PCMA VISION

We drive global economic and social transformation through business events.
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 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
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.
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.
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)
2019 COMMUNICATION CHANNELS STATUS

- Facebook: 140 Likes
- Twitter: 620 Followers
- Instagram: 531 Followers
- LinkedIn: 109 Followers
- Bi-weekly Newsletters
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.
## FINANCE

### PCMA Canada West

#### 2019 Income & Expense

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CASH</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cdn Bank Account</td>
<td>$2,584.99</td>
<td>$2,394.13</td>
<td>$2,202.97</td>
<td>$8,615.35</td>
<td>$8,204.30</td>
<td>$15,238.01</td>
<td>$14,888.08</td>
<td>$15,648.63</td>
<td>$25,633.82</td>
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<td>US Bank Account US$</td>
<td>$2,197.91</td>
<td>$2,726.48</td>
<td>$2,727.17</td>
<td>$3,321.99</td>
<td>$3,322.84</td>
<td>$3,323.66</td>
<td>$3,324.51</td>
<td>$3,324.51</td>
<td>$3,677.44</td>
<td>$4,578.29</td>
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<tr>
<td><strong>Cash on hand:</strong></td>
<td>$4,782.90</td>
<td>$5,120.61</td>
<td>$4,930.14</td>
<td>$11,937.34</td>
<td>$11,527.14</td>
<td>$18,460.85</td>
<td>$18,211.74</td>
<td>$18,973.14</td>
<td>$28,958.33</td>
<td>$29,428.65</td>
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## PCMA Canada West
### 2019 Income & Expense

### Revenue

<table>
<thead>
<tr>
<th>Membership Fees</th>
<th>$1,200.00</th>
<th>$1,474.00</th>
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<tbody>
<tr>
<td>Interests (US account)</td>
<td>$-</td>
<td>$5.40</td>
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<tr>
<td>Cash Sponsorship</td>
<td>$1,350.00</td>
<td>$6,032.25</td>
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### Events

<table>
<thead>
<tr>
<th>Events</th>
<th>BUDGETED</th>
<th>ACTUARIAL</th>
</tr>
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<tbody>
<tr>
<td>YVR Holiday Party 2018</td>
<td>$1,000.00</td>
<td>$3,900.00</td>
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<tr>
<td>March Education Event</td>
<td>$100.00</td>
<td>$98.74</td>
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<tr>
<td>March Mixer</td>
<td>$50.00</td>
<td>$140.82</td>
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<tr>
<td>April Mixer</td>
<td>$50.00</td>
<td>$111.08</td>
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<tr>
<td>April GMID Education Event</td>
<td>$100.00</td>
<td>$1,758.62</td>
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<tr>
<td>May Mixer</td>
<td>$50.00</td>
<td>$243.25</td>
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<tr>
<td>May Education Event YVR</td>
<td>$100.00</td>
<td>$1,022.10</td>
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<tr>
<td>May Education Event YYC</td>
<td>$100.00</td>
<td>$346.96</td>
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<tr>
<td>July Mixer YVR</td>
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<tr>
<td>July Mixer YYC</td>
<td>$50.00</td>
<td>$214.58</td>
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<tr>
<td>September Mixer</td>
<td>$50.00</td>
<td>$282.35</td>
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<tr>
<td>October Spark</td>
<td>$2,000.00</td>
<td>$-</td>
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<tr>
<td>November Mixer</td>
<td>$50.00</td>
<td>$-</td>
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<tr>
<td>CIC 2018 Profit Spit</td>
<td>$9,000.00</td>
<td>$9,912.00</td>
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<tr>
<td>Others</td>
<td>$-</td>
<td>$-</td>
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</table>

### Revenue Summary

| Revenue Summary | $15,300.00 | $25,903.39 |
## PCMA Canada West
### 2019 Income & Expense

<table>
<thead>
<tr>
<th>Expense</th>
<th>BUDGETED</th>
<th>ACTUARIAL</th>
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<tbody>
<tr>
<td>Finance</td>
<td></td>
<td></td>
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<tr>
<td>Accountant/ Taxes</td>
<td>$ 800.00</td>
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<tr>
<td>Bank Fee</td>
<td>$ 378.00</td>
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<tr>
<td>Credit Card/Square Fees</td>
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<td>$ 426.43</td>
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<tr>
<td>Admin</td>
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<tr>
<td>Board Meeting Expenses</td>
<td>$ 1,250.00</td>
<td>$ 555.07</td>
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<tr>
<td>Board Travel</td>
<td>$ 1,000.00</td>
<td>$ 116.48</td>
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<tr>
<td>Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIC Preferred Provider Fee</td>
<td>$ 500.00</td>
<td>$ 477.84</td>
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<td>CL18 Chapter Reception</td>
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<table>
<thead>
<tr>
<th>Membership</th>
<th>Membership Related Expenses</th>
<th>$ 625.00</th>
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<tbody>
<tr>
<td>Marketing</td>
<td>Printed Materials</td>
<td>$ 175.00</td>
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<tr>
<td></td>
<td>Promotion</td>
<td>$ 800.00</td>
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<td></td>
<td>Gifts</td>
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<td>$ 106.13</td>
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<tr>
<td></td>
<td>Other Marketing Related</td>
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<tr>
<td></td>
<td>Expenses</td>
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<td>$ 106.75</td>
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<tr>
<td>Others</td>
<td>Scholarships</td>
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<td></td>
<td>Donations</td>
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<td></td>
<td>PCMA Foundation Support</td>
<td>$ 1,000.00</td>
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### Expense Summary:
- **BUDGETED**: $11,428.00
- **ACTUARIAL**: $2,228.40

<table>
<thead>
<tr>
<th>Balance</th>
<th>BUDGETED</th>
<th>ACTUARIAL</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$ 3,872.00</td>
<td>$ 23,674.99</td>
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</table>
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
2020 Focus

- Board Updates

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

- 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
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

- **Healther finance**

- **Meaningful Partnership**

- **Investment & Community**
  - Scholarship
  - PCMA Foundation
  - Local charities
We open doors, windows and minds.

PCMA Canada East Chapter
In collaboration with
PCMA Canada West Chapter

#PCMAGIC2020
NOVEMBER 22-24, 2020

www.exploredmonton.com/meetings

See you in EDMONTON in 2020!
PCMA CONVENING LEADERS 2020
SAN FRANCISCO JANUARY 5-8