

# **CUCCOA 2024 Central Winter Regional Meeting**

## **Wednesday February 21<sup>st</sup> Pre-Conference Dinner**

Dinner is being offered to those arriving early for the meeting. The Pre-Conference dinner will be held starting at 5pm at **The Keg, located at 60 Estate Drive** beside the conference hotel – Best Western Plus Executive Inn

A \$50 gift card will be provided to each guest that registers for the pre-conference dinner.

*Note: If your dinner exceeds \$50, you are responsible for the remaining balance.*

## **Thursday February 22<sup>nd</sup> Harmony Commons- Breakfast & Check-in (Park in Lot “G”)**

**(\*\*\*A movement component will be offered during the day, so wear/bring comfy clothes/shoes\*\*\*)**

**8:30am-9:15am:**

### **Harmony Commons Dining Hall - Welcome Breakfast & Registration**

**9:30am-9:45am:**

### **AA 160 Opening Remarks:**

#### ***Fran Wdodczyk, Director of Business Development & Special Advisor to the CAO***

*Fran has served in a wide variety of roles in higher education over the last 25 years. Most notably, she served as Director of Housing at UTSC, and then left to become Executive Director of “The Student Life” - a Not-for-Profit working in campuses across Canada to promote healthy lifestyle choices and the responsible use of alcohol. She returned to UTSC in 2009 and currently holds the position of Director of Business Development, where she oversees the ancillary and hospitality portfolios on campus. Fran has received recognition on campus through the Excellence in Innovation award and most recently a nomination for the Chancellors Award.*

**9:45am-10:30am:**

### **AA 160 Session #1: The Relationship between Academics & Conference Services Departments:**

#### ***George Arhonditsis, Professor & Chair of the Department of Physical & Environmental Sciences, University of Toronto Scarborough.***

*Professor Arhonditsis has received several national and international honours and awards.*

*Having hosted 2 major International Conferences at UTSC, Prof, Arhonditsis knows the value in having a strong partnership between Academics & Conference Services.*

*In 2018, he was the co-host of the 61<sup>st</sup> meeting of the International Association of Great Lakes Research Conference that was held at the University of Toronto Scarborough with close to 1,000 delegates, this was the second highest attended meeting in the 50-yr history of the conference. In the spring of 2023, he was also the host of The International Society for Ecological Modelling Global Conference, titled “Ecological Models for Tomorrow’s Solutions” which saw an in-person attendance of 300 plus delegates.*

**10:30am – 10:45am:**

### **AA 160 AM Break- Sponsored by Aramark**

10:45am – 12:00 pm:

**AA 160 Session #2: Responding to Leads, Inquiries, and RFPs – Effective Strategies for Booking More Conference Business**

*Joel Hauff, Director of Consulting and Creative Solutions at Unique Venues*

*Unless you have dedicated sales staff focused directly on sales outreach, response, and follow-up, it is often challenging to respond to the various leads, inquiries, and requests-for-proposals that arrive in your inbox or voice mail on a regular basis. Using information and insights gathered from hospitality industry surveys and interviews with planners booking space on a regular basis, participants will learn the most effective strategies for quickly and efficiently responding to opportunities and develop an arsenal of tools to provide planners with the information they are looking for to make a purchasing decision.*

*Joel has been the Director of Consulting and Creative Services (CCS) at Unique Venues (UV) since January 2020, and has been engaged as a consultant for UV more than 35 times since 2015. In his role as the Director of CCS, Joel works directly with UV clients on consultations involving the marketing, sales, operational, and financial needs of meetings and events venues, assists with website evaluations and design, and oversees projects in the UV design studio including digital brochures and venue videos. He also assists with the with the program for the UV Annual Marketing Conference, and recently redesigned the UV Sales Plan Bootcamp to be delivered in a hybrid format. Joel delivers multiple educational sessions annually to the UV audience, as well as being a featured presenter at industry conferences including ACCED-I, NACAS, and CUCCOA.*

12:00pm – 1:30 pm:

**Lunch at Harmony Commons Dining Hall**

1:45pm – 3:00 pm:

**AC 227 Session #3 Central Region AGM Members Meeting**

*CUCCOA Central Regional Director – Laura Dimic, Algonquin College, Conference, Catering & Events Manager*

3:00 – 3:30 pm:

**AC 227 Session #4 UTSC Move U CREW - Wear Comfy Clothes/Shoes**

3:30 – 3:45 pm:

**AC 227 PM Break Sponsored by Aramark**

3:45 – 4:30 pm:

**Harmony Commons Site Visit/End of Day**

***(For those that signed up for dinner- Dinner at Miller Lash House 5pm-7pm Connect with UTSC Team about travel to the house, parking provided.)***

## **Friday February 23<sup>rd</sup> Harmony Commons Breakfast & Check-in Park in Lot “G”**

**8:30 – 9:15 am:**

**Harmony Commons Dining Hall - Welcome Breakfast & Registration**

**9:30 – 10:30 am:**

**AA 303 Session #1 “Sound Life” Drumming Circle Music Therapy**

**10:30 – 10:45 am:**

**AA 160 AM Break- Sponsored by Aramark**

**10:45 – 11:45 am:**

**AA 160 Session #2 Sustainability- See How We Do It In The 6ix –**

*Patricia Escobar & Nadine Leone*

The UTSC Sustainability Office supports sustainability initiatives and operations on campus while providing engaging experiences for students to learn about sustainability through events and workshops. Our approach is interdisciplinary, views students as partners, and is guided by the United Nations Sustainable Development Goals (SDGs). The Sustainability Office’s mission is to help UTSC meet its sustainability goals.

*Patricia Escobar is the Sustainability Manager at the University of Toronto Scarborough. Her work includes managing and advancing UTSC’s sustainability goals around operations, co-curricular and experiential learning, and campus engagement. Patricia is a Professional Engineer and holds a Bachelor of Applied Science in Civil Engineering from the University of Toronto and a Graduate Diploma in Social Responsibility & Sustainability from the University of St. Michael’s College in the University of Toronto.*

*Nadine Leone is the Student Life & Sustainability Programs Coordinator at the University of Toronto Scarborough. Nadine is a strategic leader with a mission to facilitate meaningful conversations about sustainability. Her career is built upon engagement through supporting students, interacting with the public, and building lasting relationships with community partners. She has a Master of Environmental Science from the University of Toronto Scarborough and over 10 years of experience working in the field of sustainability.*

**11:45 -12:00 pm:**

**Head to Miller Lash House**

***Connect with UTSC Team about travel to the Miller Lash House parking provided***

**12:00 – 1:30 pm:**

**Lunch at Miller Lash House-** UTSC’s very own Heritage Property nestled in the picturesque valley of Highland Creek.

1:30 – 3:00 pm:

**Miller Lash House Session #3 Round table Discussions - Topics to include:**

Difficult staff/accommodations/contracts/insurance/exclusivity/RFP.

Internal events, Software to collecting requests, costing models, booking policies.

Workforce planning / Department structure.

Food services – multi-vendor RFPs and non-traditional food service agreements.

3:00 – 3:30 pm:

**Miller Lash House Session #4: Closing Remarks**

***Andrew Arifuzzaman Chief Administrative Officer at the University of Toronto Scarborough***

*As Chief Administrative Officer at the University of Toronto Scarborough (UTSC), Andrew has spearheaded the development of the Campus' Strategic and Master Plans and brand strategy. He has also fostered partnerships across the public and private sectors that have brought together diverse groups and built innovative new programs and opportunities including the creation of the Toronto Pan Am Sports Centre, Canada's premier sports centre that supports high performance athletes, the University and community in a joint venture partnership.*

*Andrew has also led the development of over 2,000,000 square feet of new campus infrastructure featuring cutting edge research and teaching facilities and some of the most sustainable institutional buildings in the country while using various funding strategies including public private partnerships.*

*In 2022 Andrew was inducted into the Scarborough Walk of Fame in recognition for his leadership in the education sector for the region.*