

*The Board of Governors on May 29, 2009 approved the recommendations embodied in this report.*

July 21, 2009

To: The Board of Governors of Exhibition Place  
From: Dianne Young,  
Chief Executive Officer

**ACTION REQUIRED**

**Subject: 84<sup>th</sup> Annual IAAM Conference & Trade Show**

**Summary:**

In accordance with the Board's direction to support the professional development of staff and staff involvement in industry associations, this report is recommending the attendance of the Director of Event Services at the IAAM Conference & Trade Show scheduled for July 24 to July 28, 2009 being held in Boston, MA.

**Recommendations:**

**It is recommended that the Board approve of travel expenses, at a cost not to exceed \$4,200.00, for the Director of Event Management to attend an industry event, IAAM Conference and Trade Show.**

**Financial Impact:**

Funding for this conference is contained in the Board's 2009 Operational Budget managed by the General Manager/Sales & Events Management.

**Decision History:**

Part of the Board's Travel Policy states that a limit of \$3,500.00 per annum will apply to each employee. This is the first out-of-town travel for the Director of Event Management.

In special cases, the limit may be exceeded by employees for attending meetings of organizations to provide their expertise and in cases where it is necessary to view or examine specific equipment or operations applicable to Exhibition Place, provided that funds are available and the expenditure is approved the Board of Governors.

**Issue Background:**

The IAAM conference and trade show is the preeminent gathering of professionals in the facility management business. Topics covered relevant to Exhibition Place grounds such as "*Using Technology to Leverage Business*" are particularly pertinent with our future expansion into the conference and meetings market.

"Sustainability and Saving Money", another educational session, will provide additional information and guidelines on the continued "green" initiative Exhibition Place supports.

Other topics of interest include "Tactical Communication: Words as a Force Option", "Conducting Business on an International Scale", and "Facility Specific Town Halls" all of which are expected to enhance and improve our efficiency.