

National Meetings Industry Day
Thursday, April 15, 2010
Shaw Conference Centre, Edmonton, Alberta

Supplemental Report

Daryl McIntyre, a local news personality, welcomed the crowd of over 200 attendees to Edmonton's National Meetings Industry Day (NMID) event on April 15, noting that the size of the group was "testimony to the city's commitment to the industry." McIntyre said eight cities across Canada were hosting similar meetings that day to raise awareness of the importance of the meetings industry. In the Edmonton region, the meetings industry contributed \$178 million to the local economy in 2009.

"NMID is a great opportunity to shine the spotlight on our accomplishments," McIntyre said. "It provides us with a spectacular opportunity to remind everybody of the importance of this industry." He welcomed City of Edmonton Councillors Jane Batty and Dave Thiele, who introduced Brent Taylor, president of the Greater Edmonton Chapter of Meetings Professionals International (MPI). Batty and Thiele presented Taylor with a plaque and officially proclaimed April 15, 2010 as National Meetings Industry Day.

Taylor presented the MPI Influence Award to the Edmonton Chamber of Commerce (ECC), which has been "the official voice of business in Edmonton for 123 years." He credited the ECC for its state-of-the-art meeting and conference facility, for producing over 100 events a year, and for hosting the largest Chamber event in North America. Martin Salloum, President and CEO of the Edmonton Chamber of Commerce, accepted the award, and acknowledged the role that Edmonton's meeting professionals play in the Chamber's success. "Edmonton has the best production people in the business. Visitors are amazed at the calibre of the shows we produce."

Thanking the Shaw Conference Centre for a delicious breakfast, McIntyre recognized the many organizations that supported the event, including the Canadian Association of Professional Speakers, the Canadian Society of Association Executives, the World Trade Centre in Edmonton, and in-kind and financial sponsors. Proceeds from this event, totalling about \$2,500, would be contributed to the Second Helping Food Recovery initiative, a partnership between the Edmonton Food Bank and Edmonton Tourism. McIntyre introduced the event's organizing team: Brent Taylor, Cliff Higuchi, Glenn Duncan, Brent Beatty, Keith Persaud, Alexandra Armstrong, Ramona McVicker, Chris Foster, Ryan Peyton, Katie Mitchell, and Colette Ries.

McIntyre then introduced the keynote speaker, Amber MacArthur. MacArthur, a new media consultant and journalist, discussed five types of new media tools—blogs, social media, mobile media, podcasts, and video—and explained how they could be used to enhance the meetings industry.

After MacArthur's presentation, McIntyre presented the door prize—a Yukon vacation experience—reminded participants of the workshop that would begin at 9:30, and thanked everyone for attending the event.