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High-level Listing of FDFA Convention Strengths and Challenges

These areas have been consistently rated via post convention evaluation survey's, board discussions, convention committee discussions, and other communication forms as areas doing well and areas that should be considered for improvement.

Convention Components that are deemed doing well to excellent

- Toronto location has faired the best in survey results for all member categories
- Hotel Contract provides certain delegate benefits
    - Free Wi-Fi
    - Discounted parking and some hotel valet services
    - Discounted hotel suites and room rates – negotiate hotel not offer public lower rates
    - Operators can request private meeting rooms at no charge (staff accommodates)
    - Flexibility for suppliers to choose platform for meetings – i.e. trade floor or suites
    - Food format – healthy options, hot meals incorporated into registration packages (optional)
    - Timing of registration and organization of registration team
- Noted that Distribution Fontaine met with smaller stores in a group format in 2016 – well received.
- Operator's all day meeting
    - High level key note speakers that speak to duty free specific issues/topics i.e. Diane Brisebois
    - Government Relations representative attending
    - In camera sessions
- Silent Auction at the Welcome Reception – funds going to charity.
- Gala and Awards combined
- Recognizing airport achievements at the gala
- Post Convention Video and event sponsored videos/post photos online via FDFA website
- Having an annual theme for the convention that ties in all events
- Casual Fun Nights for networking
- Sponsored events that are interactive and have a learning element i.e. Diageo Whiskey Tasting
- A mid sized hotel so that delegates do "not get lost in property"
- Family oriented culture
- Good set up of the trade floor and layout
- Good organization and communication – both pre and post convention by the FDFA on convention activities, etc.
- Great networking opportunities for suppliers and operators i.e. welcome reception
- Having a keynote speaker such as Min. Bernier at the gala – some love a formal gala
- Post gala lounge (frequency is dependent on member – some want more during show)
- Comments on show fostering a welcoming environment for new members
- Operator day passes – dependent on attendance of buyers and location of show
- Multiple operator delegate discount offerings

- Pricing for convention good and in line with other duty free or retail trade shows
- Opportunities for media for open access to board and FDFA
- Ensuring Canadian identity is omnipresent at shows
- Liquor distribution houses attending was well received

Convention components that are deemed negative or should be re-evaluated

- Lack of Key Operator/buyers attending i.e. Peace Bridge
- Lack of operators being prepared for supplier meetings – review of sales, etc.
- Some operators not attending social events (going to private dinners) – important to suppliers that they attend all social networking events at some point
- No real business sessions or working panels on industry issues
- Some suppliers and operators see each other throughout year – no new information at these meetings
- More business value
- Trade floor is considered too long
- Lack of buyers on trade floor – many only go down on the last day.
- More relevant trade floor booths – products
- Lack of operator unity
- Awards can be long – can it be broken up
- Repetition of suppliers showing new products – group presentations?
- Some stores registering at the last minute – difficult for suppliers to book appointments or communicate to their companies on key client attendance i.e. IGL booked day of show. Previously, Peace Bridge booked most buyers on site.
- Smaller members (both operators and suppliers) some complain about cost of overall convention. However, consider that when costs were rated the best i.e. in Niagara – people complained about lack of activities and city offerings.
- Buyers being late and/or missing their meetings
- Lighting is an ongoing complaint in suites and on the trade floor
- Recognition of newer suppliers to buyers – reception?
- More service oriented booths/members

Considerations for Future Conventions:

- Merging with ASUTIL and IAADFS in a pilot for 2019 – without committing to i.e. three years. Assessing value
- "Dragon's Den" format for new suppliers in lieu of trade floor i.e. all buyers in one room, provide binder on new products/clients. Every new supplier allowed i.e. 15 minutes to pitch products/services.
- One day for pure business seminars, workshops, panels, plenary sessions?
- Regional buying meetings with suppliers