



Reports from the Road

**Team Alberta Client Event and Professional Convention Management Association
(PCMA) Annual meeting
Dallas, TX
January 8 – 14 2010**

Submitted by: Brent Beatty

Summary

This trip was a combined Dallas Client event with Alberta partners and the Hyland group and the Professional Convention Management Association (PCMA) Annual meeting in Dallas Texas. This event is one of the most prestigious events in the educational Calendar for Association, Corporate and SMERF senior decision makers. 2010 estimated attendance was 3,500 people and it provided exceptional educational and networking opportunities.

Participants

Brent Beatty, Edmonton Tourism
Glenn Duncan, Edmonton Tourism
Jacinthe Bosse, Shaw conference Centre
Heather Peckett, Edmonton Expo Centre
Deborah Drisdale, Travel Alberta
Sandi Galloway, Canadian Tourism Commission (CTC)
Jodi Burke, Banff Centre
Tracy McQuillin, Calgary TELUS Convention Centre
Pamela Darragh, representing meeting & Conventions Calgary

Results

TEAM ALBERTA EVENT: This event targeted 12 clients in the Dallas area for a night of Hockey Canadian Style. Unfortunately we had 50% of our clients cancel with up to 48 hours prior but due to the diligence of all team members we were able to secure 10 clients for this event. We provided the guests with Team USA Olympic Hockey jerseys as well as gift bags that included information on all our partners. We took this opportunity to educate them on Alberta throughout the game and they were exceptionally receptive to the idea of meeting in Alberta.

PCMA CONFERENCE: This was an exceptional busy week of educational sessions and networking events and dinners. The week produced introductions to over 25 new contacts that can meet in Canada and built on our relationship with Sandy Galloway with the CTC.

During this week I also attended the Canada Night CTC event. This event had over 250 confirmed attendees. Although we did have some no shows the clients thoroughly enjoyed getting to know our Canadian partners. Jan Tolle MacDonald of Travel Alberta also hosted a pre event reception prior to PCMA's fundraiser Part with a Purpose with attendance of 25 clients attending (125% of what was expected).

