

Appendix B
Sales & Event Management Activities

Social Media

	April	May	June
Impressions	- Twitter: 6,802 - Facebook: 10,987 - Instagram: 23,834 - LinkedIn: 6,207	- Twitter: 7,799 - Facebook: 12,435 - Instagram: 27,412 - LinkedIn: 10,455	- Twitter: 18,080 - Facebook: 19,374 - Instagram: 36,455 - LinkedIn: 15,008
Number of Posts	- Twitter: 12 - Facebook: 17 - Instagram: 15 - LinkedIn: 19	- Twitter: 21 - Facebook: 21 - Instagram: 50 - LinkedIn: 23	- Twitter: 42 - Facebook: 36 - Instagram: 87 - LinkedIn: 23
Net Growth	- Twitter: +1 - Facebook: +6 - Instagram: +15 - LinkedIn: +48	- Twitter: +16 - Facebook: +8 - Instagram: +159 - LinkedIn: +46	- Twitter: +14 - Facebook: -3 - Instagram: +58 - LinkedIn: +86

Online News Coverage - # of Hits

	April	May	June
Enercare Centre	98	233	622
Beanfield Centre	3	9	37
Exhibition Place	389	393	1259

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: 41
Meetings/Conventions/Conferences	15
Consumer/Trade Shows	10
Sporting Events/Walks/Marathons	1
Exams/Education	1
Film/TV/Basecamp	4
Festivals	5
Other	5

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Q2 Quarterly Report - Event Summary

	Start Date	End Date	Description
April, 2022 - Count: 1			
Parking Lots/Outdoor Event Space - Count: 1			
	04/09/22	10/23/22	Motorcycle Safety Course 2022
May, 2022 - Count: 1			
Enercare Centre - Count: 1			
	06/02/22	06/05/22	Baycrest Ride
June, 2022 - Count: 8			
Beanfield Centre - Count: 1			
	06/29/22	06/29/22	Humberside CI / Etobicoke School of the Arts 2022' Graduation
Beanfield Centre & Enercare Centre - Count: 1			
	06/20/22	06/23/22	Collision 2022
Parking Lots/Outdoor Event Space - Count: 6			
	06/18/22	06/18/22	Toronto Waterfront 10k 2022
	06/24/22	06/24/22	Thomas Foster Picnic
	06/16/22	10/29/22	MLSE - Argos Fans seating area 2022
	06/25/22	12/31/22	MLSE Activations 2022
	06/21/22	06/21/22	CNE Staff BBQ 2022
	06/26/22	12/31/22	MLSE TFC Soccer Celebration Activations 2022