

Appendix B
Sales & Event Management Activities

Social Media

	January	February	March
Impressions	- Twitter: 3,475 - Facebook: 28,619 - Instagram: 108,161 - LinkedIn: 10,876	- Twitter: 772 - Facebook: 30,733 - Instagram: 19,535 - LinkedIn: 9,938	- Twitter: 904 - Facebook: 25,894 - Instagram: 73,767 - LinkedIn: 9,001
Number of Posts	- Twitter: 4 - Facebook: 6 - Instagram: 25 - LinkedIn: 5	- Twitter: 5 - Facebook: 6 - Instagram: 16 - LinkedIn: 11	- Twitter: 5 - Facebook: 7 - Instagram: 68 - LinkedIn: 8
Net Growth	- Twitter: -5 - Facebook: +7 - Instagram: +990 - LinkedIn: +80	- Twitter: +0 - Facebook: +9 - Instagram: +157 - LinkedIn: +66	- Twitter: -4 - Facebook: +5 - Instagram: +328 - LinkedIn: +79

Online News Coverage - # of Hits

	January	February	March
Enercare Centre	184	372	701
Beanfield Centre	9	6	5
Exhibition Place	308	325	701

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.

Q1 Sales Performance - # of contracted events booked

	Total # of Events: 50
Meetings/Conventions/Conferences	15
Consumer/Trade Shows	16
Sporting Events/Walks/Marathons	2
Banquets	1
Exams/Education	2
Film/TV/Basecamp	0
Festivals	0
Other	14

1st Quarter Report - Event Summary

Description	
January, 2024 - Count: 6	
Beanfield Centre - Count: 3	
	Night Economy Town Hall NMMA Canadian Hall of Fame Awards Breakfast 2024 Black History Month Kick-Off
Enercare Centre - Count: 3	
	Toronto International Boat Show 2024 MLSE Marlies Ingress/Egress 2024 2024 Oak View Group (OVG) Event Related Charges
February, 2024 - Count: 15	
Beanfield Centre - Count: 6	
	Canadian Public Accountability Board 2024 All Team Meeting The National Dental Examining Board of Canada AFK Examinations - February 2024 Tim Hortons Winter Regional Meeting HWTC Hospitality Job Fair 2024 Royal College of Physicians and Surgeons of Canada Written Exams - Spring Exams 2024 Basiri Consulting Inc
Enercare Centre - Count: 8	
	The Motorcycle Show ~ Toronto 2024 2024 NHL All-Star Friday Night I Heart Beer & Taco Festival Honda Canada Dealer Meeting 2024 MLSE Concert Ingress/Egress 2024 Penske Vehicle Services Detailing 2024 Integrated Automotive Group - Detailing 2024 Honda/Logistics Dealer Meeting 2024
Queen Elizabeth Building - Count: 1	
	ADCC Open Toronto
March, 2024 - Count: 11	
Beanfield Centre - Count: 2	
	The Ontario Public Health Convention 2024 NDEB Virtual OSCE Exams - March 2024
Enercare Centre - Count: 6	
	National Home Show 2024 One of a Kind Spring Show & Sale 2024 Planted Expo CannExpo MLSE Storage 2024 MLSE AEW Ingress/Egress & Storage 2024
Queen Elizabeth Building - Count: 3	
	Toronto Game Expo Spring St Patrick's Parade Toronto - Floats Build and Storage 2024 Loving Cats Worldwide's Toronto Cat Extravaganza and Rescue Awareness Event in collaboration with the Toronto Cat Rescue