

Appendix B
Sales & Event Management Activities

Social Media

	October	November	December
Impressions	- Twitter: 4,686 - Facebook: 113,514 - Instagram: 166,194 - LinkedIn: 5,730	- Twitter: 6,859 - Facebook: 42,851 - Instagram: 44,545 - LinkedIn: 6,543	- Twitter: 5,663 - Facebook: 21,703 - Instagram: 86,373 - LinkedIn: 6,513
Number of Posts	- Twitter: 15 - Facebook: 18 - Instagram: 35 - LinkedIn: 17	- Twitter: 36 - Facebook: 32 - Instagram: 49 - LinkedIn: 19	- Twitter: 17 - Facebook: 26 - Instagram: 37 - LinkedIn: 21
Net Growth	- Twitter: -2 - Facebook: +2 - Instagram: +43 - LinkedIn: +20	- Twitter: -35 - Facebook: +7 - Instagram: +312 - LinkedIn: +30	- Twitter: -13 - Facebook: -1 - Instagram: +263 - LinkedIn: +33

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	162	57	41
Beanfield Centre	196	18	3
Exhibition Place	3.2	256	430

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.

Q4 Sales Performance - # of contracted events booked

	Total # of Events: 31
Meetings/Conventions/Conferences	7
Consumer/Trade Shows	7
Sporting Events/Walks/Marathons	0
Banquet	1
Exams/Education	2
Film/TV/Basecamp	1
Festivals	2
Other	11

4th Quarter Report - Event Summary

Description
October, 2022 - Count: 26
Beanfield Centre - Count: 8
CSSA Conference 2022
Diwali - A Night to Shine 2022 - COVID postponement (was 2020)
Wine Tasting & Auction (Grand Cru)
NO-DIG North 2022
Consulate General of Brazil
Spirit of Hope Gala 2022
WEAR 2022
Harvard AMDP Site Visit and Team Project Meeting
Import Expo Fall 2022
The Fall Baby Show 2022
ZoomerShow Toronto 2022
Ontario College Information Fair
Toronto Waterfront Marathon Expo 2022
Franchise Canada Show Toronto 2022
CT100 Celebration Event Cocktail Party and VIP Reception
Navrang Navratri Garba 2022
MLSE Ingress/Egress Concert Jack Harlow
Build a Dream
Garba Festival 2022
MLSE Ingress/Egress AEW
MLSE Ingress Egress: Wisin y Yandel show
MLSE Platinum Seat Storage during RAWF 2022
BMW M50th Celebration Event
VIP Event The Bentway Signature Program 2022
TREC 2022 Educational Sessions
Basecamp Longing

report continued on next page...

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November, 2022 - Count: 24

All Buildings & Outdoor Space - Count: 1

Holodomor Commemoration 2022'

Beanfield Centre - Count: 12

Canadian Alliance to End Homelessness 2022

2022 ACG Toronto Capital Connection

OREA 2022 Reality Conference

2022 ACFE Fraud Conference Canada

15th Annual Chief's Gala - In Support of Victim Services

ServiceNow World Forum 2022

Negev Dinner 2022

ORBA 2022 President's Tour

CEM Courses 2022

HIMSS Ontario Chapter Digital Health Innovation Conference

CAEM Board Strategic Planning Meeting

Windshare AGM 2022'

Enercare Centre - Count: 5

One of a Kind Winter Craft Show 2022

Royal Agricultural Winter Fair 2022

BROS x DOES

MLSE Ingress/Egress Stroma

MLSE Ingress/Egress Marlies

Parking Lots/Outdoor Event Space - Count: 4

Wedding Photography: Karen Toro/Daniel Baccus

Basecamp - Fellow Travelers

Basecamp - Dream Scenario

Fellow Travelers North Productions Inc. Film Shoot

Queen Elizabeth Building - Count: 2

School Library Resource Fair - Fall 2022

ExAc Exams 2022

December, 2022 - Count: 9

Beanfield Centre - Count: 2

ArcticNet 2022 Annual Scientific Meeting

2022 Canada's Walk of Fame Awards Show Gala

Better Living Centre - Count: 1

Winter Wonderland 2022

Enercare Centre - Count: 6

Jurassic Quest

Toronto Regionals - Pokémon 2022

Howliday Market

Toys For Tots Canada 2022

MLSE Ingress/Egress Marlies

MLSE Ingress/Egress WWE Holiday Live