

Appendix B
Sales and Event Management Activities

Social Media

	October	November	December
Impressions	▪ Twitter: 2,494 ▪ Facebook: 65,335 ▪ Instagram: 92,772 ▪ LinkedIn: 8,847	▪ Twitter: 4,421 ▪ Facebook: 27,365 ▪ Instagram: 28,813 ▪ LinkedIn: 14,339	▪ Twitter: 1,686 ▪ Facebook: 15,249 ▪ Instagram: 15,027 ▪ LinkedIn: 8,561
Number of Posts	▪ Twitter: 21 ▪ Facebook: 18 ▪ Instagram: 47 ▪ LinkedIn: 20	▪ Twitter: 13 ▪ Facebook: 18 ▪ Instagram: 73 ▪ LinkedIn: 19	▪ Twitter: 15 ▪ Facebook: 14 ▪ Instagram: 17 ▪ LinkedIn: 9
Net Growth	▪ Twitter: -1 ▪ Facebook: +72 ▪ Instagram: +145 ▪ LinkedIn: +47	▪ Twitter: 8 ▪ Facebook: -4 ▪ Instagram: +522 ▪ LinkedIn: +72	▪ Twitter: -8 ▪ Facebook: +2 ▪ Instagram: +88 ▪ LinkedIn: +68

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	205	88	26
Beanfield Centre	5	7	12
Exhibition Place	302	413	327

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: 25
Meetings/Conventions/Conferences	10
Consumer/Trade Shows	5
Sporting Events/Walks/Marathons	1
Banquets	0
Exams/Education	3
Film/TV/Basecamp	1
Festivals	1
Other	4

Appendix B Sales and Event Management Activities

4th Quarter Report - Event Summary

Description
October, 2023 - Count: 20
Beanfield Centre - Count: 8
Diwali - A Night to Shine 2023
ServiceNow World Forum 2023
BFUTR 2023 (The Black Professionals in Tech Network)
Ontario Long Term Care Association - 2023
TD Wealth and Insurance Leadership Conference
TD Bank TECE AVP + Townhall Meeting
Association CEO Forum presented by Halmyre & D2L
CPB Meeting
Beanfield Centre & Enercare Centre - Count: 1
TD SMG 2023
BMO Field - Count: 1
MLSE Pink Truck Fundraiser with Toronto Fire Fighters
Enercare Centre - Count: 7
Toronto Waterfront Marathon Expo 2023
Navrang Navratri Festival Canada 2023
BeautyX 2023
Dreamer Day Fest 2023
Ontario College Information Fair 2023
Pokemon Regional Championships 2023
The Dodger
Parking Lots/Outdoor Event Space - Count: 1
Toronto Waterfront 5k
Queen Elizabeth Building - Count: 2
Toronto Game Expo Fall
2023/2024 OFA Youth / Cadet Circuit #1
November, 2023 - Count: 19
Beanfield Centre - Count: 12
16th Annual Chief's Gala - In Support of Victim Services
2023 ACG Toronto Capital Connection
CSSA Conference 2023
Canadian Spinal Cord Injury Rehabilitation Association 10th National Spinal Cord Injury Conference 2023
Negev Dinner 2023
ONTARIO ASSOCIATION OF GASTROENTEROLOGY (OAG 2023)
Spirit of Hope Gala 2023
ExAC Exams 2023
CEM Courses 2023
Krembil UHN International Nurses' Conference 2023
NDEB Virtual OSCE Examination - November 2023
Housing Summit 2023
Enercare Centre - Count: 3
Royal Agricultural Winter Fair 2023
One of a Kind Winter Craft Show 2023
BROS x DOES
Queen Elizabeth Building - Count: 4
Community Rocks 2022 (now 2023)
School Library Resource Fair - Fall 2023
Holodomor Memorial Concert 2023'
MLSE - Toronto Raptors Court Repair Area
December, 2023 - Count: 10
Beanfield Centre - Count: 5
Toronto Labour Arbitration and Policy Conference
2023 Evanta Toronto CISO, CHRO & CDAO Executive Summits
The Bora Laskin Award
Tundra Technical Solutions Year End Awards Ceremony, Gala
Elementary Teachers of Toronto (ETT) 2023
Better Living Centre - Count: 2
Winter Wonderland 2023
SSHA - Respite Warming Centre
Enercare Centre - Count: 2
Toronto Kids Fashion Week
Toys For Tots Canada 2023
Parking Lots/Outdoor Event Space - Count: 1
New Years Eve Drone Show