

MINUTES

STRATEGIC CONVENTION COMMITTEE 2017 – MARCH 23 MEETING

Attendees: Tania Lee, Simon Resch, Abe Taqtaq, Laurie Karson and Allison Boucher

Call to Order: Tania Lee called the meeting to order

Minutes: no amendments. Abe Taqtaq motion to approve March 6/2017 minutes, Tania Lee seconded – no opposition. All approved.

Convention Program Format

- Laurie provided an overview of the revised program based on the first draft created by Tania Lee, including the benefits and rational on the changes and Allison reviewed the detailed changes to the program day by day.
- Given the proposed changes to the semi-annual meeting, Tania recommended the operator meeting continue as a full-day - additional time at the November meeting may be necessary
- Regarding changes to the group liquor presentations, Tania advised that 30 minutes would not be sufficient and explained her rational for having only 3 liquor suppliers give group presentations; to bring in key decision makers for these 3 liquor suppliers by requesting they come to discuss business development, key strategies, trends, issues and key innovations with launches. She feels the other liquor suppliers would not need to present as they do not currently have any issues with them
- Tania apposed passing on the additional expense for the group presentations to the presenting suppliers. Allison expressed concerns that other liquor suppliers may feel they are not being given equal opportunity for equal investment
- Laurie recommended the liquor boards be given an opportunity to present to the regional operators as they see great value in attending the convention and suggested they be allotted 30 minutes following the 3 one-hour group liquor presentations
- For the fragrance group presentations, it was agreed that only 2 suppliers were necessary, DDFI and Beler, however the length of the presentation would depend on how many of their suppliers attend
- DDFI and Beler will need to first identify if they prefer to present to operators in a national, regional or store size format
- The proposed Sunday private dinner for fragrance and liquor suppliers was well received by the group. Tania asked the group to consider how we would position this dinner format and stressed the importance of marketing this carefully given not all categories would be invited
- Sponsorship for the dinner would be like the current welcome reception format with liquor suppliers – only their brands being offered. Tania recommended we try to get the liquor boards to also sponsor this liquor specific dinner
- Tuesday Evening: it was agreed to leave as a free evening for private diners with a hospitality lounge open late evening.

ACTION:

- **Laurie/Allison to revise the draft program to only include 3 one-hour liquor presentations and 2 fragrance. The duration for fragrance will vary depending on how may brand reps attend.**
- **Laurie/Allison to contact DDFI and/or Beler to determine their preferred presentation format, i.e. national, regional or store size?**

Convention Registration Benchmarking

- After reviewing the benchmarking document, it was concluded that the Canadian show is very competitive with other industry shows, especially when including the membership dues. However, the FDFA has not yet received IAADFS dues which need to be factored
- Tania and Laurie noted the importance of marketing the value in attending the Canadian show
- Information on suite rates at the King Eddy was requested to better determine the overall cost for suppliers

ACTION:

- **Allison/Laurie to obtain IAADFS dues for all categories and update the benchmarking document to include registration and dues**
- **Allison to provide enquire into potential suite rates for the FDFA in 2018**

Sponsorship

- It was agreed that the liquor boards should be approached regarding attending and supporting the Sunday private liquor dinner. The group was asked to consider what this event could be named
- Tania suggested that all the operators be provided a list of the sponsors and be asked to personally thank each sponsor when meeting with them and an announcement be given at the operators meeting noting the importance of attending the TFWA Welcome luncheon
- Hospitality Lounge: Monday post gala could remain a joint sponsorship by liquor suppliers in conjunction with the Sunday dinner and Tuesday Lounge could be an exclusive sponsored event by a supplier such as Proximo with added elements, i.e. a band/entertainment
- It was agreed that based on the survey responses, all events, venues, activities etc., should be conducive for networking

ACTION:

- **Allison will update the sponsorship document to reflect the Tuesday Lounge exclusive sponsor opportunity**
- **Allison will ensure that a list of sponsors is included in the operator meeting documentation and a reminder that the Board will request that the operators take any opportunity to thank all the sponsors**

Financial

- The committee discussed potential revenue that could be received for new suppliers presenting to operators at the semi-annual meeting. It was agreed that a scale should be proposed to provide different presentation lengths and accommodate varying budgets. i.e. 30 minutes \$1k, 45 minutes at \$2k or 60 minutes at \$3k
- Laurie noted that the estimated convention profit for the new format is approx. \$200k including revenue received from the new supplier presentations at the semi-annual. If attendance increases, non-members return, there is potential for even higher profit. She asked each of the committee members if they are comfortable with the convention targeting this kind of profit
 - Simon commented that he felt it would be irresponsible to eliminate this profit and is in favour of a profitable convention
 - Abe and Tania are ok with a profitable convention as long as we are in line with other industry shows and adhere to the mandate of providing increased business value to our members

Duty Free Show of the Americas

- The group discussed the message that should be conveyed at the IAADFS show. It was agreed that although we would not be amalgamating with IAADFS and ASUTIL for 2018, we do not want to close the door as there may be future benefits to consider or migration opportunities for the FDFA
- Laurie noted that a media source mentioned that ASUTIL has only committed to 2018 as a pilot and will now be conducting a review of its membership to ascertain if they favour the amalgamation

Timeline

- Based on the recent progress, the committee agreed that a final recommendation to the Board should be ready by end of April and following Board approval would be presented to the membership at the May 31st Semi-annual meeting.

The next Convention Committee teleconference will be schedule for Wednesday April 12th at 10:00am EST

Meeting Adjourned