

ORCGA Events and Communication Committee Meeting Minutes

July 11, 2019

10:00 a.m. – 12:00 p.m.

ORCGA Office/Teleconference

Attendees:	Committee Members:	Company:	Email:
✓	Crystal Bedore	Ontario One Call	CBedore@ON1Call.com
✓	Christina Jannetta	ORCGA	christina@orcga.com
	Jennifer Parent	ORCGA	jennifer@orcga.com
✓	Ashleigh Fehr	ORCGA	ashleigh@orcga.com
	Doug Lapp	ORCGA	douglas@orcga.com
	Tracey Sims	Union Gas	tlsims@uniongas.com
✓	Adam Sampson	Own Your Safety	adam.sampson@ownyoursafety.com
✓	Sara Ward-Paige	Hydro One	sara.ward-paige@hydroone.com
✓	Stephen Huza	Drain-All	Stephen.Huza@drainall.com
✓	Gretchen Gordon	Trans Canada	gretchen_gordon@transcanada.com
	Kaitlyn Woods	Toronto Hydro	kwoods@torontohydro.com
✓	Bill Shane	Blue Water Ideas	bluewaterideas@gmail.com
✓	Derek Whiteman	Toronto Hydro	DWhiteman@TorontoHydro.com
✓	Jeremy Long	Vivax	jeremy.long@vxmt.com
	Lori Ross	Hetek	lori.ross@hetek.com
	Grace Meade	Ontario Excavac	gmeade@excavac.ca
✓	Rex Valenzuela	Promark Telecon	rex.valenzuela@promark-telecon.ca
✓	Kyle Winters	Competers	kyle@competers.com
✓	Nicole Evans	Top Shelf Solutions	nevans@topshellsolutions.ca
	Dave Wulff	Vivax	dave.wulff@vxmt.com
✓	Kyle Beishuizen	Supersucker	Kyle@supersucker.ca
✓	Ophir Wainer	T2U	ophir.wainer@t2ue.com
	Aja Obin	Enbridge	Aja.Obin@enbridge.com
	Ben Kihara	City of Markham	BKihara@markham.ca
	Sara Hooton	Rust-Oleum	Sara.hooton@rustoleum.com
	Brice Brown	Hetek	brice.brown@hetek.com
	Peter Hettstedt	JD Barnes	phettstedt@jdbarnes.com
	Jon Eisele	Enbridge	Jon.Eisele@enbridge.com

Agenda Item	Notes	Action Item
Review of Agenda	<ul style="list-style-type: none"> Crystal reviewed the agenda for the meeting 	
Review of Draft Minutes	<ul style="list-style-type: none"> Reviewed minutes from last meeting 	<p>Motion to pass minutes: Christina</p> <p>Second: Adam</p>
Golf 2019 Update	<ul style="list-style-type: none"> Christina gave the committee an update from the tournament 2019 was the best year yet Dinner and venue gratuity increased Survey results were similar to 2018 – results were excellent New idea: pair up 2 people from one company with another / match with existing golfers or bring clients Jennifer recommends we move to a tier 2 ClubLink course i.e. Country Club – we need 2 18 hole courses 	

	<ul style="list-style-type: none"> • Gretchen – thinks they are putting condos on that course • Look at courses we would like to go to and do cost analysis • Look at splitting it up – one in GTA and another one in East or West – would we have enough attending in Ottawa? (lots of large courses in Ottawa) • Will investigate different options for 2020 	Christina going to speak with Doug and Jennifer
Locate Rodeo	<ul style="list-style-type: none"> • Christina gave an update on this year's Rodeo • Excavator Challenge will be on Friday instead of Thursday • Locate Rodeo competition has no change • Registration update – 13 registrants for LR, 1 registrant for Excavator Challenge, 9 registered volunteers • 4 sponsorships sold, need 12-15 sold to break even • Reviewed marketing plan, task list, etc. • Promoting the event in every way possible 	<p>ECC members to go back to their teams to encourage sponsorship</p> <p>Christina will provide committee with the banner to add to their email</p>
Tailgate Talks	<ul style="list-style-type: none"> • Tabled to the next meeting • Derek will bring copies/documents 	Tabled to next meeting
CVENT	<ul style="list-style-type: none"> • Christina spoke about what CVENT is – Event Management Platform Tool • Training begins in September-October • We're hoping Jennifer can make an announcement at the GC's – possibly give a demonstration • Would like to have it up and running for the Symposium • Will make our events/programs easier to manage 	
Symposium	<ul style="list-style-type: none"> • Call for Papers - 2 years ago, put out a stream (tried to go with a theme) and got fewer submissions • Put out call for papers asap and see what comes in • Ottawa may bring in more government speakers • Idea: Skills shortage – would tie in with safety – people could be bypassing safety standards • Its going to be right after a federal election (in November) – need to take that into consideration • Need to be cautious (gov't) – they often commit tentatively and then cancel at the last minute • Talk about challenges getting skilled workers in – what are they doing to change that • Trades Colleges as well • Cutting down on the exhibitor time – looking at ways to bring in different sectors (not just 	

	<p>government) Engineering, environmentalists, etc. – a way to help the exhibitors</p> <ul style="list-style-type: none"> • Talked about having a free hour to attend exhibits for college students, trades, etc. • Could use the free hour while everyone else is doing the educational portion – cut down on the lull time • Great way to bring in new people • Try to get the schedule out a little earlier • Sessions that had a panel – brought different perspectives • Offer new technology/techniques to talk face to face with suppliers • Exhibitors to generate a case study – new information to take back with them • Commercial – but industry related – need to add it to the program in the right place – all organizations have the same opportunity • Put together a template that every exhibitor receives, picture/descriptive paper/paragraph – every exhibitor gets one – each person can go and see what’s new (could put it on the app) • Suggestion – in the app the ability to flag certain exhibitors to remind you to see them/show you where they are • Suggestion – don’t just have something that gets signed when you go to a booth – possibility must answer a question or something similar • Discussed the exhibitor survey results • Christina wants to go back to the trade group and get their feedback – information and opinions • Give members a discount on having a booth – discount on attendance – invite their members • Giving program – for charity – something to discuss (adding expenses) – could do a 50/25/25 draw as well – have credit card payment an option – tell the ticket number and for people to come and collect the prize • Giveaway registration gifts – • What’s great about the event: <ul style="list-style-type: none"> ○ All giveaways in the last couple years have been good ○ Curling/hockey was good – activities (but taking people away from the event – would need to build it in) ○ Got rid of the fancy dinner ○ Games ○ Enjoyed the last speaker – had some graphic images – he spoke and then left (should have stayed for people to chat with him) ○ The panel was good 	
--	--	--

	<ul style="list-style-type: none"> ○ We took the sessions down in time to 45 mins – worked well ● Bob Grey – tips on memory – remembering clients names plus puts on a bit of a show ● Good topics for speakers: <ul style="list-style-type: none"> ○ Futuristic analysis about where the industry is going ○ Go for a keynote that’s different from Damage Prevention/Safety – slightly off topic ○ How to get your brand out/improve visibility – marketing ○ Speaker on depression – being in a high stress industry – stress management (around the Bell ‘Let’s Talk’ time) (member from Bare Naked Ladies) ○ Hexo is located in Gatineau – if interested (Gretchen/Stephen has a contact there) ● Could have the trade show ‘free admission’ the morning of the first day when everyone else is in the meetings (Board, ECC, etc.) ● Give an invitation to the Public Works Department – might get people to come just for the tradeshow – would need to discuss how to contain them/costs ● Should have the food in the exhibitor hall to keep people at the booths – need to check the space to see what the venue can offer ● Always have similar people coming but they know everyone – we need to get new people in (that are going to walk the floor) ● Need more substantial food – the appetizers ran out and people treated it as a dinner – maybe need to add food/heavier food ● Get the program out early and communicate in advance what’s available – to keep them at the venue ● Bell might want to get involved if we use their speaker for a mental health discussion “let’s talk’ (Clara Hughes) 	<p>Gretchen is going to send Jennifer information re: Threads of Life</p> <p>Stephen to send Christina his contact from Hexo</p>
<p>Round Table Discussion</p>	<p>Gretchen:</p> <ul style="list-style-type: none"> ● OOC gave Gretchen a lot of advertising – can use them for your website ● “Before the Movies” ad played for the month of June ● Spread out advertising for May-October ● Sent out pricing to different companies – not much feedback <p>Adam:</p> <ul style="list-style-type: none"> ● vendors can give out tickets to people to come to their booth – one for popping by and more for 	

	<p>people who ask questions/have conversations – put the tickets into 50/25/25 draw</p> <ul style="list-style-type: none">• Please register on survey monkey as a volunteer – LR• Do the rodeo every 2 years?• Roll it into another event?• Send all sponsorship questions to Christina	
--	--	--

Next meeting Dates: End of September – before the GC meetings start