

Strategic Convention Committee – Concluding Meeting

Overview of Post Survey Results from FDFA 2017 Semi-Annual Meeting

The Committee has received the full results on the specific sections relating to the post semi-annual meeting Strategic Convention Proposal and Multi-Year Hotel Proposal presentations – including qualitative comments.

All FDFA Members who attended completed survey (with exception of Tobacco Plains) – 14 stores. All non-members i.e. Peninsula, etc. were sent all the presentations via email including the survey but have not completed survey.

General Survey Results – Key Points

Excellent feedback in general from the membership on the proposal and the multi-year hotel proposal which were both approved.

Both Tania Lee and Laurie Karson’s presentations ranked the highest in the “Very Satisfied” section from all the presentations of the day.

Key Challenges Noted from Members Included:

- Concern that due to the group presentations, will the smaller to medium sized stores have enough time for individual meetings i.e. non-core, etc.
- Concern over cost for Western Operators having three-year hotel deal in the East Coast
- Identify and ensure liquor board participation and more substantive discussions surrounding liquor

Positive notations

- It appears that most stores recognize to bring more buyers to future multi year hotel conventions to accommodate the new format
- Out of the sections of the new convention proposal that were ranked the highest included in order: Supplier group presentations, Liquor Dinner, Monday evening gala, and multiple hospitality lounge events (liquor dinner, Monday gala and lounge events were tied) – last was supplier category schedule

Review of the “Mock Up” appointment schedule

Objective: To assess the current new convention format and its implementation into a typical small to medium size store schedule to ensure we have considered any challenges and identified solutions/contingency planning.

- The FDFA reviewed Simon Rasch’s 2015 appointment schedule and plugged into the new format to identify if there are any challenges. Due to this exercise, the key challenges specifically for a small to medium size store is having enough time on the Wednesday to meet with the amount of non-core suppliers. Currently, based on his 2015 schedule, he would have no breaks and only allotted 30 minute meetings. This would not allow for any new supplier meetings and if meetings go over, this will create challenges. Pls. review both mock up schedules for further discussion.

- Simon's typical schedule includes 27 appointments out of 50 suppliers. When Paul Dickinson was asked about appointments, he noted a similar amount but he has Ross to conduct three individual fragrance meetings. Simon, Paul and Cam all noted the desire to have at least 45 minutes per meeting with non-core suppliers. This includes time to travel to next meeting and factoring in some meetings going over time.
- Conducted another "mock up" if we moved one supplier presentation to the afternoon – this would free up at least 45 minutes on day 1 and offers the opportunity for some stores to meet with other liquor and fragrance suppliers if not attending one of the group presentations. Concern over many fragrance and liquor companies idly sitting in their suites in the morning of the Monday schedule. While there are 3 airports in attendance, 2 liquor boards, one associate (DFA), there are 15 liquor suppliers in total that are not part of the group presentations. All fragrance would include: 4 supplier members.
- Small to Medium size land border operators to consider include: Altan/Carway, DFS Ventures, Osoyoos/Kingsgate, Aldergrove, Tobacco Plains, Sault Ste Marie, BHT de la Beauce and North Portal.

New Convention Committee – Implementation Discussion

Given the mandate of the Strategic Convention Committee which was struck in December 2017 has been met and operator approved, the new Convention Committee set for 2018 at the King Edward will be tasked with its implementation. This will be a challenge given it is a new concept and execution of the new format will be critical to the future success of the conventions.

Communication and new Committee Considerations:

- Given the Convention Committee's are typical struck in December, should the Board consider striking this respective committee now to begin a proper communications plan on the new format to the membership, media and other stakeholders.
- If so, this committee may want to recommend to the FDFA Board to have this committee created now, with a specific mandate and some key actions from now until end of 2018 after first convention completed.
- Some key actions that should be considered by the new implementation committee are as follows:
 - Creating a FDFA Member Communique specifically focused on the new Convention format and multi-year hotel deal with King Edward. A well graphically created communication from the FDFA Board of Directors sent to all members and duty-free media. This would highlight the key positive components and alleviate any "rumours" on the future shows. Recommend sending out in late August or early September.
 - For the actual Convention – have the new implementation committee consider at least two venues to public ally discuss the new convention i.e. TFWA luncheon, gala, etc.
 - L.Karson has requested that the King Edward GM speak at the TFWA on the hotel contract, how excited they are to be hosting our group, show a video on the renovations, etc.
 - At the Montreal show, the registration area to have a video link showcasing the new hotel in a video loop format