

Meeting Encore Moment

Fall 2018

Upcoming Holidays

November 11th—
Remembrance Day

December 3rd—
First day of Hanukkah

December 24th—
Christmas Eve

December 25th—
Christmas Day

December 26th—
Boxing Day

This issue features ...

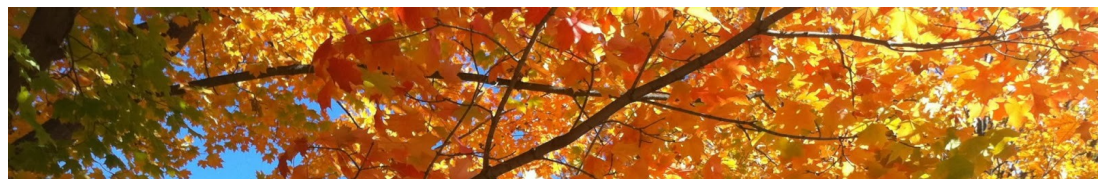
- ◆ Meeting Encore profiles new Client Ambassador
- ◆ Congratulations to Jenn Glynn
- ◆ Meeting Encore visits
 - ~ Los Cabos
 - ~ Whistler
 - ~ Victoria
 - ~ Quebec City
 - ~ IMEX
 - ~ Scottsdale
- ◆ Quartier français!
- ◆ Stay in the know with IntuitiveCE - profiles new Event & Marketing Coordinator

Fall into Winter

As we enjoy these last weeks of fall before the weather turns colder, we can't help but appreciate the splendour of fall colours and beauty of Autumn. The long summer days seem a distant memory and soon the holiday bustle will be upon us but with that comes the gift of being surrounded by friends and family, a time for reflection and giving thanks.

The Meeting Encore team has been extremely busy these last months travelling, connecting with partners and being involved in the industry we love. We are proud of the accomplishments our team has achieved and look forward to interacting with so many of you over the coming weeks.

Remember to enjoy the magical moments of the last falling leaves, a walk in the brisk weather, the first snowflakes, the warmth of a lit fire, a cozy blanket, being thankful for our many blessings, as you maneuver through these last two months of the year.



Congratulations ...

Congratulations to our very own Jen Moir for all her efforts with the CMP Study Group through MPI.



Team Member Profile

— Pat Cluett, Client Ambassador



Pat's career spans more than 30 years with a focus on sales and marketing. She has worked for hotel brands such as Marriott, Delta, Westin, Hilton, and IHG. Her experience also includes travel management, fundraising, tourism marketing, entrepreneurship and retail. These unique roles in a corporate environment have allowed her to diversify her skill set and become more knowledgeable to the needs of her clients.

Pat looks forward to bringing her passion and enthusiasm for customer service to her role at Meeting Encore. Her volunteer roles with the MPI Toronto Chapter, Milton District Hospital Auxiliary, Halton Buttertart Festival, SynerG Magazine and local church allow Pat to give back to an industry and a community that she loves being part of. These roles have allowed her to grow both personally and professionally.

As the wife of a municipal politician, life at home is a little hectic. With one child at University and one child in Grade 5, their home can be quiet at times and chaotic at others. Pat is an optimist and believes wholeheartedly in living life to the fullest every day. Her life message featured in 'Laurie Goodman photography's life messages™' book of inspirational Canadian women' is this: "Let Courage be the Catalyst for Change"!

What is your favourite childhood memory?

Our extended family would spend Thanksgiving weekend in Niagara Falls every year growing up. It was a very different experience in the 70s and early 80s. We would spend the weekend swimming, visiting attractions, eating out and cross the border to shop in New York and Pennsylvania. We loved Ponderosa and our family of six could enjoy a barbecue dinner including drinks and dessert for \$20.

What teacher made the most impact on you and why?

Mr. Mann was our Grade 11 History teacher. Up until his class, I really had no interest in the subject. He made it fun by combining history with drama and allowing us to experience moments in history by acting it out and presenting it in an engaging format. The whole class was hooked on history that year.

"Let Courage be the Catalyst for Change"!

Congratulations!

The Meeting Encore team is very proud of our very own Jenn Glynn for receiving the 2018 Hall of Fame Industry Volunteer Award. Very well deserved for all her efforts and work within the industry. She has also now been re-elected to the SITE International Board of Directors. Congratulations on continuing to be an inspirational leader to us all.



Quartier français!

Welcome to Hotel Birks



Depuis 15 ans, Jean Salette, propriétaire de l'hôtel Le St-Martin, avait un œil sur l'édifice Birks, situé rue Sainte-Catherine. Son but : transformer le bâtiment phare, construit en 1894, en hôtel de luxe. Mais ce n'est qu'en 2016 que les hôtels du Groupe Birks et des hôtels Saint-Martin ont entrepris des rénovations de 70 millions de dollars.

L'Hôtel Birks Montréal, un hôtel boutique de luxe de 132 chambres, situé au centre-ville de Montréal, a ouvert ses portes cette année. Situé rue Ste-Catherine, coin de l'avenue Union, l'hôtel dispose de deux salles de réunion (salon Phillips - 50 personnes en tables rondes et 80 en style réception et une salle de conférence, salon Birks - 12 personnes). Le bistrot Henri, adjacent aux salons, propose une approche moderne des plats de brasserie française traditionnelle.

La Maison Birks, chef de file canadien des diamants et des bijoux raffinés, occupe toujours le rez-de-chaussée. La nouvelle conception du magasin met en valeur les détails architecturaux d'origine et une présentation plus aérée qui permet une meilleure circulation.

Jean Salette, owner of the Hotel Le St-Martin, had been eyeing the flagship Birks building for 15 years as a potential site for a downtown hotel on busy St. Catherine Street. He approached Birks ten years ago about buying the iconic building. Finally, in 2016, it was announced that the Birks Group and Le St-Martin Hotels would be undertaking a \$70 million refurbishment.

The Birks Hotel, an upscale 132-room luxury boutique hotel downtown Montréal opened its doors this year. Located directly on St. Catherine Street at the corner of Union Avenue.

The hotel has two meeting rooms (Salon Phillips – 50 banquet or 80 reception, and Birks Boardroom – 12 people) plus the adjacent bistro Henri, which offers a modern approach to traditional French brasserie fare.

Maison Birks, Canada's diamond and fine jewelry leader, still occupies the ground floor. The new store design enhances the original architectural details, offering contemporary touches including a lighter colour palette, modern fixtures, increased natural light and an airier layout that allows for casual browsing.

<https://hotelbirksmontreal.com/hotel/>



Meeting Encore takes you to Quebec City

In September, Québec City Tourism and partners hosted a fall educational tour with 20 meeting planners from Canada and US to showcase all that they have to offer delegates attending conferences in their city. Some of the attendees arrived on the Saturday and had the opportunity to experience Entourage-sur-le-Lac Resort prior to the start of the educational tour.

We were hosted at the beautiful Delta Hotel which has recently gone through renovations to their guestrooms and meeting space and experienced the various seasons celebrated in Québec City during a tour of the Convention Centre. As part of the educational tour, attendees met with hotel, venue and DMC partners at a marketplace hosted at the Voltigeurs de Québec Armory where we had the opportunity to meet with representatives and learn more about each property and service. We also toured Parliament and dined in Le Parlementaire Restaurant.

In addition to conducting sites of the hotels and venues in Québec City, we had the opportunity to view and experience Île d'Orléans, a beautiful area just outside of the city including a gondola ride up to Manoir Montmorency for breakfast and a stop at an apple cidery. The Fairmont Le Château Frontenac showcased their recently renovated guestrooms, meeting and public space during a reception and the final group lunch was hosted by the Hilton which included a special presentation by the Chef.

With regularly scheduled daily flights from most major airlines directly into Jean-Lesage de Quebec airport, Québec City is an ideal location to hold a meeting or conference.





This year Imex was an interesting experience for me. With Imex America being one of the largest travel tradeshows in North America, there is always lots to learn and lots going on. There were close to 13,000 attendees at this show from 62 different countries. I was previously a hotelier, and I've attended this show for the last 6 years as a supplier. This year, my first year as a buyer, I found the show to be extremely educational.

In our roles, we need to be educated in different cities, different venues, trends/technology and Imex America was the perfect platform to do that. Things I found useful were being able to connect with bureaus from almost every country. In North America, when sourcing, we are fortunate to be able to identify busy city areas such as downtown, however, in other places, cities are more identified by neighborhoods, which was important to me because it will allow me to provide the right choices for my clients based on their type of conference and demographics of their attendees.

I was with the Accor team for Imex America, who had us attending group appointments, which I really enjoyed. Group appointments are special presentations on either the city or the brand. With so many changes going on with hotels and hotel brands, these presentations were a great way to stay on top of it all.

Along with the educational portion of this show, there was always FUN to be had in VEGAS. I had the opportunity with other event planners to do activities and enjoy off-site venues. We tried different venues like TAO, The Chelsea, Drai's and Maverick Helicopters for receptions.

Overall a great show that I was thankful to have attended. Dates next year are set for September 10-12, 2019 .

What's new and "HOT" in Los Cabos, Mexico!

Solaz Resort Los Cabos – The Luxury Collection

A brand new resort located between Cabo San Lucas and San José del Cabo, the Solaz Resort Los Cabos offers a total of 128 rooms and 9 meeting rooms totaling 16,404 square feet of space. Each guestroom is exquisitely designed with local Mexican Huanacastle wood and bamboo textured marble, marble floors, and an original wall sculpture by César Lopez-Negrete. Many feature private entrances with secluded patios complete with outdoor showers, private plunge pools and unobstructed Sea of Cortez views.

The Solaz is ideal for a small group looking for something peaceful and intimate. For those guests wanting to explore parts of the Baja Peninsula, Cabo San Lucas is only a 20 minute transfer and San José del Cabo only 25 minutes in the opposite direction.



JW Marriott Los Cabos Beach Resort & Spa

Best described as quiet luxury in San Jose del Cabo, the JW Marriott Los Cabos Beach Resort & Spa recently opened their doors with 280 rooms and 20 meeting rooms totaling 32,485 square feet. The resorts' outdoor space can bring any celebration to life.

A unique feature to the JW Marriott is The Griffin Club, a boutique hotel within the resort offering, guests a more personalized and private experience. There is a total of 39 luxury rooms and six suites, a private pool, the unique Mayma Lounge and Kumat Griffin Executive Center.



Grand Velas Los Cabos

Be prepared to lose yourself in a world of all-inclusive luxury! Almost two years old, the Grand Velas Los Cabos is a stunning "family-friendly" resort offering 304 all-suite ocean view rooms, 16,370 square feet of stunning event space, dramatic oceanfront terrace hosting cocktail receptions for up to 600, eight restaurants and a breathtaking space. No detail has been missed. Located only 20 minutes from Cabo San Lucas this resort is ideal for a medium size group.



For additional information on the resorts highlighted above or on the destination of Los Cabos, Mexico, please reach out to your Meeting Encore contact.

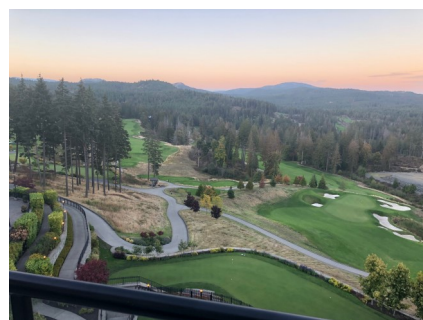
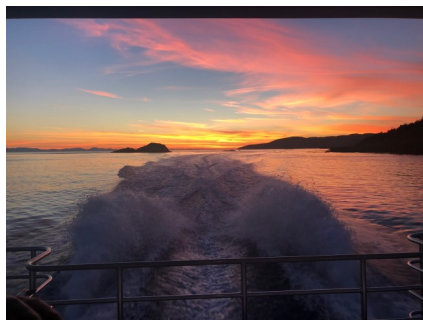
Taste of Victoria

The Business Events Victoria team and partners welcomed planners from across Canada and the US to experience their destination and did a great job showcasing their hotels, venues and off-site options. Attendees stayed at both the Hotel Grand Pacific and Inn at Laurel Point, located in close proximity to one other.

The first evening included a trip to the beautiful Westin Bear Mountain Resort located approximately 30 minutes from downtown Victoria, an ideal option for groups who want to include golf in their program. The resort offers unique guestrooms and suites and have a significant amount of meeting space available. After doing a site visit at the Hotel Grand Pacific the following morning, we had the opportunity to listen to a panel called “Capital City Collaboration: Victoria, Your Next Meeting Destination” that included leaders from tourism, the city, hotels and technology/entrepreneurship. It gave attendees a good overview of what is currently trending in Victoria, the changing demographic and the rise in technological and entrepreneurial companies.

Off-site and culinary visits included an interactive session at the London Chef followed by a float plane transfer to the beautiful Butchart Gardens that included a walking tour and high tea. There are many outdoor activities to offer delegates including the boat cruise by Eagle Wing Tours where we had the opportunity to leave the harbour and experience whale watching during a sunset cruise. Most hotels have been recently renovated including the Fairmont Empress and the Delta Ocean Pointe and we were able to tour the Convention Centre as well which is easily accessible and within walking distance of the majority of hotels.

Our time in Victoria concluded with a tour of the beautiful Royal BC Museum and dinner inside one of the display areas. Victoria is a very scenic, walkable, user-friendly destination that is ideal for meetings and conferences of all sizes year round.



Meeting Encore takes you to Scottsdale

My client and I had the pleasure of joining Experience Scottsdale for their Business Development trip. We landed in Phoenix which offers a lot of direct flights, as I was coming in from Vancouver and my client flew direct from Calgary. Transportation was very accessible, lots of taxi's and of course, there were also choices of Uber and Lyft. They clearly mark where all ridesharing clients are to be picked up.

I was so happy to see the weekend we were there, there was an NFL game; Arizona Cardinals vs my "home" team Seattle Seahawks. The stadium was little ways out of town but with UBER, even a 40-45 minute ride was only \$40USD. Things to note when going to an NFL game, make sure you check the dimensions of your bag as you are not permitted to bring it into the game. The quick thinking planner in us kicked in and even though our bags were too large to enter, we were able to get an all day locker at a nearby hotel. The stadium is a newer NFL stadium with lots to do; the game was great, something Canadians should definitely experience.

Through Experience Scottsdale, we were accommodated at The Scott Hotel, one of the newer renovated properties. Scottsdale is a great city, they pride themselves on more than 300 days of sunshine a year. With this trip, we were able to take a look at a different range of hotels, I love the amount of spaces and unique options Scottsdale properties are able to offer. From an art gallery like, Mountain Shadows, to the well-known Fairmont Princess, they all had such unique outdoor spaces that would work for most size groups.

The city was fun, a great downtown area with good night life, all located in Old Town Scottsdale. With options of taxis, Uber, Lyft, there are also shared bike programs and even scooters available. A few of the planners did take the bikes and went for a ride around the city, it was very inexpensive.

We were able to try a few different off-site restaurants, such as the Culinary Dropout, which is a very popular Arizona restaurant. The food and service was good, and it was suitable and trendy for all ages. We also experienced Dominick's Steakhouse, which is a staple for Scottsdale, large seafood platters, juicy steaks, and creamy potatoes, corn, and other sides.

Experience Scottsdale setup a tradeshow floor for all of us, in order for planners to meet with 35 different types of vendors from the city, ranging from Hot Air Ballroom rides, to Horseback Riding, to boutique style hotels. This was a fantastic idea to know what else was available in the city.

With some outstanding properties like The Scott, Westin Kierland, Phoenician, and the Fairmont Princess, Scottsdale is a fantastic destination with easy flight access and unique indoor and outdoor space options to consider.



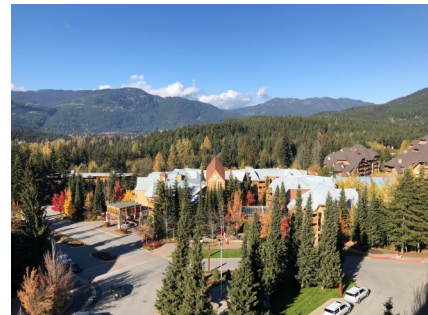
Meeting Encore takes you to Whistler

Tourism Whistler, the Fairmont Chateau Whistler and Westin Resort & Spa hosted an educational forum for Canadian meeting planners in October to showcase the destination for future conferences and events. All attendees arrived in Vancouver and enjoyed the two hour drive along one of the most scenic highways in Canada before arriving in Whistler.

The group stayed at both the Fairmont and the Westin. Sites of the Delta Whistler Village Suites and the unique Squamish Lil'wat Cultural Centre started off the familiarization trip followed by an incredible culinary experience at the Fairmont Chateau Whistler. The group enjoyed breakfast and a yoga class the next morning at the Hilton to start the day as this is something that can be offered during conferences. We then had the (bucket list for many!) opportunity to experience a scenic helicopter tour to the top of a glacier with Blackcomb Helicopters. It was an experience no one will ever forget and they have done a reception for 150 on top of the mountain where food and beverage was airlifted by the helicopter to the glacier. Four Seasons was the location for lunch and a site followed by a full site inspection of the meeting space and guestrooms at the Fairmont. Most of the properties will be undergoing extensive guestroom/public/meeting space renovations over the next two years although all properties are currently in great shape. The Convention Centre is bright and open and new blinds in the main ballroom space are being installed that can open to allow natural light.

There are many off-site restaurant options including Araxi in the village with a private room and small wine cellar attached. We had a site inspection of the Audain Art Museum which offers unique and functional space for evening receptions or functions. Following the site we were transported to experience a backcountry adventure afternoon compliments of the Adventure Group that included off-roading to the top of the mountain, lunch in a yurt and ziplining down Rainbow Mountain, an exhilarating experience! The final dinner and site was held at the Westin with the reception hosted in a large igloo just outside of the hotel followed by a locally inspired dinner created by the Chef.

Whistler is compact, walkable and offers a diverse culinary scene, unique outdoor activities and meeting space that will provide a memorable conference experience for your delegates.



Lori Wagner / Regional Director

Women's Issues: The Facts About Workplace Challenges for Meeting Planners & Suppliers

Back in September, Meeting Encore invited our female partners to be a part of and support this great initiative.

Women have certain challenges that give them a unique experience in the workforce. Prevue in partnership with SITE hosted the first-ever comprehensive survey of the challenges women face in the meetings and incentives industry.

We appreciate everyone who lent their voice to this timely and important survey.

SITE will be releasing the results of this survey and an accompanying webinar on -

Thursday, November 15th / 11 AM EST / 8 AM PT / 10 AM CT

Spots for this webinar, **Women's Issues: The Facts About Workplace Challenges for Meeting Planners & Suppliers** are filling up fast. [Register now](#) before it's too late!

Rhonda Brewer, former president of SITE and chair of SITE's new Women in Leadership Initiative, will share highlights from a ground-breaking joint survey of 708 female meeting planners and suppliers by SITE and Prevue.

You don't want to miss this!



Stay in the know with....



Intuitive
Conferences + Events

Welcome Estefanía as the newest Event + Marketing Coordinator to the Intuitive team!

"Don't stress. Do your best. Forget the rest."

This is how I tackle my days, or at least, this is what I try to do, because let's be honest, sometimes it seems that the real meaning of the word "event" is stress. But, for me that is the beauty of it, as in life itself, plans change at any time and it is up to you to give your best to face to the challenge, be prepared and give your best shot.

At the beginning, my dream was to become one of the best sports journalists in Mexico. But, after a few twists in life and many classes, my love for public relations started to grow. As soon as I finished my bachelor's degree in Communications, I landed my first job at a global agency. After a year, I decided to take a risk and worked for another agency where my main client was one of the biggest tech companies in the world. My biggest learning opportunity came from my team, thanks to their confidence and constant support. I was able to develop communication strategies for many audiences, such as consumer, commercial and government, by always keeping in mind my internal stakeholders' and business needs. Additionally, I was a part of the planning and executing of global, regional and local events, that had an impact worldwide.

My family, especially my mother, has taught me that life doesn't happen as we always want it, but it is up to us, to make things happen. My boyfriend also has pushed me to bring my best to every challenge in life and that's why I decided to take a new risk and leave my comfort zone in Mexico to try and learn new things in Canada.

Here, once again, I have fallen in love with events. It amazes me how the community comes together for every type of occasion, and this motivates me to give my best. I am really excited to bring my public relations background, multicultural experiences and detail-oriented skills to my role with Intuitive Conferences + Events. We have a great team of industry pros that are creating new and exciting events for our clients. Looking forward to meeting you!

Estefanía Rodríguez y Brandenstein / Event + Marketing Coordinator

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INSPIRING

CARING

ENGAGING

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