



# Corporate Business Expense Claim

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

Accounting Services Division  
Corporate Accounts Payable

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 =			(if applicable)		Invoice Number** EXP/JN/18 - JN19/19
Vendor Name** Loreanet (Lory) Diaz					Vendor Number**
Division** EDC	Work Address** 8th floor - 55 John Street	Postal Code** M5V 3C6	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			298.26 <del>894.90</del>
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 *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>						<b>298.26</b> <del>894.90</del>
<b>Less: Advances &amp; Prepayments:</b> *Mandatory if applicable		SAP Document Number / Pcard transaction Number: 1200030469				
Registration Fees	4256	AH0014 Denise Dickin Pcard	1560300000	-	-	<del>894.90</del> - 298.26
Air Travel				-	-	-
Advances (Conf/Sem)	4250			-	-	-
Advances (Bus. Travel)	4204			-	-	-
<b>Total Advances &amp; Prepayment Amount**</b>						<b>-849.90</b> - 298.26
<b>TOTAL PAYABLE TO INDIVIDUAL/CITY</b>						<b>\$0.00</b>

Employee Name: Loreanet (Lory) Diaz  
Title: SAB, Arts Services  
Date: 03-Jul-19

Authorized by: Nadira Pattison  
Title: Manager, Arts Services  
Date: 03-Jul-19

Telephone: [Redacted]

Telephone: [Redacted]

Signature: [Redacted]

Signature: [Redacted]

**\*\*This form may not be altered in any manner. All mandatory fields must be completed and filed 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.

**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:	Lorenet (Lory) Diaz		
Division:	EDC - Arts Services		
Work Address:	Metro Hall, 8th floor - 55 John Street, Toronto, M5V 3C6		
Name of Conference/Seminar/Training:	ArtsReach - Canadian Arts Marketing, Development & Ticketing Conference		
	Within GTA <input checked="" type="checkbox"/>	Outside GTA & within Ontario <input type="checkbox"/>	Outside Ontario/Canada <input type="checkbox"/>
Destination:	20 Toronto Street Conference Centre, Toronto, M5C 2B8		
Start Date:	June 18 2019	End Date:	June 19 2019
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 provided June 19 - no other meals provided.			
Purpose: Use space provided below for full description			
Purpose of attending the ArtsReach conference is to learn about digital marketing, audience diversification and growth, content management and related trends focused on the Canadian arts sector. Specific talks of interest at the conference include reaching audiences in a post-social media world, building your audience with community partners and digital and traditional marketing mix. This conference would help me develop my current set of skills and knowledge, as I am presently assisting the Cultural Hotspot team with social media content, posts and strategies. More importantly though, attending this conference would help develop the skills required to contribute successfully to Arts Services in the future, as understanding strong partnerships, audience diversification and revenue growth are key to developing strong and sustainable programming. Please note: May 31st is the deadline to register for a promotional 3-for-1 ticket price, and Arts Services has identified two other staff who are also interested and available to attend. The registration fee below would cover all three of us attending.			
<b>ESTIMATED COSTS: (The estimated costs should include HST and all other applicable taxes)</b>			
*Use Exchange rate(s):	1 unit local currency =	\$ 1.34	CAD
	1 unit local currency =	\$	
	1 unit local currency =	\$	
		Foreign Currency*	Canadian\$ (incl. tax)
Registration Fees: (Conference/Seminar/Training)		\$649	\$871
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			
		Sub-Total Estimated Costs:	649 871
Other Business Meeting expenses outside of Conference costs, please specify:		n/a	n/a
		<b>TOTAL ESTIMATED COST:</b>	\$649 \$871
Cost Centre/ WBS Element to be charged:	AH0014		
Functional Area to be charged:	1560300000		

\* Divided 3 Way  
23605/19

I certify that all estimated costs are correct and that the necessary approvals have been obtained for this form.

Signature of Employee: \_\_\_\_\_ (date) May 22 / 19

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

Approval for Proposed Expense

Division Head or MIKE WILLIAMS \_\_\_\_\_ (signature) MAY 28 2019 (date)

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:** Loreanet (Lory) Diaz  
**Division:** Economic Development & Culture – Arts Services  
**Date Submitted:** July 2, 2019

**Name of Conference:** Arts Reach National Arts Marketing, Development and Ticketing Conference  
**Location:** 20 Toronto Street Conference Centre, Toronto, ONT.  
**Date(s) Attended:** June 18 – 19, 2019

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

The 2019 Arts Reach conference was focused on revenue generation through increased ticket sales, as well as strategic marketing and partnership development, with many of the key speakers having a background in theatre and performing arts. Many of the panel discussions revolved around new and successful tactics and campaigns used by presenters at their respective organizations to increase attendance numbers. I found the following presentations most informative as they provided some key concepts and highlighted simple strategies that can be implemented almost immediately to increase reach online via social media platforms, as well as assist (Cultural Hotspot) partners to create more inclusive programming for neurodiverse audiences and participants.

**The Art of Communicating with Your Online Audiences**, presented by Jordy Yack - Communications Coordinator for FirstOntario Performing Arts Centre:

Currently my role as Support Assistant (B) with Arts Services requires that I help the Cultural Hotspot team with their online presence by managing their Instagram account and contributing towards their overall social media strategies. For this reason, I attended the presentation on *Communicating with Your Online Audience*. The main take-away was that there is a need to gather analytics on the users and followers of each social media platform to create content specific to those users.

The Cultural Hotspot team has been engaging in custom content creation for Facebook and Instagram, as we are aware that the demographic profile of users varies greatly overall on each platform. Many of the Cultural Hotspot SPARK projects are focused on youth-aged participants though, so increasing the reach of the account to connect with more youth-aged organizations, hashtags and trends would be beneficial. As recommended by Yack in the presentation, I will be familiarizing myself with the following free programs to assist in targeting the right audience on the various social media platforms: Google Analytics and PRIZM5. These two programs will help with understanding the interests of our followers, and creating content that promotes partner events, but also uses the current algorithm to draw users and activity towards the Cultural Hotspot social media platforms.

**Building Your Audience with Community Partners**, panel discussion featuring Dorothy Downs - Founder & ED of Forest City Film Festival, and Drea Kerr - Manager of Marketing & Development for Stratford Summer Music:

The Forest City Film Festival has an annual Partner Social, where business-to-business partners meet and connect allowing for future partnership opportunities to develop. This concept can be applied to the Cultural Hotspot, for partners to have an end of the season information sharing session to discuss the peaks and valleys of their programming. This would allow for SPARK and Signature partners to apply helpful tips and strategies to their own events in the future and create opportunities for collaboration.

Drea Kerr asks the SSM team every year, "Who should be participating, that isn't already?" The question led to the development of simple marketing tactic of incorporating the organization's brand into the common spaces of target audiences. One example provided was delivering coasters promoting their musical festival to their food and beverage partners. I believe this would work for the HOT Eats program, as it would let patrons of participating restaurants know about other local eateries in the Cultural Hotspot by directing them to the website or social media pages.

**Relaxed Performances: Who, Why and Now**, panel discussion with April Moon - Associate Director of Audience Services for the Canadian Stage, Karen Turner - Senior Manager of Patron & Operations Services for the Young Centre for the Performing Arts, and Aaron McFarlane - Director of Education & Community Engagement for the Toronto Symphony Orchestra:

I found this panel discussion to be the most important to the work of Arts Services, as it applies to the current EDC Divisional Strategy, specifically in the area of Inclusion & Equity. Panel members discussed the low-cost methods that organizations can use to implement relaxed performances, or aspects of, to be more inclusive to neurodiverse audiences. Aaron McFarlane presented the TSO's Visual Guide that was made available online prior to the April 2019 performance, and touched upon the training involved in preparing staff.

I believe that the individual Arts Services sites could create a Visual Guide, as a document or file available online, that caregivers could review with neurodiverse children or family members to prepare for visiting the space before a program or course. This would include simple statements that outline travel to the location, who they will be meeting, what they will be engaging in, and what to expect from the visit and program.

Employee's signature: \_\_\_\_\_

Date: July 2, 2019

Approved by (please print): \_\_\_\_\_

MIKE WILLIAMS

Division Head or Designate

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	PM	Purch.Doc.	Functional Area
1	50	215255	PCARD BALANCING				894.80-	ARTS REACH UNLIMITED			
2	40	4256	CONF/SEM - REGIST FE	P0	AH0014		894.80	ARTS REACH UNLI_CONFERENCE REG-TORONTO - H.KIM,E.			1560300000
1							0.00				

Divided 3 ways  
 $894.80 / 3 = 298.266$