

## CUCCOA Atlantic Regional Conference

Wolfville, NS | February 14-16, 2024

### Agenda

February 14<sup>th</sup>, 2023

<b>Time</b>	<b>Activity</b>	<b>Location</b>
<b>2:45pm</b>	Welcome and Introductions	Alumni Boardroom
<b>3:00pm</b>	<p>SESSION 1: Strategic Planning - Tanya Colburne</p> <p>Using Events Acadia as a case study, Tanya will share our unique approach to strategic planning. Starting with a review of the 2022 Strategic Framework, she will outline what changed and why, and what needed to happen to make our vision a reality. Including a review of our past year and what is in store for 2024, Tanya hopes you can learn from our ups and downs to implement or improve a strategic framework at your institution.</p>	Alumni Boardroom
<b>4:15pm</b>	<p>SESSION 2: Event Marketing - Nick Sharpe</p> <p>This session will give a starting overview to the intricate world of event marketing. Nick will explore the significance of marketing, give tips on how to navigate the challenges of marketing within the University setting, and explore how even a little can go a long way.</p>	Alumni Boardroom
<b>5:30pm</b>	Reception & Trivia	Clark Commons
<b>6:00pm</b>	Networking Dinner - <i>Sponsored by Chartwells</i>	Clark Commons

February 15<sup>th</sup>, 2023

<b>Time</b>	<b>Activity</b>	<b>Location</b>
<b>8:30am</b>	Breakfast	Alumni Boardroom
<b>9:15am</b>	Business Meeting – MEMBERS ONLY	Alumni Boardroom
<b>10:30am</b>	Networking Break - <i>Sponsored by Murphy Gear</i>	Alumni Boardroom
<b>11:00am</b>	<p>SESSION 3: <b><i>Member Driven Discussions</i></b></p> <p>The hot topics we will be discussing include:</p> <ul style="list-style-type: none"> <li>● Revenue Management; to offer or not to offer group rates.</li> <li>● Third party vs. in-house.</li> <li>● StarRez, do you use it? Do you love it, like it or are you indifferent?</li> </ul>	Alumni Boardroom
<b>12:00pm</b>	<p>Lunch and AMA Session</p> <p>Do you have questions you haven't asked service providers at your own institutions? If so, this is your chance! Representatives from Events Acadia's event-involved departments will be joining us for an 'Ask Me Anything' Panel. There will be representatives from Residence Life, Safety and Security, Physical Plant, Food Services, Varsity Athletics, the Students Union, and the Vice-President Finance and Administration. So get your questions ready because our panel is here to answer it all!</p>	The Axe
<b>1:30pm</b>	SESSION 4: Agro-Tourism: FAN Project	Irving Centre Acadia Room

	<p>Launched in June 2023, the <a href="#">foodartnature (FAN) project</a> has partnered with local businesses and Tourism Nova Scotia to provide unique and authentic experiences offered in the Annapolis Valley. They have created experiences crafted to address the changing dynamics of climate, sustainable travel options, and the desire for authentic local encounters. Having recognized the potential for enhanced connection with their in-bound tourism partners, the FAN Project has begun to reshape visitor experiences, while catering to expanded seasons and extended stays.</p>	
<b>2:30pm</b>	Networking Break	Irving Centre Garden Room
<b>3:00pm</b>	<p>SESSION 5: Second Harvest - Michael Hardy</p> <p>Second Harvest is a national food rescue charity that works with food businesses from throughout the food supply chain to identify and redirect good, surplus food and facilitate its donation to community organizations to use in their programming. They provide resources and support to both business and recipient to ensure that these donations are made in a safe and efficient manner.</p> <p>In recent years, they have worked closely with event organizers to capture food. Most recently, they partnered with sporting events like Canada Games and North American Indigenous Games and music festivals including Sommo and Cavendish Beach Music Festival, to rescue nearly 10,000lbs to support communities in Prince Edward Island and Nova Scotia.</p>	Irving Centre Acadia Room

<b>3:45pm</b>	<p>Closing Keynote: Church Brewing</p> <p>Erin and Matt will explore the unique relationship shared between Events Acadia/Acadia University and The Church Brewing Company. From offering student staffing opportunities, to event sponsorships, and other involvement in local events, they will share information on the mutually beneficial relationship, providing you with a framework to pave the way for similar collaborations within your own market.</p>	Patterson Lobby
<b>6:30pm</b>	<p>Networking Dinner</p> <p><i>Cabs will pick up and return to Old Orchard Inn</i></p>	Maritime Express

February 16th, 2023

<b>Time</b>	<b>Activity</b>	<b>Location</b>
<b>8:30am</b>	Breakfast (own \$)	Old Orchard Inn