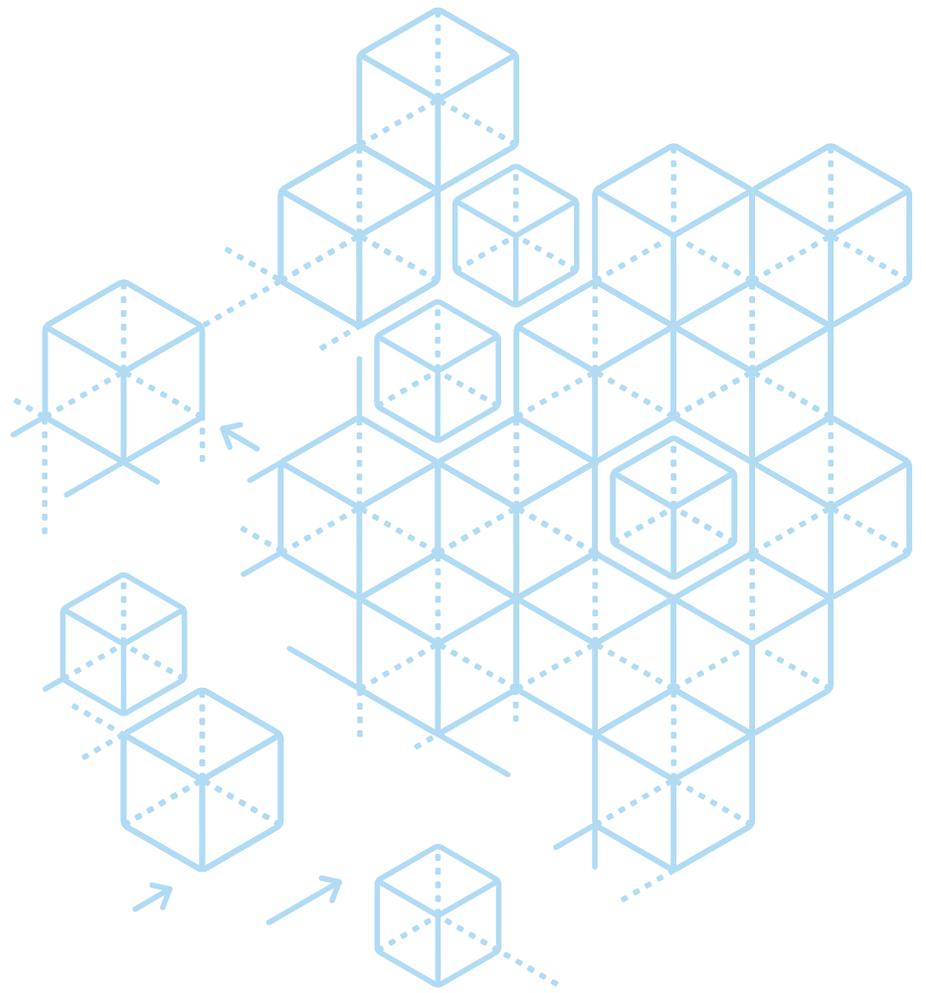
Appendix 3: Show Schedule

(ref. p.13)

CMA 2017 SHOW SCHEDULE

MONTH	SHOW NAME	DATE	LOCATION	EXHIBIT SIZE	PARTICIPATION LEVEL (Sponsor, Exhibitor, Presenter)
JANUARY					
FEBRUARY					
	Northwest Territories (NWT) Annual General Meeting	Feb 02-03	Yellowknife	N/A	S, P
	Ottawa Academy of Medicine (AMO) 10th Annual Clinical Day	Feb-24	Ottawa	10'x10'	S, E
MARCH					
	Alberta Medical Association (AMA) Representative Forum	Mar 10-11	Edmonton	10'x10'	S, E, P
	Health Innovation and Public Policy (HIPP) Conference	Mar-15	Saskatoon	10'x10'	S, E
APRIL					
	Rural and Remote 2017, Society of Rural Physicians of Canada	Apr 28-29	Calgary	10'x10'	E
	Canadian Conference of Physician Leadership (CCPL)	Apr 28-29	Vancouver	10'x20'	S, E
MAY					
	Canadian Medical Society Induction Ceremony	May-04	Quebec City	N/A	S
	Ontario Medical Association (OMA) Annual General Meeting	May 04-07	Toronto	10'x10'	S, E, P
	Doctors Manitoba Annual General Meeting	May-05	Winnipeg	10'x10'	S, E, P
	Saskatchewan Medical Association (SMA) Representative Assembly	May 05-06	Saskatoon	10'x10'	S, E, P
	Pri-Med Canada	May 10-13	Mississauga	10'x20'	E
	Medical Society Prince Edward Island Annual General Meeting	May-25	Charlottetown	10'x10'	S, E, P
	New Brunswick Medical Society Celebration of Medicine	May-28	Fredericton	10'x10'	S, E, P

MONTH	SHOW NAME	DATE	LOCATION	EXHIBIT SIZE	PARTICIPATION LEVEL (Sponsor, Exhibitor, Presenter)
JUNE					
	Advanced Learning Canadian Society of Palliative Care Physicians (ALI Jun 01-03)	Edmonton	10'x10'	E	
	Doctors Nova Scotia Annual Conference	Jun 02-03	Halifax	10'x10'	S,E,P
	Doctors of British Columbia Annual General Meeting	Jun 02-03	Vancouver	10'x10'	S,E,P
	Newfoundland and Labrador Medical Association Annual General Meet	Jun 03-04	St. John's	10'x10'	S,E,P
	Canadian Anesthesiologists Society Conference	Jun 23-26	Niagara Falls	10'x10'	E
JULY					
AUGUST					
	CMA General Council and Annual General Meeting	Aug 20-23	Quebec City	N/A	S,E,P
SEPTEMBER					
	Canadian Conference on Physician Health (CCPH)	Sep 07-09	Ottawa	10'x20'	S,E,P
	Alberta Medical Association (AMA) Fall Representative Forum	Sep 15-17	Edmonton	N/A	S
	New Brunswick Medical Society Annual General Meeting	Sep 30-Oct 01	Saint John	10'x10'	S,E,P
OCTOBER					
NOVEMBER					
	Saskatchewan Medical Association (SMA) Representative Forum	Nov 03-04	Saskatoon	N/A	S
	Family Medicine Forum	Nov 08-11	Montreal	10'x20'	E
DECEMBER					



Appendix 4: Exhibit Area Proposal

(ref. p.23)



100 % Québec 

Quebec city, June 20 2017

Mrs. Gina Patzer
Canadian Medical Association
1867, Alta Vista Dr.
Ottawa, ON, K1G 5W8

Mrs. Patzer

It is my pleasure to send you our revised model based on your requests.

We added 2 back-to-back Flash Internet stations, as discussed on the phone yesterday. You will find enclosed the updated model with all the graphics size for you to produce as well as an explanation sheet for how to create the file.

The next step is to receive a clear schedule for setup and dismantling as well as receiving your graphics at least 2 weeks prior setup.

The budget for this whole section (prop and café combined) is 13 850,00\$ and includes preparation, delivery, setup, dismantling, material, furniture and printings.

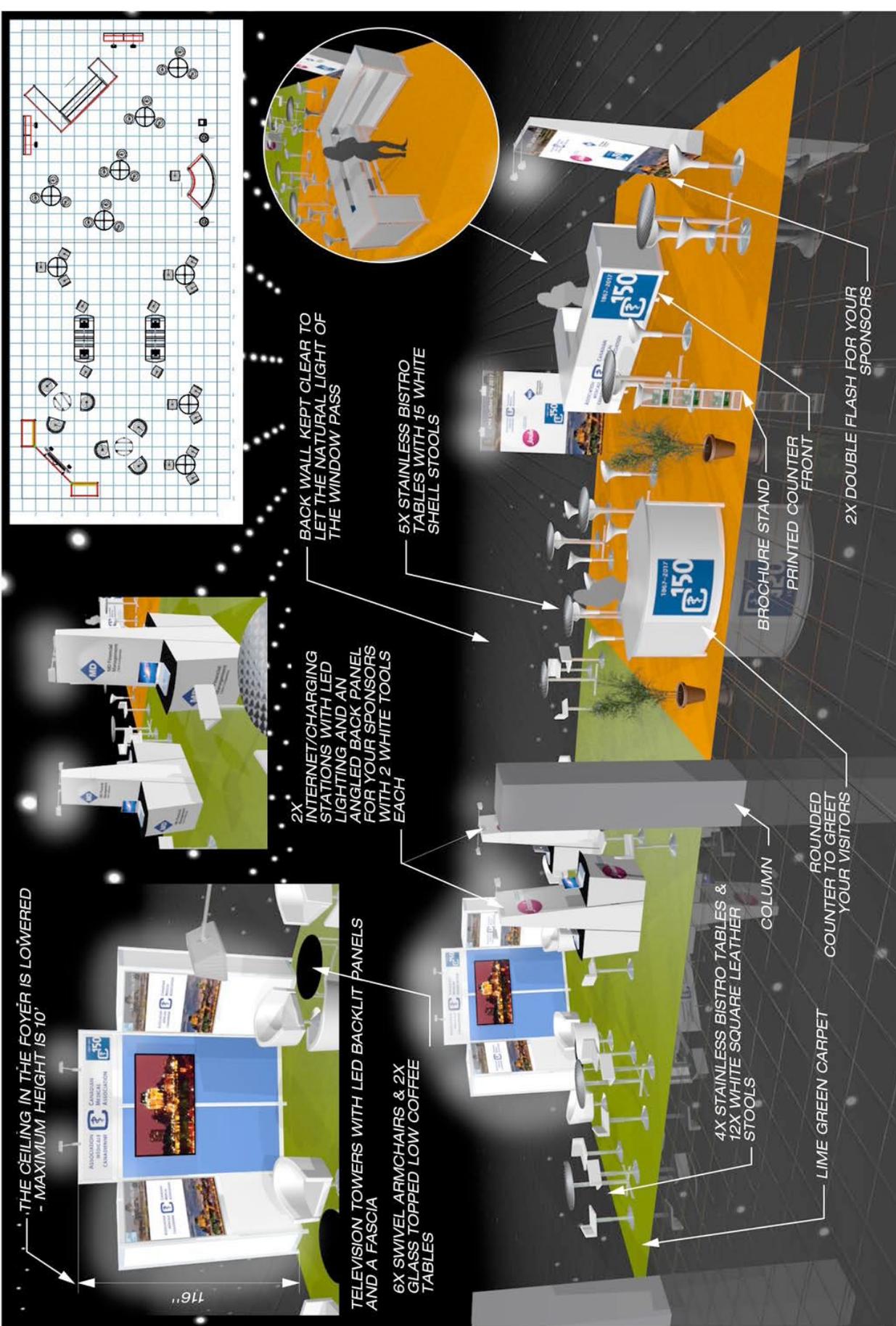
Looking forward to meeting your expectations, feel free to contact me at any time.

Best regards,

Mireille Tessier, CEM
Project Manager

VISIT OUR WEBSITE - www.brunotessier.com -

220 rue Lee, Québec (Québec) G1K 2K6 • Tél. : (418) 524.1888 • Fax : (418) 524.0006 • info@brunotessier.com • page 1 of 1



TESSIER SERVICES D'EXPOSITIONS EXHIBIT AND SHOW SERVICES	220, rue Lee Québec, (Québec) G1K 2K6 Téléphone: (418) 524-1888 Télécopie: (418) 524-0006 www.brunotessier.com © Service d'exposition Bruno Tessier	Client / Client CMA ANNUAL MEETING Project / Project PROP AREA 59X25	Salle / Room CCQ 2000 FOYER Ville / City QUÉBEC	Charge de projet / Project Manager MIREILLE TESSIER Réalise par / Designed by GABRIELLE DOUCET	Echelle / Scale 1:35 Date / Date 20/06/2017
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PRINTING SIZE: 10' X 39,5"

PRINTING SIZE: 2195MM X 889MM

YOUR FILES NEED TO HAVE 1/4" BLEED AND A MINIMUM RESOLUTION OF 72DPI. FILES NEED TO BE VECTORIZED AND SENT IN "AI" OR "PDF"



SEAMLESS PRINTING - TOP PART : 749MM X 1422MM (29 1/2 X 56") (YOU HAVE 4 STATIONS LIKE THIS)

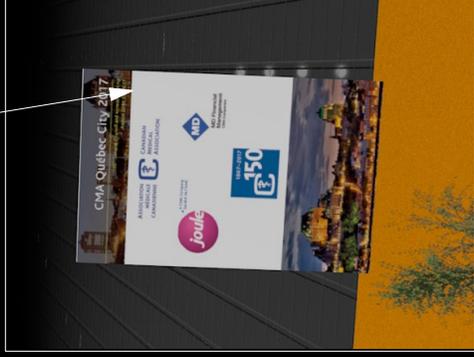


SEAMLESS PRINTING - COUNTER PART: 749MM X 1199MM (29 1/2" X 47 3/16") (YOU HAVE 4 STATIONS LIKE THIS)



PRINTING SIZE: 1960MM X 15 1/2"

PRINTING SIZE: 59" X 94 3/8" (YOU HAVE TWO FLASH PANELS LIKE THIS)



PRINTING SIZE: 927MM X 1257MM (36 1/2 X 49 1/2") (YOU HAVE 2 BACKLIGHTED PANELS LIKE THIS)



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Client / Client
 CMA ANNUAL MEETING
 Project / Project
 PROP AREA 59X25 - DIMENSIONS VISUELS

Salle / Room
 CCQ 2000 FOYER
 Ville / City
 QUÉBEC

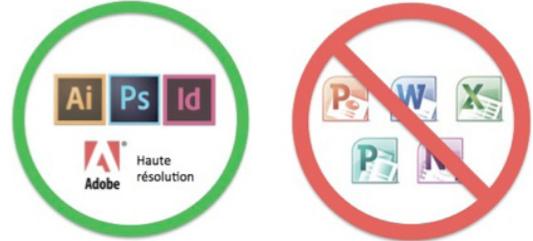
Charge de projet / Project Manager
 MIREILLE TESSIER
 Réalise par / Designed by
 GABRIELLE DOUCET
 Echelle / Scale
 -
 Date / Date
 20/06/2017

Graphic Preparation Guidelines

Dear Customer,
For best results and to ensure we meet delivery commitments,
please follow these instructions :

FILE FORMATS

Always provide the source files : Indesign, Illustrator and Photoshop layers PSD. Supply all logos as vector files. Artwork created in MS Office applications or files obtained from the internet are not suitable for high quality printing.



****Convert all fonts into OUTLINE.****

COLORS

A computer screen should never be used as a color reference. Always incorporate all PANTONE colors in SWATCHES for use in your graphic files

We work with the latest Pantone chart, "COLOR BRIDGE".

If you don't have any PANTONE colors, we require that you supply a color proof as reference. Otherwise everything is printed as is, without any assurance on color results.

FILE SIZE AND IMAGE RESOLUTION

The file sizes must correspond to the final cut size of your image. For multiple panel on a mural you must supply everything in one file not individual file or pages. For standard print formats, please refer to the specifications sent to you by your sales representative from Tessier Show Services

Always add 0.5" of bleed around the perimeter of your artwork.

Do not include registration or crop mark

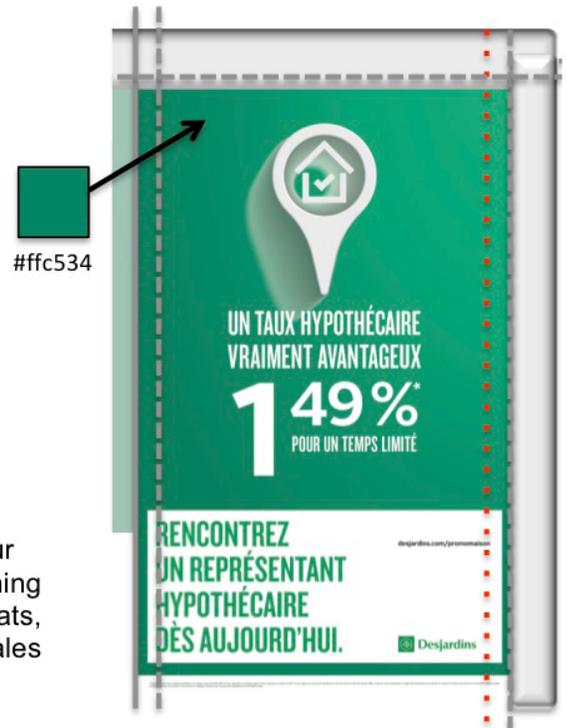
At the final size, the image resolution must be 100 DPI.

A lower resolution will result in image pixelation.

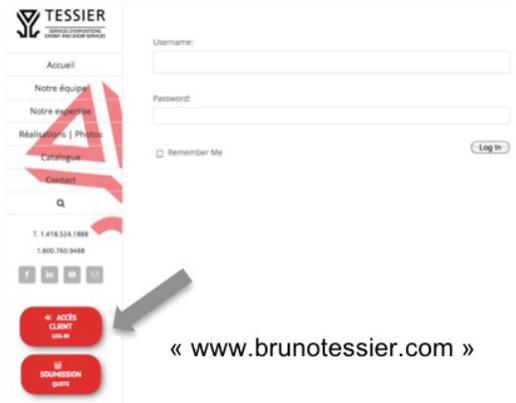
TRANSMITTING GRAPHIC FILES

Files are to be transferred via online FTP service. To gain access to your account, please contact your sales representative.

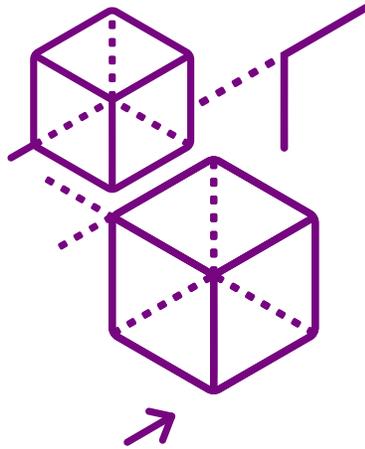
Unless you specifically request for graphic design services, any files provided to Tessier Exhibit & Show Services which fail to respect the above specifications will be returned to you for modifications.



- Bleed 0,5"
- - - Protection line 0,5"
- • • • Protection text 0,5"



« www.brunotessier.com »



Gina Patzer
CTSM Portfolio

Event: CMA 150th General Council
and Annual General Meeting