

Appendix B
Sales & Event Management Activities

Social Media

	January	February	March
Impressions	- Twitter: 9k - Facebook: 2.6kk - Instagram: 2.2k	- Twitter: 6.9k - Facebook: 11.3k - Instagram: 5.6k	- Twitter: 5.9k - Facebook: 4.7k - Instagram: 11.2k
Number of Posts	- Twitter: 7 - Facebook: 7 - Instagram: 8	- Twitter: 11 - Facebook: 10 - Instagram: 10	- Twitter: 19 - Facebook: 10 - Instagram: 8
Net Growth	- Twitter: +3 - Facebook: -2 - Instagram: +2	- Twitter: + - Facebook: +1 - Instagram: +4	- Twitter: +2 - Facebook: +19 - Instagram: +23

Online News Coverage - # of Hits

	January	February	March
Enercare Centre	217	375	317
Beanfield Centre	49	3	7
Exhibition Place	82	20	59

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: 33
Meetings/Conventions/Conferences	6
Consumer/Trade Shows	9
Sporting Events/Walks/Marathons	5
Exams/Education	0
Film/TV/Basecamp	5
Festivals	2
Other	6

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Q1 Quarterly Report - Event Summary	
Description	
January, 2022 - Count: 1	
Beanfield Centre - Count: 1	
	2022 Cerise Event Related Charges
February, 2022 - Count: 2	
Enercare Centre - Count: 1	
	Collision Conference 2022 On-Site Meetings
Queen Elizabeth Building - Count: 1	
	MLSE Grow Lights Storage 2022
March, 2022 - Count: 2	
Enercare Centre - Count: 2	
	MLSE Ingress/Egress WWE Event
	TABIA Office Location 2022