

Social Media

	October	November	December
Impressions	<ul style="list-style-type: none"> ▪ Twitter: 82.97K ▪ Facebook: 168.6K 	<ul style="list-style-type: none"> ▪ Twitter: 56.3K ▪ Facebook: 386.1K 	<ul style="list-style-type: none"> ▪ Twitter: 37.7K ▪ Facebook: 67.7K
Number of Posts	<ul style="list-style-type: none"> ▪ Twitter: 76 ▪ Facebook: 19 	<ul style="list-style-type: none"> ▪ Twitter: 42 ▪ Facebook: 22 	<ul style="list-style-type: none"> ▪ Twitter: 40 ▪ Facebook: 15
Growth	<ul style="list-style-type: none"> ▪ Twitter: +30 ▪ Facebook: +33 	<ul style="list-style-type: none"> ▪ Twitter: +17 ▪ Facebook: +24 	<ul style="list-style-type: none"> ▪ Twitter: +23 ▪ Facebook: +11

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	429	215	141
Beanfield Centre	125	6	2
Exhibition Place	499	239	55

NOTE: Hits = number stories or articles referencing a particular search term (i.e. Beanfield Centre) that received coverage, including new articles, blog posts, reports, social media, images, etc.

Q2 Sales Performance - # of contracted events booked

	Total # of Events: 57
Meetings/Conventions/Conferences	20
Consumer/Trade Shows	8
Sporting Events/Walks/Marathons	5
Exams/Education	1
Film/TV/Basecamp	1
Festivals	2
Other	20

Quarterly Report - Event Summary

Description

October, 2018 - Count: 10

Beanfield Centre - Count: 1

Centennial College: Executive Team Meeting

Enercare Centre - Count: 3

MLSE Marlies Ingress/Egress 2018/2019 Season
MLSE Ingress/Egress: Elevation Worship concert
Royal Agricultural Winter Fair 2018

Parking Lots/Outdoor Event Space - Count: 6

MLSE Storage of Platinum Seats due to RAWF 2018
"My Spy" Stunt Rehearsal
Canada Soccer Activation
MLSE Coca Cola Activation
"My Spy" Stunt Rehearsal
MLSE - BMO Field Resod October-November 2018

November, 2018 - Count: 10

All Buildings & Outdoor Space - Count: 1

Pride Marine Yacht Storage

Beanfield Centre - Count: 4

Megaport and Beanfield Event
CNEA Board & Executive Meeting November 2018
ClickDimensions Training
Canadian Tire CIO SLT Offsite

Enercare Centre - Count: 2

Tourism Industry Council of Ontario Commercial Film Shoot
CIPO Trademark Exams November 2018

Parking Lots/Outdoor Event Space - Count: 2

MLSE Warner Music activation - Country Day at the Marlies
Holodomor Commemorative 85th Service 2018

Queen Elizabeth Building - Count: 1

24 Hour Interim Respite Site

December, 2018 - Count: 9

Beanfield Centre - Count: 5

CNE All-Staff Retreat
Beanfield Metroconnect : SirtNet: Year-In-Review & Cloud Strategy
Aviva Leader's Summit
Beanfield Metroconnect December CFO Meeting
CNEA Board Meeting December 2018

BMO Field - Count: 1

MLSE - Storage of BMO Field Seating

Enercare Centre - Count: 2

Toronto Police Service Inspections
Toys for Tots Holding Space

Parking Lots/Outdoor Event Space - Count: 1

Horse Drawn Carriage Rides to Andy Kim Christmas Show