



Accounting Services Division  
Corporate Accounts Payable

### Corporate Business Expense Claim

Attendance at Conference/ Seminars/ Training, and  
Business Travel

Conference     Seminar     Training     Business Travel

This form should be submitted within 10 business days of return from the conference/seminar.

Attach original approved "Request for Authorization Form" and all original receipts.

Foreign Currency Exchange Rate** Exchange Rate applied to convert from local currency to CAD =			Invoice Number** EXP/JN/18 - JN19/19	
Vendor Name** Hye Soo Kim			Vendor Number**	
Division** EDC	Work Address** 399 The West Mall	Postal Code** M9C 2Y2	Invoice Date** (m/d/yyyy) 04-Jun-19	
Name of Conference / Seminar / Training / Business Travel** Arts Reach Unlimited Conference			Payment Amount** \$0.00	
Start Date** (m/d/yyyy) 18-Jun-19		End Date** (m/d/yyyy) 19-Jun-19		

Description	GL Account **	Cost Centre/ WBS Element/ Internal Order **	Functional Area **	Net Amount **	HST **	Total Including Taxes **
Registration Fees	4256	AH0014 Denise Dickin Pcard	1560300000			298.27
Travel <input type="checkbox"/> Air <input type="checkbox"/> Train <input type="checkbox"/> Bus						0.00
Use of Personal Vehicle kms X \$0. /km						0.00
Accommodation days @ \$ /day						0.00
Ground Transportation ie: taxis and car rental						0.00
Ground Transportation ie: taxis and car rental						0.00
*Foreign Transactions- NO TAX*						0.00
Per Diem (See Bus. Expense Policy) days @ \$ /day						0.00
Other (Please specify)						0.00
Training	4310					0.00
<b>TOTAL EXPENSES</b>						298.27
Less: Advances & Prepayments: *Mandatory if applicable						
SAP Document Number / Pcard transaction Number: 1200030469						
Registration Fees	4256	AH0014 Denise Dickin Pcard	1560300000	-	-	4256.00
Air Travel				-	-	0.00
Advances (Conf/Sem)	4250			-	-	4250.00
Advances (Bus. Travel)	4204			-	-	4204.00
<b>Total Advances &amp; Prepayment Amount**</b>						8710.00
<b>TOTAL PAYABLE TO INDIVIDUAL/CITY</b>						298.27

Employee Name: Hye Soo Kim  
Title: Arts Program Officer, Arts Services  
Date: 03-Jul-19  
Telephone: [Redacted]  
Signature: [Redacted]

Authorized by: Najma Patison  
Title: Manager, Arts Services  
Date: 03-Jul-19  
Telephone: [Redacted]  
Signature: [Redacted]

**\*\*This form may not be altered in any manner. All mandatory fields must be completed and filled in electronically. Incomplete forms will be returned to the originator for corrections prior to being processed for payment. Hand written forms will not be accepted and will be returned to the division.**

Important note: Employees seeking reimbursement and program administration staff are responsible for blacking out or severing the full credit card numbers and/or non-business phone numbers that may appear on original receipts before sending to Accounts Payable for processing.

ASF 0030.02

May 2011 Updated: April 2015

### Request for Authorization

#### Attendance at Conferences/Seminars, Training and Business Travel

This form should be completed and the necessary approvals obtained at least 10 business days in advance of undertaking any training, business travel, and/or attending any conference/seminar.  
The \$3,500 limit does not apply to training. Please refer to the completion guidelines of this form and all related policies.

Conference  Seminar  Training  Business Travel

Name:	Hye Soo Kim		
Division:	Economic Development & Culture		
Work Address:	Etobicoke Civic Centre, 399 The West Mall, Toronto ON M9C 2Y2		
Name of Conference/Seminar/Training:	Canadian Arts Marketing, Development & Ticketing Conference presented		
	Within GTA <input checked="" type="checkbox"/>	Outside GTA & within Ontario <input type="checkbox"/>	Outside Ontario/Canada <input type="checkbox"/>
Destination:	Twenty Toronto Street Conference Center, 20 Toronto Street, Toronto ON M5C 2B8		
Start Date:	18-Jun-19	End Date:	19-Jun-19
Are breakfast, lunch and/or dinner meals provided by the Sponsor? Please specify: (Meals will be deducted from per Diem as stated in Business Exp Policy)			
Lunch is provided on June 19. No other meals are provided.			
<b>Purpose: Use space provided below for full description</b>			
The purpose of attending this conference is to learn about the strategies involved in digital marketing, revenue growth, diversifying audience, trends in content marketing and more, specifically geared towards in the Canadian arts sector. Some of the relevant topics covered includes reaching audiences in a post-social media world, attracting and keeping the right audiences, building audience with community partners, and capturing data for free and non-ticketed events. This training is highly relevant to the operations of Etobicoke Civic Centre Art Gallery and the Assembly Hall, as both sites use social media to reach and help build diverse audience, work with community partners and provide free and non-ticketed events. Please note: the conference is offering a 3 for 1 attendance for this price. If Hye Soo is approved to attend, we will offer the other spots first to Arts Services staff and then to ACS as a whole, if there is still a vacancy.			
<b>ESTIMATED COSTS: (The estimated costs should include HST and all other applicable taxes)</b>			
*Use Exchange rate(s):	1 unit local currency =	\$ 1.35	CAD
	1 unit local currency =	\$	
	1 unit local currency =	\$	
Registration Fees: (Conference/Seminar/Training)		\$649.00	\$873.45
Accommodation: (Standard Single Room)			
Number of Days: X \$ /day incl. taxes		N/A	N/A
Travel Method:			
Air <input type="checkbox"/> Train <input type="checkbox"/> Bus <input type="checkbox"/>			
Personal Vehicle: km X \$0. CAD/km		N/A	N/A
Ground transportation: (including car rental, to/from airports) Specify estimates:		N/A	N/A
Sundry Expenses: (See Business Expense Policy; Meals provided are deducted)			
Number of Days: X \$00 CAD or USD		N/A	N/A
<b>Sub-Total Estimated Costs:</b>		\$649.00	\$873.45
- Other Business Meeting expenses outside of Conference costs, please specify:			
		N/A	N/A
<b>TOTAL ESTIMATED COST:</b>		\$649.00	\$873.45

\* Divided 3 way

Cost Centre/ WBS Element to be charged:	AH0014
Functional Area to be charged:	1560300000

I certify that all estimated costs relating to this travel are accurate and correct.

Signature of Employee: \_\_\_\_\_ (date) May 22, 2019

I have confirmed that approved funds are available for this purpose:

Approval for Proposed Expense  
 Division Head or MIKE WILLIAMS \_\_\_\_\_ (signature) (date) MAY 27 2019

Deputy City Manager: \_\_\_\_\_ (signature) (date)

City Manager/Mayor: \_\_\_\_\_ (signature) (date)

Committee & Report No. (if applicable) \_\_\_\_\_ (date)

RECEIVED  
MAY 27 2019

**REPORT ON CONFERENCE**

**Employee Name:** Hye Soo Kim  
**Division:** Economic Development & Culture  
**Date Submitted:** July 03, 2019

**Name of Conference:** Arts Reach Unlimited (Canadian Arts Marketing, Development & Ticketing Conference)  
**Location:** 20 Toronto Street  
**Date(s) Attended:** June 18 – 19, 2019

**Describe the benefits from attending the Conference (including any benefits to you and to the City):**

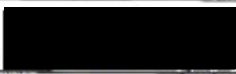
*Andrew Thomas, Alan Gelfand: NO! We need to be MORE like Airlines!*  
This plenary session discussed some of the pricing strategies used by airline companies and what arts organizations can learn from them. I learned about the journey of a customer and practices on dynamic pricing strategies on ticketed events. Some of the strategies discussed can be implemented at the Assembly Hall's ticketed events to help diffuse crowds in certain dates and times.

*Keith Tomasek, Dorothy Downs, Drea Kerr: Building Your Audience with Community Partners*  
This panel provided ideas on how to get beyond the obvious strategies in reaching audience. ECC Art Gallery could use some of the ideas discussed, for example, utilizing Facebook to co-host events and invest in simple products such as coasters to raise awareness.


*Douglas McLennan: So Now What? How Will You Reach Audiences in the Post-Social Media World?*  
This keynote provided insights on the current state of social media. I learned that social media is not going away and Instagram is still one of the most popular platform amongst younger generation. Assembly Hall does not have an Instagram account yet so it may be beneficial for it to sing up for an account to reach new audience.

*Keith Tomasek: One-on-one session*  
This one-on-one session focused on email marketing strategies. ECC Art Gallery could utilize email newsletters to facilitate audience engagement by sending out more than 4 emails a year with more engaging content and language.

**Financial benefits:**  
3-in-1 early bird registration allowed 2 other employees (Lory Diaz and Emma Ward) to attend the conference.

**Employee's signature:**  **Date:** July 03, 2019

**Approved by (please print):** MIKE WILLIAMS  
Director, Head of Department

**Signature:**  **Date:** JUL 09 2019

**Note:** Please complete this form within 10 days after attending the conference.

**RECEIVED**  
**JUL 05 2019**

Doc.Type : Z1 ( P-Card Process ) Normal document					
Doc. Number	1200030469	Company Code	CITY	Fiscal Year	2019
Doc. Date	06/04/2019	Posting Date	06/28/2019	Period	06
Calculate Tax	<input type="checkbox"/>				
Ref.Doc.	ARTS REACH UNLIM				
Doc. Currency	CAD				
Doc. Hdr Text	P-Card 5269-29 DICKIN, DE				

Item	PK	Account	Account short text	Tx	Cost Ctr	WBS element	Amount	Text	FM	Purch.Doc.	Functional Area
1	50	215255	PCARD BALANCING				894.80-	ARTS REACH UNLIMITED			
2	40	4256	CONF/SEM - REGIST FE	FO	AH0014		894.80	ARTS REACH UNLI_CONFERENCE REG-TORONTO - H.KIM,E.			1560300000
							0.00				

Divided 3 ways  
 $894.80 / 3 = 298.266$