



REPORT FOR ACTION

Exhibition Place Corporate Video

Date: February 4, 2019
To: The Board of Governors of Exhibition Place
From: Dianne Young, Chief Executive Officer
Wards: All Wards

SUMMARY

As part of the 2017 - 2019 Strategic Plan, Exhibition Place has produced a corporate video designed for use by Exhibition Place to promote our brand and assist with our marketing strategies. The opportunity to complete this tactic occurred with the opening of Hotel X Toronto which is a key component of our conference facilities. The video will be presented at the Board meeting and the marketing plan to utilize this video is detailed below.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board receive this report for information.

FINANCIAL IMPACT

There are no financial implications associated with this report.

DECISION HISTORY

The Exhibition Place 2017 to 2019 Strategic Plan has a Recognition and Public Understanding goal to establish a broad messaging platform communicating Exhibition Place's key attributes and value proposition.

COMMENTS

The goal of the visually engaging promotional video is for use by the Board and Exhibition Place staff, especially the Sales & Marketing staff, to help build Exhibition

Place's (ExPlaceTO) brand identity and represent the venue as a vibrant and desirable destination for tenants, events, meetings, conventions & exhibitions. In keeping with the Board's Vision to serve as "Gathering Place", the video promotes that "it's all happening here" in Toronto, one of Canada's most exciting cities.

The video positions Exhibition Place (ExPlaceTO) as Canada's largest entertainment venue; an urban parkland enjoyed by Toronto's residents and visitors; a multi-faceted professional sports destination; and a cultural centre with significant heritage properties and public art collections.

Following the presentation to the Board, Exhibition Place staff will begin a rollout of the Exhibition Place video to its partners: City Communications; Partners, i.e. Tourism Toronto and SMG; Associations, Organizations; and Clients (Newslink), and Trade Media. Exhibition Place Board members will receive a link to the video for their use. Exhibition Place marketing team will post our videos to our YouTube account and embed on www.explace.on.ca, www.beanfieldcentre.com and www.enercarecentre.com

Two additional 30 second videos, for later release, were also developed for digital sales and marketing efforts to promote Exhibition Place and its venues to meeting and event planners as the ideal location for their meetings, conventions, exhibitions & events. The sales team will use the video to support their sales missions, conferences and trade shows, and sponsorship activations for new business development.

The two 30 second videos will also form part of our Social Media Strategy to build and engage the Exhibition Place community of followers and influencers. Further engagement will include our community newsletter platform.

CONTACT

Laura Purdy, Acting General Manager, Sales & Event Management, 416-263-3020,
LPurdy@explace.on.ca

SIGNATURE

Dianne Young
Chief Executive Officer

ATTACHMENTS

N/A