



Canada West
Chapter

2019 ANNUAL REPORT

November.18, 2019



PCMA VISION

We drive global economic
and social transformation
through business events.



PCMA Canada West 2019 Summary



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MEMBERSHIP

- **Total: 117**
 - 29% Business Event Professional
 - 56% Supplier Event Professional
 - 15% Other (Student, Faculty, Emeritus)

FINANCE

- \$26,523.67 CAD
- \$4,578.29 USD

EDUCATION/EVENTS

- 7.0 CEU credits submitted
- Four (4) education events
- Seven (7) mixers
- Events hosted in Vancouver & Calgary

MEMBERSHIP: Year In Review

Membership Engagement

- Increased focus on engaging with Alberta, Saskatchewan and Manitoba members
- Focus on increased membership engagement through creating monthly member profiles
- New members are receiving a personalized welcome email from membership team requesting social media information to allow PCMA CW communications team to profile new members

Membership Recruitment

- Recruited Chair of Membership Engagement
- Created a Canada West membership sales document to circulate to prospective members
- Regular follow up with event & attendee mixers
- Direct follow ups conducted with Convening Leaders, GMID and CIC attendees

MEMBERSHIP: 2020 Focus

Membership Engagement

- Continue to implement communication processes & programs to engage members (birthday greetings, anniversary greetings, member interviews etc.)
- Seeking a Chair of membership relations to develop membership engagement procedures
- Increased engagement with members via social media channels (profiling members)

Membership Recruitment

- Work with new Director of Alberta Relations to engage Alberta event professionals
- Increased presence at local industry events in 2020 (GoWest, CIC, etc.)
- Focus on affiliate membership development among members of other chapters
- Direct follow ups will be conducted with Convening Leaders, GMID and CIC attendees

EVENT/EDUCATION



2019 Highlights

- Our goal this year was to engage more of our members across BC and Alberta/expand beyond the Vancouver-area
- New monthly mixer series “Cold Drinks, Hot Topics” in Vancouver, Calgary and will expand to Kelowna in 2020! Focus on networking with a new crowdsourced topic each month
- Continued partnership with MPI and ILEA Chapters for Global Meetings Industry Day, Holiday Party and co-promotion of Education Events
- Best in Class Education Events – Roadshow Vancouver and Calgary, plan to make this annual series
- Spark 2019 – postponed to 2020, with plans to roadshow to Alberta as well.



2020 Events

- Split Events and Education Director Role into 2 positions, one for events (Jenny continues) and one for Education (Yvonne Sharpe, MCI) so we can serve the chapter better and continue expanding
- Continue Cold Drinks, Hot Topics and expand to more Western Canadian Cities
- Best in Class Education Roadshow
- Spark 2020 – 1 Day Education Conference (hopefully roadshow to Alberta)
- Canadian focused webinar hosted by Sherrif Karamat
- Global Meeting Industry Day (with MPI and ILEA, multiple cities)
- Tech Focused Education Event with MPI in Vancouver
- Holiday Party with MPI and ILEA.

A background image showing a group of people at a conference. In the foreground, a man with glasses is looking down at a document. Behind him, a woman is also looking at a document. In the background, another man is visible. They are all wearing lanyards, suggesting they are at a professional event.

Join the Events and Education Committee!

Attend events for free, gain valuable experience, make new friends and contribute to the success and growth of the PCMA Canada West Chapter.

Talk to Jenny at the conference or email pcmacwevents@gmail.com to submit your interest.



COMMUNICATION

2019 HIGHLIGHTS

- Expanded engagement from in person meetings to more on online/social engagement/discussion
- Using best practices for internal/external communication to Board of Directors, volunteers, members, and public



- *NEW* Member of the Month Feature

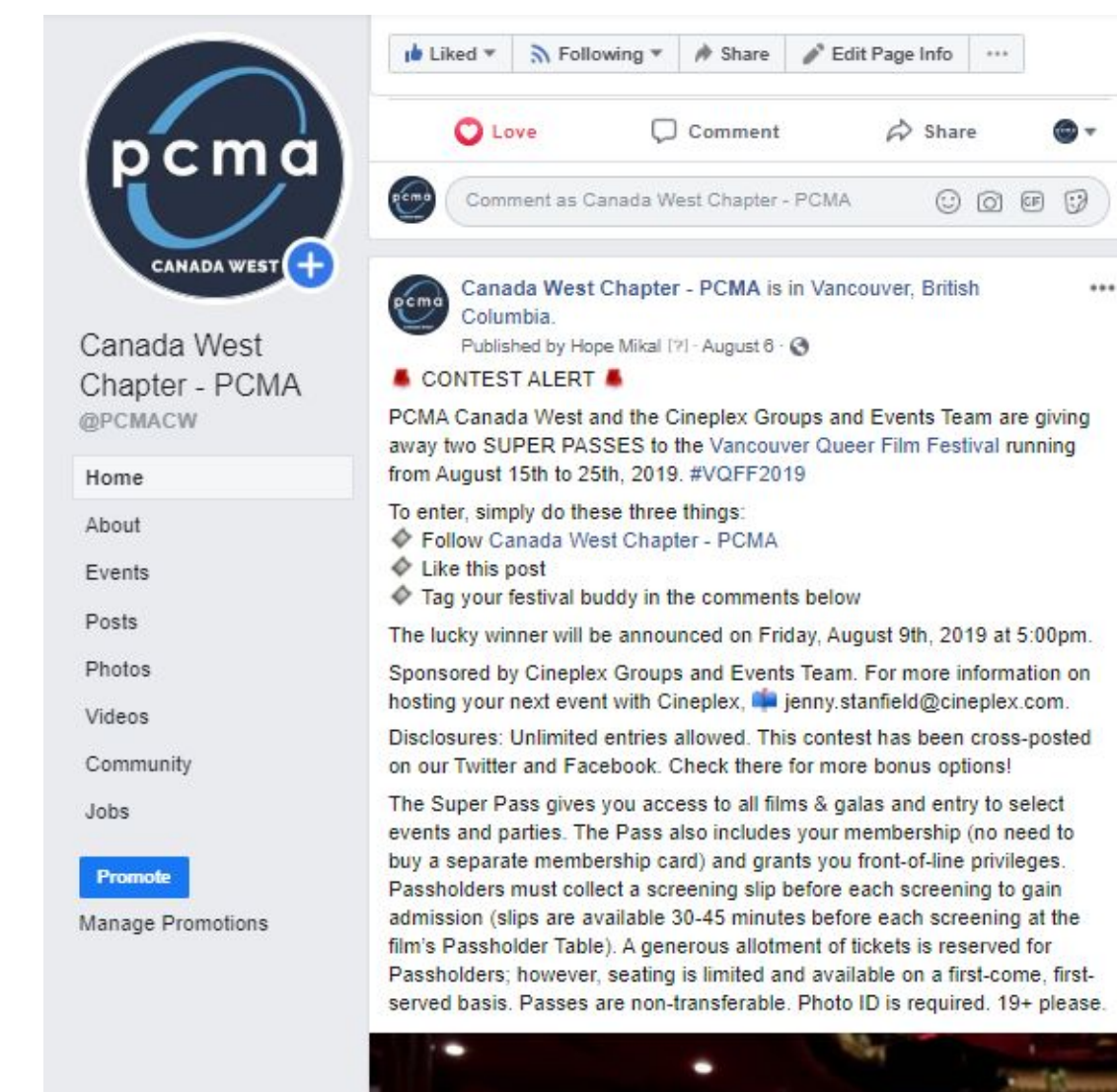


- Cross promotion of ILEA/MPI events as well as IMPACT 2020 (January 2020, Victoria)

- Branched into the world of LinkedIn & LinkTree



- Sponsored Contests (Ex. Cineplex)



COMMUNICATION

2019 COMMUNICATION CHANNELS STATUS



140
Likes



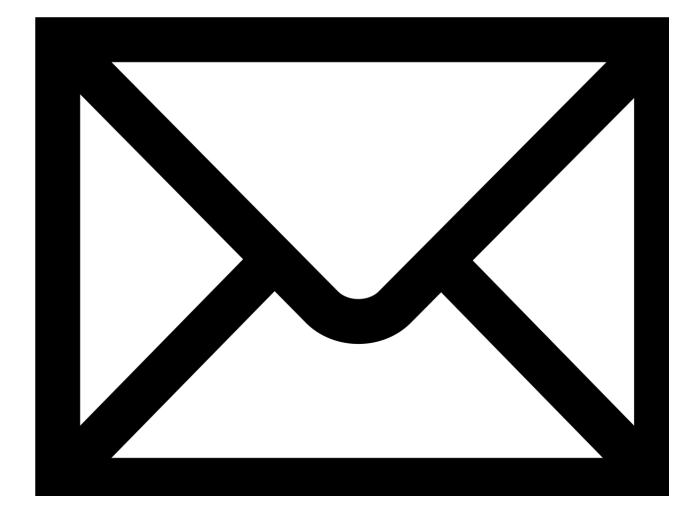
620
Followers



531
Followers



109
Followers



Bi-weekly
Newsletters

COMMUNICATION



THANK YOU TO 2019 TEAM!

- Jordyn McCrea - Boys and Girls Club Canada
- Daphne Lun - 4th Year Event Management Student, TRU
- Rebecca Kurtis - 4th Year Tourism Management Student, TRU
- Paula Kor - Owner/Marketer, Bondebond
- Mahlayah Mullaney - Grant Thornton LLP

VOLUNTEERS NEEDED

- Are you interested in the world of marketing events?
Passionate about content creation OR video production OR project management OR the 'BIG' picture of marketing?
- E-mail pcmacwcommunications@gmail.com to learn more about current opportunities and get involved!



SHARE, ENGAGE, RETWEET!

PCMA Canada West would love to hear your new ideas, thoughts on events, and help spread the love with promoting our events!

BE A PART OF THE CONVERSATION!

Twitter: @PCMACW

Instagram: @PCMACW

LinkedIn: PCMA Canada West Chapter

Facebook: @PCMACW

Website: canadawest.pcma.org

#PCMACW



SPONSORSHIP



2019 Highlights

- Title, Breakout and Speaker Sponsors secured for Educational Events in Vancouver and Calgary
- Multiple Venue Location partnerships achieved for all Networking and Educational Event in Vancouver and Calgary.
- Continued Annual Sponsorships with Freeman AV, Jon Benjamin Photography, MyBadges, Foster Walker Gifts

2020 Goals

- Expand Venue Location Partnerships for events in Kelowna and Edmonton ahead of CIC 2020.
- Build off of the success of our Hot Topic Mixers to grow Event Sponsorship and continue high quality events without running deficits.



SPONSORSHIP

F R E E M A N
AUDIO VISUAL | CANADA


Shangri-La hotel
VANCOUVER


CINEPLEX


THE COMMONS

F O S T E R W A L K E R
GIFTS OF DISTINCTION
Since 1989

JON BENJAMIN PHOTOGRAPHY

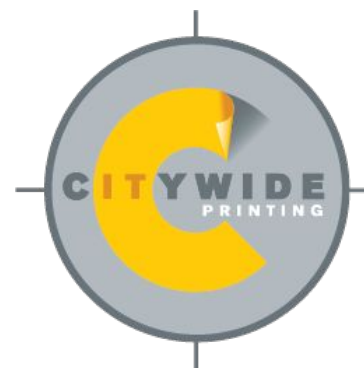

MARRIOTT
VANCOUVER
PINNACLE DOWNTOWN

THE
BUTCHER
& BULLOCK


CC
COPPER CHIMNEY
INDIAN GRILL & BAR

TWOPENNY


mybadges.com
TRUST US TO DELIVER
ANNIVERSARY


CITYWIDE
PRINTING

CRAFT
BEER MARKET

LOT**185**
CAFE + WINE BAR

 **HYATT**
REGENCY

THANK YOU!


pcma

FINANCE

PCMA Canada West

2019 Income & Expense

			January	February	March	April	May	June	July	August	September	October	November	December
CASH														
Cdn Bank Account			\$ 2,584.99	\$ 2,394.13	\$ 2,202.97	\$ 8,615.35	\$ 8,204.30	\$ 15,238.01	\$ 14,888.08	\$ 15,648.63	\$ 25,633.82	\$ 25,751.21	\$ 26,523.67	
US Bank Account US\$			\$ 2,197.91	\$ 2,726.48	\$ 2,727.17	\$ 3,321.99	\$ 3,322.84	\$ 3,222.84	\$ 3,323.66	\$ 3,324.51	\$ 3,324.51	\$ 3,677.44	\$ 4,578.29	
Cash on hand:			\$ 4,782.90	\$ 5,120.61	\$ 4,930.14	\$ 11,937.34	\$ 11,527.14	\$ 18,460.85	\$ 18,211.74	\$ 18,973.14	\$ 28,958.33	\$ 29,428.65	\$ 31,101.96	\$ -

FINANCE

PCMA Canada West

2019 Income & Expense

Revenue		BUDGETED	ACTUARIAL
	Membership Fees	\$ 1,200.00	\$ 1,474.00
	Interests (US account)	\$ -	\$ 5.40
	Cash Sponsorship	\$ 1,350.00	\$ 6,032.25

Events	YVR Holiday Party 2018	\$ 1,000.00	\$ 3,900.00
	March Education Event	\$ 100.00	\$ 98.74
	March Mixer	\$ 50.00	\$ 140.82
	April Mixer	\$ 50.00	\$ 111.08
	April GMID Education Event	\$ 100.00	\$ 1,758.62
	May Mixer	\$ 50.00	\$ 243.25
	May Education Event YVR	\$ 100.00	\$ 1,022.10
	May Education Event YYC	\$ 100.00	\$ 346.96
	July Mixer YVR	\$ 50.00	\$ 361.24
	July Mixer YYC	\$ 50.00	\$ 214.58
	September Mixer	\$ 50.00	\$ 282.35
	October Spark	\$ 2,000.00	\$ -
	November Mixer	\$ 50.00	\$ -
	CIC 2018 Profit Spit	\$ 9,000.00	\$ 9,912.00
	Others		
Revenue Summary:		<u>\$ 15,300.00</u>	<u>\$ 25,903.39</u>

FINANCE

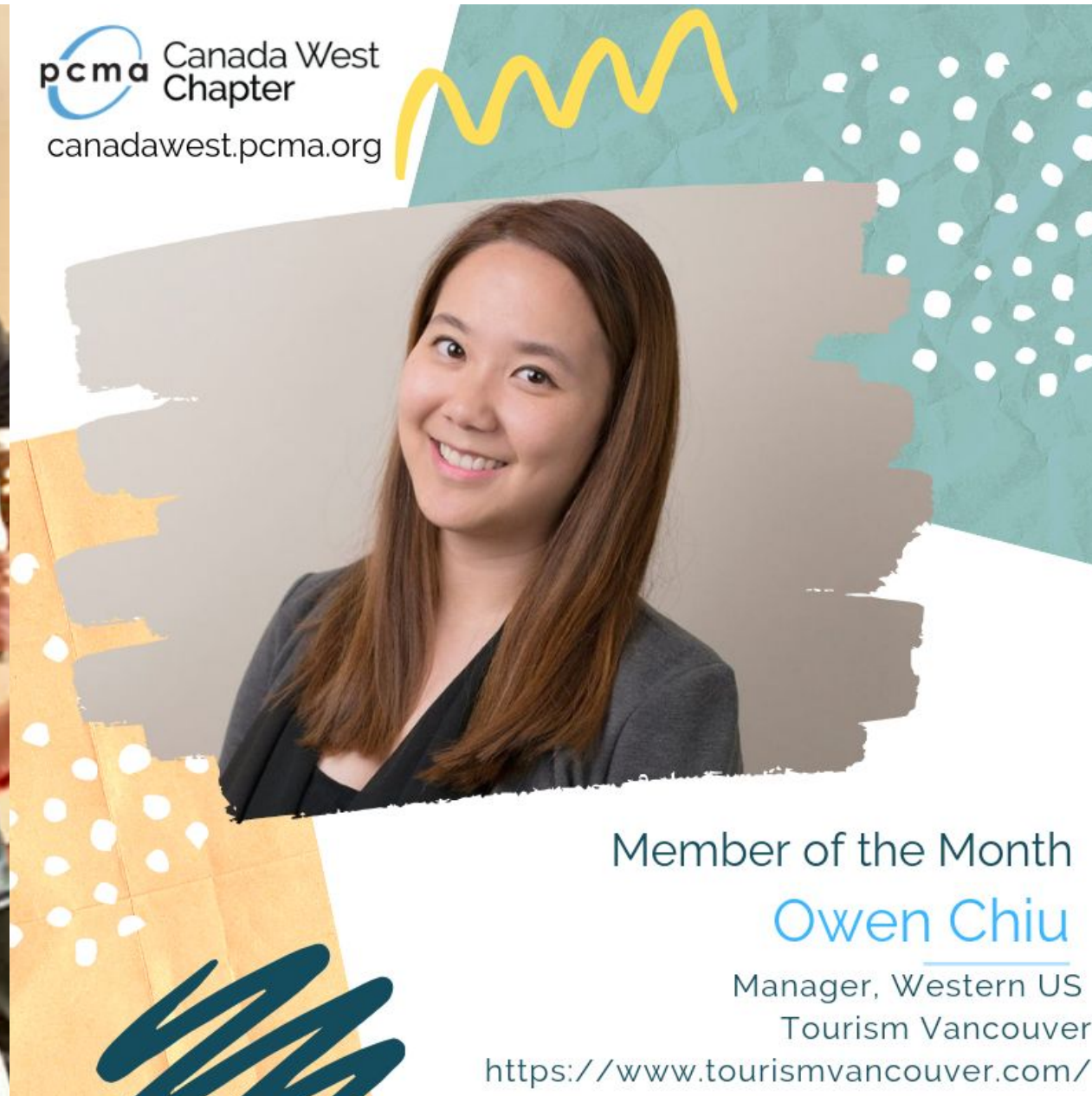
PCMA Canada West 2019 Income & Expense

Expense		BUDGETED	ACTUARIAL
Finance	Accountant/ Taxes	\$ 800.00	\$ -
	Bank Fee	\$ 378.00	\$ 241.00
	Credit Card/Square Fees	\$ -	\$ 426.43
Admin	Board Meeting Expenses	\$ 1,250.00	\$ 555.07
	Board Travel	\$ 1,000.00	\$ 116.48
Events	CIC Preferred Provider Fee	\$ 500.00	\$ 477.84
	CL18 Chapter Reception	\$ 2,000.00	\$ 123.70

Membership	Membership Related Expenses	\$ 625.00	\$ -
Marketing	Printed Materials	\$ 175.00	\$ -
	Promotion	\$ 800.00	\$ 75.00
	Gifts	\$ 400.00	\$ 106.13
	Other Marketing Related Expenses		\$ 106.75
Others	Scholarships	\$ 2,500.00	\$ -
	Donations	\$ -	\$ -
	PCMA Foundation Support	\$ 1,000.00	\$ -
Expense Summary:		<u>\$ 11,428.00</u>	<u>\$ 2,228.40</u>

		BUDGETED	ACTUARIAL
Balance		<u>\$ 3,872.00</u>	<u>\$ 23,674.99</u>

PRESIDENT



Member of the Month

Owen Chiu

Manager, Western US
Tourism Vancouver

<https://www.tourismvancouver.com/>



2019 Highlights

- New ways of internal communication
 - Board Meetings: google doc
 - Board communication: slacks
 - Storage: Google drive
- Engaged with members proactively
 - Mxers
 - Communication
- Be a true Canada West Chapter
 - Calgary, Alberta

PRESIDENT

2020 Focus

- Board Updates

2019	2020
President: Shawn Cheng Immediate Past President: Jo-Anne Rockwood Secretary/Treasurer: Janet Bennett Director of Sponsorship: Jeromy Gilchrist Director of Education & Events: Jenny Ring Director of Membership: Anh Nguyen Director of Communication: Hope Mikal Administrator: Havovie Suraliwalla Board Liaison: Kerry Crockett	President: Shawn Cheng Treasurer: Janet Bennett Director of Sponsorship: Jeromy Gilchrist Director of Events: Jenny Ring Director of Membership: Anh Nguyen Director of Communication: Hope Mikal Board Liaison: TBD

- Searching

- Secretary
- Director of Student Engagement
- President-Elect

- *NEW* Board Members

- Director of Alberta Relations: **Renée Pittet**, ONE WEST
- Director of Education: **Yvonne Sharpe**, MCI Canada



PRESIDENT

2020 Focus

- **Chapter operations**
 - Procedures & documentations
 - Timelines
- **Alberta, Alberta, Alberta**
 - Regular events in Calgary, AB
 - Starting in Edmonton, AB
 - CIC 2020
- **Other regions**
 - Vancouver
 - Digital/ Webinar/ Podcasts
 - Mixers
- **Healthier finance**
- **Meaningful Partnership**
- **Investment & Community**
 - Scholarship
 - PCMA Foundation
 - Local charities

*We open
doors,
windows
and minds.*

Photos:
The Walterdale Bridge
and High Level Bridge
cross the North
Saskatchewan River



In collaboration with



#PCMACIC2020
NOVEMBER 22-24, 2020



www.exploreedmonton.com/meetings



See you in EDMONTON in 2020!

**PCMA CONVENING
LEADERS 2020
SAN FRANCISCO JANUARY 5-8**



