

Social Media

	January	February	March
Impressions	- Twitter: 54.2K - Facebook: 82.4K	- Twitter: 45.4K - Facebook: 69.1K	- Twitter: 44.4K - Facebook: 85.4K
Number of Posts	- Twitter: 21 - Facebook: 12	- Twitter: 33 - Facebook: 26	- Twitter: 21 - Facebook: 23
Growth	- Twitter: +12 - Facebook: +4	- Twitter: +21 - Facebook: +19	- Twitter: +28 - Facebook: +21

Online News Coverage - # of Hits

	January	February	March
Enercare Centre	232	254	271
Beanfield Centre	20	37	118
Exhibition Place	174	106	363

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.

Q1 Sales Performance - # of contracted events booked

	Total # of Events:
Meetings/Conventions/Conferences	22
Consumer/Trade Shows	8
Sporting Events/Walks/Marathons	4
Exams/Education	5
Film/TV/Basecamp	2
Festivals	0
Other	10

Appendix B Sales & Event Management Activity

Quarterly Report - Event Summary

Start Date	End Date	Description
January, 2019 - Count: 8		
Beanfield & Enercare Centres - Count: 1		
19-01-30	19-01-30	The Handmaid's Tale Season 3 TV Series Film Shoot
Beanfield Centre - Count: 2		
19-01-19	19-01-20	Internal Medicine Review Course
19-01-22	19-01-22	CNEA All-Staff Meeting
Enercare Centre - Count: 4		
19-01-19	19-01-27	Toronto International Boat Show 2019
19-02-01	19-02-03	National Bridal Show 2019
19-01-11	19-01-12	MLSE ASAP Rocky Ingress/Egress
19-01-01	19-12-31	TABIA Office Location 2019
Horse Palace - Count: 1		
19-01-25	19-02-25	Riding Academy Horse Stall Rental
February, 2019 - Count: 19		
Beanfield Centre - Count: 5		
19-02-26	19-02-27	Insurance-Canada Technology Conference 2019
19-02-28	19-02-28	ICF Conference 2019
19-02-19	19-02-19	PCMA Canada East - Workshop
19-02-20	19-02-20	Enercare Leadership Conference
19-02-15	19-02-15	Enercare Marketing Meeting
Better Living Centre - Count: 3		
19-02-22	19-02-24	The Artist Project 2019
19-03-01	19-03-03	Toronto International Bicycle Show 2019
19-02-07	19-02-12	Integrated Automotive Group - 2019 Vehicle Detailing
Enercare Centre - Count: 10		
19-02-24	19-02-26	Restaurants Canada Show 2019
19-02-12	19-02-12	Paralegal Exams - February 2019
19-02-15	19-02-17	The Motorcycle Show ~ Toronto 2019
19-03-09	19-03-18	National Home Show 2019 co-located with Canada Blooms
19-02-28	19-02-28	Enercare Sales Awards Ceremony
19-02-08	19-02-10	MagicFest Toronto 2019
19-02-07	19-02-11	Royal Automotive Agency - Car Detailing 2019
19-02-06	19-02-11	Penske Vehicle Services Detailing 2019
19-02-19	19-02-19	MLSE Ingress Egress Red Velvet Concert
19-02-14	19-02-14	CZ & AZ Dealer Roundtable Meeting
Parking Lots/Outdoor Event Space - Count: 1		
19-02-11	19-04-30	SSHA Construction Lay Down Area
March, 2019 - Count: 15		
Beanfield Centre - Count: 8		
19-03-27	19-03-29	The Ontario Public Health Convention 2019
19-03-20	19-03-21	CCIC 2019
19-03-30	19-03-30	TDSB Parent Conference - Parents As Partners 2019
19-03-22	19-03-23	USANA Canada National Celebration - Toronto
19-03-20	19-03-20	Microsoft Canada: Future Now
19-03-15	19-03-17	China-U.S.-Canada New Economic Innovation Summit 2019
19-03-01	19-03-01	CNEA Board Meeting March 2019
19-03-04	19-03-05	Canadian Tire Ontario Dealers Meeting
Better Living Centre - Count: 1		
19-03-11	19-03-17	SpringFestTO
Enercare Centre - Count: 4		
19-03-27	19-03-31	One of a Kind Spring Show & Sale 2019
19-03-02	19-03-03	Toronto Antique & Vintage Market and Toronto Vintage Clothing Show
19-03-26	19-03-26	Moving to Acceptance: How to Address Vaccine Hesitancy in your Busy Practice
19-03-25	19-03-27	Academy of Canadian Cinema & Television
Parking Lots/Outdoor Event Space - Count: 1		
19-03-06	19-03-07	Basecamp: Handmaids Tale
Queen Elizabeth Building - Count: 1		
19-03-04	19-03-11	Float Build for St. Patrick's Parade Society of Toronto