

REPORT FOR ACTION

Business Travel International Association of Venue Managers (IAVM) and Participation in Venue Management School

Date: May 25, 2023

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: All

SUMMARY

This report recommends approving travel expenses for Justin Sweeney, IT / Telecommunications Manager to attend the second and final year of the International Association of Venue Managers (IAVM), Venue Management School.

The staff member was on a wait list and got contacted on May 3, 2023 that an opening is available for the upcoming IAVM program, scheduled June 4-10 2023.

The Chair of the Board in consultation with the CEO of Exhibition Place on May 4, 2023 approved the travel expenses pursuant to the authority under the Board Financial By-law 2-18, Article X and seek concurrence of the Board.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board concur with the action taken by the Chair of the Board and the Chief Executive Officer in approving the travel expenses for Justin Sweeney, IT / Telecommunications Manager to attend the International Association of Venue Managers School in Tampa, Florida from June 4 to June 10, 2023, at a cost not expected to exceed \$6,500 plus HST, for flight, accommodation, and incidental expenses.

FINANCIAL IMPACT

Funding for participation in IAVM is contained in the 2023 Operating Budget for professional development.

DECISION HISTORY

The Board's current Business / Membership / Travel and Reimbursement Policy indicates for its employees that for business travel expenses exceeding \$3,500 net of taxes must be approved by the Board.

COMMENTS

The IAVM Venue Management School is a one-week intensive instruction in each of two consecutive years and is designed to enhance the professional education of managers of public assembly facilities.

The IAVM Venue Management School (VMS) was founded in 1987 on the premise that professional management of public assembly venues required professional education. It provides a one-week intensive instruction designed to enhance the professional education of managers of public assembly. This program has grown to be considered the benchmark in venue management education.

Attendees learn the core fundamentals of public assembly venue management from the best in the business that operate public assembly facilities. The school is designed for all levels of facility management and operational staff and offers instruction by top facility managers on a variety of topics including all aspects of facility management practices / principles and current industry issues. Both seasoned managers and people new to the industry find the school to be exceptionally valuable.

The VMS curriculum covers topics such as event management, life safety, marketing and advertising, crowd management, and the guest experience. The second year of VMS covers areas such as leadership and image, cost control, risk management and insurance, and strategic business planning.

The Board historically has sent two (2) staff annually to the IAVM VMS. One in the first year and one in the second year so that in each year we have a graduate.

VMS CURRICULUM

The content, format, and structure of the instructional program were developed by the Board of Regents in cooperation with IAVM's Education Council. The curriculum continues to evolve to reflect changes in the profession and the venue industry. Upon acceptance, students will receive course material developed by the VMS Instructors. Below are tentative topics covered in the school year. In addition, staff will get a chance over the course of a week to interact with industry professionals and share best practices in the exhibition Industry.

1ST YEAR VMS CLASS

- 101 Labor Relations
- 102 Event Management
- 103 Managing Human Resources
- 104 Booking & Scheduling
- 105 In-House vs. Contract Services
- 106 Venue & Event Security
- 107 Financial Management I
- 108 Tenant/Management Relations
- 109 Marketing, Advertising & Public Relations
- 110 Stage Operations
- 111 Team Building
- 112 Crowd Management
- 113 Developing Employee Potential
- 114 Venue Operations
- 115 Media Relations
- 116 Box Office & Ticketing
- 117 Accessibility
- 118 Sustainability & Green Initiatives
- 119 Customer Service

2ND YEAR VMS CLASS

- 201 Architecture & Construction
- 202 Winning Politics
- 203 Diversity & Inclusion
- 204 Making and Delivering the Deal
- 205 Revenue Sources
- 206 Planning Life Safety II
- 207 Financial Management II
- 208 Producing In-House Events
- 209 Risk Management
- 210 Food Service Management
- 211 Leadership
- 212 Effective Communication
- 213 Employee Training Programs
- 214 Technology
- 215 Strategic Business Planning
- 216 Approaches to Management
- 217 Creativity in the Workplace
- 218 Venue Law
- 219 Enhancing the Experience

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer