

EXPLORER

Where's your road?

 MPI
**BRITISH
COLUMBIA**
CHAPTER

Food For Thought

MEETINGS & DRAGONS

Not the typical AGM... look forward to an interactive twist on this meeting!

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TOP RATED EATS

Check out Trip Advisor's top rated restaurants for some culinary inspiration!

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MEETINGS AND DRAGONS

March 1st 2018

11:30 AM - 4:00 PM

Vancouver Convention Centre

Let's face it - AGM's are boring... But NOT this time!



MPI BC Chapter AGM & Joint BCIT Learning Series: Panel Discussion on Event Risk Management

Vancouver Convention Centre
Thursday March 1 11:30 - 3:00 PM

Interactive Panel on Event Risk Management Working Lunch MPI BCIT Silent Auction

Join us for an interactive crisis management panel - join industry experts, students, planners and suppliers, and learn from each other how to best handle any event crisis thrown your way! Enjoy a delicious lunch at one of Vancouver's premier venues - the Vancouver Convention Centre - while you discuss and plan your event for the worst that could be thrown your way - and then problem solve on the spot as we do throw the worst your way!

You'll be guided by our exciting crisis expert panel Stay tune as we announce each Expert on our panel!

Register HERE!



2018 F&B TRENDS

Nora Kistler
Smart Meetings

Looking to the year ahead, we are all eagerly anticipating the new food and beverage trends that will emerge. Here's a few that we're placing our bets on.



Experiential Catering

There's been an emphasis on the desire for experiential outings, whether in travel, food or shopping. As far as food and beverage, in 2018 there will be more businesses capitalizing on this, showing how food is made before it reaches the customer. The Drake Hotel in Toronto already offers an opportunity to watch your pasta become dough, then noodles and then get cooked in a cheese bowl. You read that right—a cheese bowl.

Classic Remodel

Putting a spin on nostalgic dishes such as veggie crudite on ice with sunflower seed hummus and hemp oil dip, or vegan twists on comfort classics, including chickpea meatloaf and cauliflower mac 'n' cheese, is trendy as the desire for comfort food peaks.

Barbecue Re-dos

Expect mashups of cultures and meats that make barbecue anything but basic. Look for Korean, Jamaican and Caribbean influences in classic wings and ribs.

Going on the 'Gram

The better the food, the better the Instagram photo? Probably. While 2017 was the year of unicorn-themed food, in 2018 chefs will tap even deeper into the power of visually appealing food that can double as marketing images on social media. Color was all the rage in 2017, but texture is predicted to be the most photo-worthy trend of 2018. Think chewy beverages, and even more cotton-candy-fluff-topped treats.

Nontraditional Tacos

Expect your tacos to get loco fillings this year by pulling from many international influences. Keep an eye out for Korean kalbi, fried Italian peppers, Mediterranean lamb, harissa and Japanese uni seaweed in your next taco.

Food walls

Food walls, another Instagram-friendly trend, will be appearing all over. Eatertainment recently offered a rosy ombre macaron peg wall, with vanilla, rose, cotton candy, grapefruit cayenne and Peruvian chocolate flavors.

Nostalgia 2.0

Kid-like wonder meets adult taste buds in this trend of rebooting childhood classics such as ice cream, with booze infusions. And as the '90s just keep coming back, expect food infused with Pop Rocks and Gushers-inspired cocktails making a #phat comeback.

Continue Reading the 2018
F&B Trends HERE!





MARRIOTT REDUCING THIRD-PARTY COMMISSIONS

Howard Givner
MPI Web

As the meeting industry begins to climb out of the rubble of the earthquake caused by Marriott's abrupt decision to give commissions a 30 percent haircut, it's an opportunity for all sides, particularly third parties, to step back and assess the damage and fix what many have said for a long time was a broken business model.

Few things cause more chaos, panic and outrage than messing with someone's livelihood on very short notice, as Marriott is quickly finding out. The pain and impact of this decision is far-reaching, and includes thousands of small, independent meeting and event companies, large sourcing houses with considerable volume and scores of in-house event departments who've relied on those commissions, directly or indirectly. All will have moments of heavy reckoning in the days and weeks to come, but clearly the heaviest blows will fall on the third parties.

The Travel-Ban-Style Roll Out

- Third-party agencies can rage all they want about the move, but ultimately it was a calculated business decision by Marriott. In the end it may backfire, but someone at Marriott obviously thought it was worth the risk, and we won't know for some time how to grade that decision.
-
- How they rolled it out, on the other hand, was a disaster, seemingly following the blueprint used by U.S. President Trump's administration in announcing their first travel ban days after taking office, without notifying government agencies or airport personnel. In both cases, "the how" was so bad it often obscured discussion over "the what" and "the why":
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- 1. Choosing an April 1 start date gave the industry two months to plan for the change, a paltry amount of time given the lead times and planning cycles of many meetings.
-
- 2. Notifying clients of the change before or at the same time as informing third parties caused unnecessary chaos and had the impact of throwing many loyal agencies under the bus.
-
- 3. Little thought seems to have been given to the many corporate event departments that rely on commission-driven agencies to help them manage their workflow. In some cases, agencies rebate a portion of their commissions to help directly fund those departments.
-
- If Hilton, Hyatt, IHG or other chains decide to follow suit, they will at least score points with everyone by following a more orderly roll out with at least six months' notice, and by engaging with agencies in advance on a smooth transition.

Commission - Disclosure = Kickback

When I've taught or spoken on pricing for event services, I've often said the difference between a commission and a kickback is one word: disclosure. A kickback is something received under the table as a thank you for steering business to a vendor, without the client's knowledge. A commission, on the other hand, is a fully disclosed, incentive-based payment that is only earned upon the consummation of a deal.

The risks to the third party of not disclosing a payment like this are significant:

If the client finds out (and eventually they will), they will call into question the integrity of your sourcing process, thinking you recommended a certain venue because of the payment you got from them.

Worse, trust between you and the client has just evaporated. If they're hiding this from me, the client will reason, what else are they hiding?

The meeting industry has been moving slowly, but steadily, toward greater transparency of commission payments, which is good. For those companies that have still not disclosed their commissions to their clients, it's time to get with the program and come clean, for the sake of your own business, and for the industry at large.

How Commissions Obscure The Value Proposition

This is the real problem at the core of the commission model. Even if you disclose the fact that you're earning a commission, your client still has no idea what your service is worth. Why? Because they're not paying for it directly, and most likely you haven't told them what it costs.

There are numerous ways to charge for event services: flat fee, hourly rate, day rate, markup, percentage of budget, commission, etc. Each has its own pros, cons and best practices. When people ask me which pricing model they should use, my answer is always the same: how clients pay you shouldn't matter. What's important is being clear about how much you charge, and why you're worth it. In other words: your value proposition.

Third parties should be able to say to a client: "For us to provide venue sourcing (or contract negotiations, or onsite management or anything else) the price is X." Once you agree on a price, how they pay you is like a store clerk asking if you'll be paying by cash, credit card or Bitcoin.

If you've been doing that all along, then Marriott's decision shouldn't be the end of the world. You can simply go back to your client and say, "Remember we discussed that the price for our meeting management was \$20,000, and that we were going to fund most of that through commissions. Moving forward, if we wind up at a Marriott, our commission will now be 30 percent less, so we'll need to charge you that difference." If the client already knows what your services are worth, you can come up with a solution together.

Continue Reading HERE!

National Reach. Local Flavour.

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FMAV is Canada's homegrown national event technology partner. With facilities in every major centre across the country, FMAV is uniquely capable of adding the local touch to create a consistent event experience that connects from Vancouver to Montreal and beyond.

Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal & Halifax.

To learn more, visit fmav.ca.



Live events that create a connection



SOCIALIZE YOUR SPONSORSHIPS

Sue Pelletier
MeetingsNet

Everything can be sponsored—including your event's social media activities. Here are six monetization opportunities you don't want to miss.

Associations are pretty savvy these days about tweeting, Facebooking, and Instagramming to reach out to actual and potential participants for their events. Many have even integrated social media into their event marketing schedules before, during, and after their conferences. But are they monetizing these efforts by getting them sponsored?

Event marketing strategy and implementation expert Alex Plaxen, president and founder of Little Bird Told Media, thinks while many may not be, they should. At a session during the American Society for Association Executives Annual Meeting this summer, Plaxen pointed out six social media efforts you're already doing that may be ripe for sponsorship.

Hashtags

You likely already have a main event hashtag (#mymeeeting), and probably some secondary hashtags as well, such as #mymeeetinghelp for those who need customer service, #mymeeetingfirsttimer for newbies, and #mymeeetingsolo for those who are attending sans colleagues. If you don't have any hashtags associated with your event, do a search on both Twitter and the web to see if the one you want is already being used. Once you pick one, advertise it widely, he said. "Let everyone know about it, then use it regularly so people will know they have the right one."

Say you have a sponsor whose goal is to be seen as a helpful industry partner—let them sponsor your customer service hashtag by providing that customer service your attendees are seeking—and include their status as the official #mymeeetinghelp sponsor everywhere you promote your hashtags. One person in the audience said he had bundled a hashtag sponsorship with an on-site happy hour for \$10,000, so it can and is being done.



Selfie Stations

Look at the photos people posted around your event last year to figure out what they like to share, then create a spot on your show floor where they will want to take selfies. And get it sponsored. “You can charge sponsors for actions attendees already are doing,” said Plaxen. “The sponsor then can reach out to those who took the selfies and interact with them.”

Social Media Command Centers

Create a highly visible space to coordinate your team’s social media efforts, perhaps backed by a splashy Twitter wall—all of which, of course, would be a great place to promote your command center sponsors. The Twitter wall sponsor also can monitor the Twitter stream and engage with individual posters to create more brand awareness.

Social Media Teams

Have your social media teams wear matching bright, conspicuous shirts to make it obvious who they are (with your sponsor’s logo, of course).

When they aren’t at the command center, have them roam the show floor, taking photos and handing out cards that says what hashtag (sponsored) attendees can use to check out their photos.

Social Media Lounge

If you put charging stations in your social media lounge, so much the better, said Plaxen. Not only can you put sponsor logos on the charging stations themselves, but sponsors manning the lounge also will have a captive audience since people have to stick around until their phone or tablet is charged. “Train them not to do a hard sell there though,” he warned.

Snapchat Geofilters

Even if you’re not active on Snapchat, spending the \$5 to \$20 it costs to create event-specific geofilters will pay off when you charge sponsors to put their logos on them.

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NEW MEMBER SPOTLIGHT

Disa-marie has been a team member of FMAV since Fall 2005, as part of FMAV's Hotels & Venues Division. Prior to that, her background is in Community Theatre. She is a certified Audio Engineer and loves the technical side of Audio Visual, but moved into a Sales and Team Leadership role in 2012. She moonlights as a DJ on weekends and she is also a musician/performer.



DISA-MARIE CAMERON
FMAV

How did you hear about MPI?

I heard about MPI through my role with FMAV and our international partnership with MPI.

Why did you join?

I joined for the learning experience and networking opportunities that are available. Also, to support our partnership.

Fill out the new member questionnaire to be featured in our Magazine!

What are you hoping to gain from being a MPI member?

Grow my work network by attending more events and learn from others by gaining more event experience.



TRIP ADVISOR'S TOP RATED

check out the top rated restaurants for every meal of the day!

Breakfast - Jam cafe Beatty Street

All-day breakfast and lunch restaurant located in Old Town Victoria. Jam offers incredible homemade fare in a rustic-city atmosphere. The unique menu tempts you to broaden your breakfast horizons with selections including Huevos Rancheros, Green Eggs and Ham, Brioche French Toast and Red Velvet Pancakes. Adding to the 'comfort food' theme are favorites such as house made cornbread, buttermilk biscuits, and creamy sausage gravy. Needless to say, there are options to satisfy any craving.



Lunch - Ramen Danbo Locations at Robson and Kitsilano

Danbo brings traditional Fukuoka-style Kyushu Hakata Tonkotsu ramen to Japanese food fans in Vancouver.

The aroma of our signature Tonkotsu broth is unmistakable - a simple but truly delicious umami, always made daily in-house with specially treated water, free from impurities.



Dinner - Bauhaus Restaurant Cordova Street

Bauhaus sets a new standard for refined dining in Vancouver. Owned by German film director Uwe Boll, the award-winning restaurant is known for its modern take on German cuisine and exceptional service. The fresh and nuanced flavours of the dishes are built on the philosophy of transforming classic German cuisine into a contemporary form.

Located in Gastown, one of Vancouver's oldest neighbourhoods, the restaurant features original reclaimed brick and stone as a backdrop for the minimalistic urban Bauhaus-style design.



Dessert - D'oro Gelato e Caffè Locations on Denman and Robson

We are a true "Gelateria Artigianale" producing fresh gelato in small batches daily. We use only the freshest and highest quality ingredients following original Sicilian recipes.

In 2014, Pino Bacinello and his partner, Kristina Sonney, purchased the two stores. The duo continues to produce Vancouver's best gelato in the same tradition, but added the "Caffè" making D'oro Gelato e Caffè Vancouver's traditional Italian gelato e caffè experience passionately making and serving simply the best!

Go to Trip Advisor [HERE](#) to see more amazing meal options in the city!

Take your time.



LOUNGEWORKS



MPI SCHOLARSHIPS AND GRANTS

It's the mission of the MPI Foundation to fund education and pan-industry research that drives the success of meeting professionals. This happens most directly through scholarships to MPI members.

Membership Scholarships

- Available for new MPI members.
- Covers the cost of a Preferred MPI membership for one year.

Professional Development Scholarships

- Only available to current MPI members in good standing.
- Funding available towards all MPI Academy courses (including CMM, HMCC, Experiential Event Series, Meetings Essentials, Basics Boot Camp, and more!)

Conference Scholarships

- Only available to current MPI members in good standing.
- Conferences available for funding each year include: WEC, EMEC, IMEX America and IMEX Frankfurt.

Read more about these great opportunities [HERE!](#)

Refer A Friend Program

Use Code "MyFriendMPI"

New members will receive \$50 off their membership

Current members will receive a \$25 credit toward their next renewal

www.mpiweb.org/membership/join

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Sponsorship and Advertising

The community of Meeting Professionals International (MPI) is the largest, most vibrant single audience of meeting and event professionals in the world. With 18,500 members across the globe, the MPI community offers a world of opportunity to make your brand voice heard.

The MPI BC Chapter community is 200+ member strong and comprised of powerful decision-makers in the meeting industry with buying power of \$133 million. We have the following advertising and sponsorship opportunities available. We invite you to take advantage of getting your brand connected to our vibrant community.

For more information on advertising and sponsorship opportunities, please contact VP of Advertising and Sponsorship at partnerships@mpibcchapter.com



GOOD FOOD

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SWEETER

WHEN SHARED WITH

GOOD FRIENDS