

REPORT FOR ACTION

Business Travel IAVM and participation in Venue Management School

Date: April 10, 2025
To: The Board of Governors of Exhibition Place
From: Don Boyle, Chief Executive Officer
Wards: Ward 10 - Spadina - Fort York

SUMMARY

This report recommends approval of travel expenses for two staff, Stirling Bogey, Senior Event & Meeting Coordinator and Mike Carstenson, Facility Coordinator to attend the first year and the second year respectively of the International Association of Venue Managers (IAVM), Venue Management School (VMS).

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board authorize travel expenses for Mike Carstensen, Facility Coordinator, and Stirling Bogie, Senior, Event & Meeting Coordinator to attend the International Association of Venue Managers School in Palm Springs, California from June 7 to June 12, 2025, at a cost not expected to exceed \$6,500 each plus HST for flights, accommodation, and incidental expenses per registrant.

FINANCIAL IMPACT

Funding for participation in IAVM school is contained in the 2025 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 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

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SIGNATURE

Don Boyle
Chief Executive Officer