



# FEO 2017 CONFERENCE: SAULT STE MARIE

CELEBRATING THE PAST,  
IGNITING THE FUTURE



## A MESSAGE FROM THE CEO

Celebrating the Past. Igniting the Future! The FEO 2017 conference will go down in FEO history as one of the best conferences yet!

Successful conferences don't just happen. A group of dedicated staff, board members, community host representatives and volunteers worked for months planning workshops, socials, décor, the Marketplace, Showcase, presentations, awards, securing speakers and the list goes on. Sponsors supported us more than ever this year allowing the committees to put on a

fabulous conference, including a fireworks display which kicked off conference on Wednesday night.

Tourism Sault Ste. Marie and Tourism Northern Ontario were great partners. It has been over 20 years since the annual conference has been held in Sault Ste. Marie and our hosts went above and beyond. From setting the stage for an impressive Welcome Reception to securing local sponsors, decorating, transporting, loading and unloading trucks....they were amazing and we could not have done it without them...many, many thanks!

Keynote and plenary sessions were captivating and informative. Eleven concurrent workshops were held, providing delegates with information, resources and tools they could take back to their workplace and begin to utilize right away.

Buskers "showcased" their talents throughout conference, making sure we were not only entertained during breaks and socials, but also assisted in moving us from room to room and between venues.

This year, we ventured out of the conference hotel and experienced two great community venues, beginning with The Bushplane Museum where we were treated to an ice bar and fire pits, great entertainment and fabulous food, while allowing us to experience the exhibits at the museum. The 2nd offsite venue was The Machine Shop, playing host to Marketplace and Showcase night 2017...what a beautiful facility! Showcase night delivered four great musical acts, while emcee Tim Murphy kept us all entertained throughout the evening.

Once again, this year FEO supplier members hosted themed Hospitality Suites on Thursday and Friday evening, providing a forum for networking and to catch up with old friends and make many new ones. In fact, more than 40% of this year's delegates were first timers...and we hope we will see them again at future conferences.

As we celebrated the past 30 years, we also celebrated the successes of member festivals, events and supplier industry professionals and their teams for outstanding contribution/work in 2016 through the FEO Awards Program. All in all...a fabulous week and one which will be remembered for many years to come!

- Kathrin Delutis, CEO

**YOU JOINED FESTIVALS & EVENTS  
ONTARIO (FEO) FOR A REASON**

Your event is unique

Make it a goal this year to obtain even more from your FEO Membership!

**Learn about the numerous options available to maximize your return on investment:**

professional development • online tools & resources • networking  
award recognition • job board • ticket sales • marketing • member perks







**Networking at Conference:**

Welcome Reception, Marketplace, Showcase and Hospitality Suites  
FEO Members attended engaging networking events held throughout the week providing them with ample opportunity to mix and mingle with members from all areas of the industry. Members reunited with old friends and took the initiative to build new relationships with fellow event organizers, suppliers and vendors.



**Trends & Leadership:**

Conference Committee, AGM, Volunteers, Busker Program  
The growth and sustainability of an industry relies upon the exchange of new ideas and trends. Members within the association are producing some of the most unique, eclectic and state-of-the-art festivals and events in the industry. Getting involved in FEO activities such as committee work, becoming a board member, volunteering and sponsorship are one of the many ways our members tap into outside-the-box thinking, develop creativity and hone their skills.



**Education**

The educational offerings at the provincial conference are designed to meet every attendee's needs. Members created their own knowledge plan based on the level, content and learning style that they preferred. FEO takes pride in selecting industry professionals for a variety of speaking engagements offering attendees full day workshops, plenary gatherings and 90 minute interactive sessions. Our members also know the value in peer-to-peer learning permitting them to pool their knowledge and take advantage of each other's experiences.



**FEO 2017 Award Announcements**

These awards, handed out to FEO members, showcase various elements of festivals or events recognizing the many hours, resources and talent a community devotes towards successfully organizing and executing some of the best festivals and events in Ontario as well as the people and places who host them.

"Festivals and events create jobs and bring Ontario communities together to celebrate our heritage and diversity," said Eleanor McMahon, Minister of Tourism, Culture and Sport. "I am pleased to join with Festival and Events Ontario in congratulating this year's Top 100 recipients. There are so many celebrations taking place across the province this year and our 150th anniversary is the perfect opportunity to get out and discover them."

Congratulations and thanks to all the 2017 Ontario festival and event award winners. See a full list of award winners at: [www.festivalsandeventsontario.ca/about/feo](http://www.festivalsandeventsontario.ca/about/feo)

**TOP 100 FESTIVALS & EVENTS IN ONTARIO**

Among the Top 100 festivals & events in Ontario are the Festivals & Events of Distinction, a select group which represent some of the most well-known and respected celebrations in the province; celebrations which draw both an international and domestic audience. Below are these festivals and events:

- Canadian National Exhibition
- Havelock Country Jamboree
- Hillside Festival
- International Plowing Match & Rural Expo
- Kitchener-Waterloo Oktoberfest
- Luminato Festival
- Niagara Grape and Wine Festival
- OPG Winter Festival of Lights
- Ottawa Canada Day Celebrations
- Ottawa International Chamber Music Festival
- RBC Bluesfest
- Redpath Waterfront Festival
- Rogers Cup Presented by National Bank
- Sound of Music Festival
- Stratford Festival
- TD Ottawa Jazz Festival
- Toronto Caribbean Carnival
- Toronto International Film Festival
- Western Fair
- Winterlude



**FESTIVAL SUPPLIERS SERVICE EXCELLENCE AWARDS:**

- Entertainment – Alternative Entertainment Providers  
Grand River Inflatables and Games Inc.
- Entertainment – Entertainment Agency  
The Feldman Agency

- Operational – Foundational Product Providers  
Modu-Loc Fence Rentals

**MUNICIPALITIES OF THE YEAR**

- Population less than 50,000: Town of Collingwood.
- Population more than 50,000 and less than 150,000: The City of Guelph
- Population more than 150,000: The City of Mississauga



**ACHIEVEMENT AWARD WINNERS**

**Best Community Partner Outreach Program**  
\$500,000 or more: Supercrawl, Wesley Urban Ministries (Community Partner), Hamilton

**Best Greening of a Festival or Event**  
\$100,000 or less: Braden's Hot Chocolate Festival, Dundas  
\$100,000 - \$500,000: Canada's Largest Ribfest, Burlington  
\$500,000 or more: Sound of Music Festival, Burlington

**Best New Festival or Event**  
\$100,000 or less: Sault Ste. Marie Science Festival, Sault Ste. Marie  
\$100,000 - \$500,000: TD Niagara Jazz Festival, St. Catharines  
\$500,000 or more: Fusstoberfest (Kitchener-Waterloo Oktoberfest), Kitchener

**Best Promotional Campaign**  
\$100,000 or less: Braden's Hot Chocolate Festival, Dundas  
\$100,000 - \$500,000: Art in the Park (Rotary Club of Windsor 1918), Windsor  
\$500,000 or more: Western Fair, London

**Sponsor of the Year**  
\$100,000 or less: Braden's Hot Chocolate Festival, Hillfield Strathallan College (Sponsor), Dundas  
\$100,000 - \$500,000: Live on the Waterfront, Thunder Bay Credit Unions (Sponsor), Thunder Bay  
\$500,000 or more: The Word on the Street Toronto, TD Bank Group (Sponsor), Toronto

**Best Fundraising Idea**  
Festival of the Sound, Parry Sound

**Best New Single Sponsorship Opportunity**  
Luminato Festival, Absolut (Corby Spirit and Wine (Sponsor), Toronto

**Best Social Media Campaign**  
MuslimFest, Mississauga

**Best Volunteer Program**  
Hillside Festival, Guelph

**Best Youth Initiative**  
Norfolk County Fair and Horse Show, Simcoe



**HALL OF FAME**

FEO would like to congratulate the following 2017 Hall of Fame Inductees:



**Michael Langford**  
Ministry of Tourism, Culture & Sport (Re-tired)



**Ian McMillan**  
Executive Director of Tourism Sault Ste. Marie



**The late Shane Sargent**  
Event Planner with the Township of Clearview

**VOLUNTEER OF THE YEAR AWARD**

**Brian Low**, Summerfolk Music & Crafts Festival (Owen Sound)

**STUDENT LEADERSHIP AWARD**

**Louise Row**, Student (Niagara College, Event Management Program)



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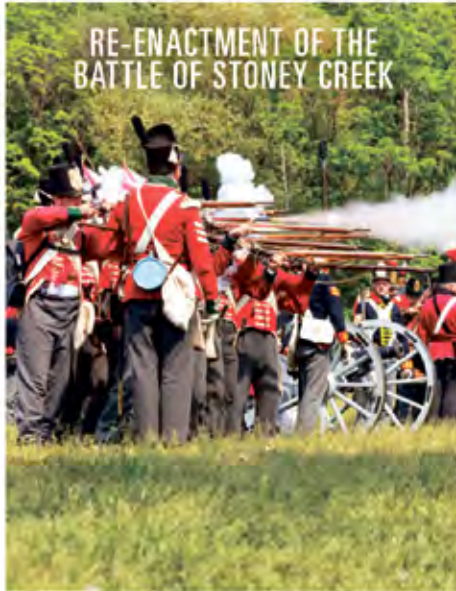
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 ONTARIO ANNUAL  
 CONFERENCE**  
 FEBRUARY 28 TO MARCH 2, 2018



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 2018 CONFERENCE  
 HAMILTON**

At the Sheraton Hamilton Hotel  
 and the Hamilton Convention Centre

**FOR MORE INFORMATION CONTACT:**  
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 Creemore Springs Brewery – D&D Party Rentals – The Frank & Jay Band – First Student – Grand Garden North  
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