



FDFA Strategic Convention Committee 2017 Recommendation – For Review by Board

Committee Conclusion: With the mandate of the FDFA Strategic Convention Committee being met, and approved by the Operators at the recent May 31st Semi-Annual Meeting, the Committee is pleased with the positive feedback on the new convention format which will come to fruition starting in 2018.

The Committee has sent out a high-level media statement on the FDFA decision to amend its convention to add more member value, and the three-year hotel contract with the King Edward Hotel starting in 2018.

Recommendation to FDFA Board: To strike a newly formed FDFA Committee to address the developmental plans and 2018 convention format details with the intent of handing over the detailed planning reports to the Convention Committee 2018 for their execution.

The Board is asked to review this recommendation and make a motion to strike this newly formed committee.

Key Objectives of Newly Formed Committee Would Include:

- **Communications Strategy:**
 - Development of future FDFA Convention Membership Communication:
 - This would detail the mandate, process, and high-level overview of new convention format, overview of new hotel (2018-2020), key advantages of newly amended convention format i.e. time savings, more networking events, etc. This communication would be released in Fall 2017 as an online/hard copy package
 - Develop 2017 Montreal Convention Communication Pillars/Promotions re: Newly developed convention format i.e. speeches, registration booth, etc.
 - Develop specific media package to address any questions
- **Future Sponsorship Programs:**
 - Develop new sponsorship package for 2018 conventions – targets, budgets
- **Social Media Strategy:**
 - Develop social media strategy to promote FDFA's new convention format, key supplier sponsors and specific events at the 2018 convention such as the group presentations, hospitality lounges, gala, etc.

- **Operator and Supplier Appointment Logistics:**
 - With the newly created convention format, develop contingency plans to ensure smooth supplier appointments and potential pre-appointments for airports i.e. on Sunday of the convention is a consideration
- **Strategic VIP/High-Level Guests and/or Decision Makers Planning:**
 - To have more suppliers bring forward high level key decision makers to the 2018 convention, the committee can review potential options to assist with this mandate. This objective would also include considerations of high level keynote speakers at both the gala and the private liquor dinner.
- **Theme and Other Logistical Aspects:**
 - Consideration of the overall theme of the 2018 Convention and how this will be executed throughout the 2018 show.
- **Post Operator Niagara Store Tour:**
 - Consideration of hosting a post convention operator tour on the Thursday following the convention in which operators would tour a series of Niagara Land Border Duty Free stores. Consideration of sponsored lunch, which stores would be involved, etc.

Potential Name of Newly Created Committee: 2017 Convention Architecture Committee

Recommended Convention Architecture Committee Composition: Tania Lee, Abe Taqtaq, Laurie Karson and Allison Boucher

Duration of Committee Mandate: This Committee would begin as of the board meeting (if approved) on July 10th to December 2017. Once the Committee has fulfilled its mandate, the execution plan would be handing over to the newly struck Convention Committee 2018. A typical Convention Committee has a clear objective to execute the committee logistics and would utilize the architecture committee plans as their guideline for operationalizing the 2018 show.