

Appendix B
Sales & Event Management Activities

Social Media

	April	May	June
Impressions	- Twitter: 3,080 - Facebook: 31,893 - Instagram: 171,850 - LinkedIn: 8,314	- Twitter: 4,272 - Facebook: 75,273 - Instagram: 44,406 - LinkedIn: 10,565	- Twitter: 4,298 - Facebook: 77,061 - Instagram: 128,004 - LinkedIn: 11,009
Number of Posts	- Twitter: 15 - Facebook: 21 - Instagram: 45 - LinkedIn: 28	- Twitter: 26 - Facebook: 29 - Instagram: 60 - LinkedIn: 35	- Twitter: 39 - Facebook: 39 - Instagram: 158 - LinkedIn: 24
Net Growth	- Twitter: -9 - Facebook: +15 - Instagram: +461 - LinkedIn: +37	- Twitter: 0 - Facebook: +40 - Instagram: +26 - LinkedIn: +37	- Twitter: -3 - Facebook: +30 - Instagram: +389 - LinkedIn: +60

Online News Coverage - # of Hits

	April	May	June
Enercare Centre	350	228	1607
Beanfield Centre	40	24	114
Exhibition Place	1149	1028	2195

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: 51
Meetings/Conventions/Conferences	14
Consumer/Trade Shows	17
Sporting Events/Walks/Marathons	2
Banquets	0
Exams/Education	2
Film/TV/Basecamp	2
Festivals	3
Other	11

Appendix B Sales & Event Management Activities

2nd Quarter Report - Event Summary

Description	
April, 2023 - Count: 21	
Beanfield Centre - Count: 8	
	TDSB Unleashing Learning Conference 2023
	OAME 2023 Annual Conference
	BBPA 41st Harry Jerome Awards 2023
	Diversity Procurement Fair 2023
	Private Banker National Conference
	TD CPB Spring Town Hall
	Waterfront Secretariat Public Meeting
	Therme Group office
Better Living Centre - Count: 4	
	Khalsa Day Celebration 2023
	The Artist Project 2023
	ImportExpo Inc. Spring 2023
	MAC Eid Festival 2023
Enercare Centre - Count: 5	
	OVA Provincial Championships 2023
	Planted Expo
	Restaurants Canada 2023
	The Baby Show Spring 2023
	MLSE Ingress/Egress Lewis Capaldi Concert
Parking Lots/Outdoor Event Space - Count: 2	
	Motorcycle Safety Course 2023
	TREC 2023 Educational Sessions
Queen Elizabeth Building - Count: 2	
	Toronto Antique and Vintage Market and Toronto Vintage Clothing Show 2023
	School Library Resource Fair Spring 2023
May, 2023 - Count: 18	
Beanfield Centre - Count: 4	
	e-Health 2023 - Canada's National Conference & Tradeshow
	EUREKA , the California Wine Experience
	Payments Canada Summit 2023
	Healthcare Leadership Meeting
Beanfield Centre & Enercare Centre - Count: 1	
	HOSA Canada 2023
Enercare Centre - Count: 6	
	SIAL SET Canada 2023
	Condo Living Expo 2023
	The Electric Autonomy EV & Charging Expo
	2023 FCM Conference Host City Closing Gala
	CNE Association Annual Meeting 2023
	MLSE Ingress/Egress Kalis Uchis
Horse Palace - Count: 1	
	"Fairview" Stills Photo Shoot
Parking Lots/Outdoor Event Space - Count: 3	
	Campfire Circle - Sporting Life 10K Post Race Celebration
	MLSE Activations 2023
	Community Event: Spring/Summer Yoga Series
Queen Elizabeth Building - Count: 3	
	Toronto Marathon Expo 2023
	Mayfest 2023
	Toronto Career Fair & Training Expo
June, 2023 - Count: 15	
Beanfield Centre - Count: 5	
	Trade Commissioners Office / Collision B2B 2023
	CBAM Aesthetic Congress 2023
	OpportuniTEA Fundraiser
	Humberside CI / Etobicoke School of the Arts 2023' Graduation
	CNEA Annual Briefing Meeting 2023
Beanfield Centre & Enercare Centre - Count: 1	
	AWWA ACE 2023
Better Living Centre - Count: 1	
	Pink Floyd Exhibition: Their Mortal Remains
Enercare Centre - Count: 2	
	Collision 2023
	Bike for Brain Health 2023
Parking Lots/Outdoor Event Space - Count: 5	
	The 2023 Princess Margaret Ride to Conquer Cancer
	Under Armour Toronto 10K
	Taco Fest
	Rose Picnic
	MLSE - Argos Fans Seating Area 2023
Queen Elizabeth Building - Count: 1	
	F2FTA1:D76our Weekend