



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Brian Thompson**

RI President Gary C.K. Huang

Week September 24, 2014

Board 2014-2015

President: Mark Winson, Past President Michael Bell, President Elect: Jack Fleming, Secretary: Ron Miller,

Treasurer: Don Edwards

Directors: Donna Cansfield, Gregory Dobson, Gillian Dugas, Ingrid McGaughey, Frederik Martin, Kester Trim, Hugh Williams

October 01, 2014 - Ribfest Sponsors Luncheon with a Ribfest Photo Presentation by Peter Dusek

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Today's Speaker – Deborah Lewis - CityEvents



President Mark introduced Deborah by noting that she had a Rotarian background as her father was a long time Rotarian with the Toronto Don Valley Club. She was also a Rotaractor (she was recruited by Lynn Manwar). She also helped out with the marketing for the Toronto Skyline Rotary Club's Wing Fest.

Deborah Lewis, CMP, is the Chief Experience Officer of CityEvents, an innovative and detail-oriented event marketing firm, with longstanding and sound contacts in the corporate world, government, charitable & not-for-profit and community organizations in Toronto. Deborah's entrepreneurial

spirit led her to launch CityEvents in 2006 with a view of creating benchmarks in event planning and promotions in the city. Recently CityEvents has added social media and online marketing to their expertise and service offerings.

Deborah's energy and drive allows her to accomplish the skilled organization of multiple events, all representative of her extensive portfolio. The CityEvents' client list includes a number of professional services firms, large membership associations, charitable and community groups, and many local businesses

Deborah is committed to her community; she was a member of volunteer committees such as Rosedale BIA, The Canadian Opera Company's Opera Nation, the Ontario Science Centre, Innovators Ball, and the Women in Capital Markets (WCM) annual Vinifera Awards Gala. She was a mentor with the TRIDEC and WISE mentoring programs, a previous Rotaract President and District Representative, and has lead committee for the New Leaders of Sunnybrook Hospital Foundation, and the Luminato Young Professional Group. Professionally CityEvents has worked with the Toronto Board of Trade, Moosehead, and Canadian Foundation for Physically Disabled, I.E.Canada, and the Law Marketing Association. She was also instrumental in the launch of the King East Design District and the Exhibition in the local retailers last year.

Deborah is a Certified Meeting Planner with a B.A.Sc in Consumer Studies from the University of Guelph and a Postgraduate Diploma in Sport and Event Marketing from George Brown College. Deborah also

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taught special events management at George Brown College.

Deborah began by saying that CityEvents is a “Boutique” event planning and marketing company established in 2006. They are an innovative and detail-oriented marketing firm with longstanding and sound contacts in the business world, government, and charitable & not-for-profit and community organizations in Toronto. She says she has the “flair for creative development and successful marketing and promotion of your event”.

“How to start out promoting an event”...first create a “promotional tool kit” with event descriptions, photos, links, and other relevant information or visuals. You need to create excitement around your event. The more often people see and hear about it, the more interested they become. This also increases the credibility of your event. Some things to think about; who is your potential audience; what is the value of your event to the attendee; and how can you communicate this to your potential audience? The basis of promoting and marketing events is mainly determined by the details you decide to share and disclose with the target market.

Tips to developing content: When creating compelling content, images, photos and event descriptions, think about the value of your event or the “hooks” that will compel people to attend (depending on what demographic you are trying to reach). Focus on your targets needs, wants and desires. When developing your event description or “event story” consider these “hooks” to entice your target market; why do people care about the event; what are their motivations; what’s a “unique” offer?

Some key event elements for developing content:

- i. Venue: Is it a new venue? Is it in a great neighbourhood? Is there accessible transportation or parking? Does it have an exhibit or a theme?
- ii. Celebrities: Do you have celebrities attending the event?
- iii. Food: Will there be food provided? Is there a cultural theme?

iv. Unique Elements: List the unique offerings of your event. Including music, entertainment, etc.

v. Audience: Attendees want to feel comfortable with the audience at your events. Photos and videos are great tools to demonstrate and bring the audience to life.

vi. Marketing Techniques:

vii. Photos/Videos: Great way to paint a picture of what your event will be like for potential guests. Allowing various media outlets film interviews and segments at the event will give more exposure and increase the credibility of the event.

viii. Advertisement: TV/Radio/Magazine/Specialty Publications/Community Newspapers are effective ways to promote your events.

ix. Postcards/posters: great way to capture basic event information and spread the word.

x. Mailing invitations: Personalized invitations are very effective (but can be expensive).

xi. Email Marketing/Enewsletters: Develop an email campaign that is “viral” and will be forwarded beyond the original targets. Create a list of contacts or like-minded “ambassadors” and create a compelling message.

xii. Cross Promotion: Recognize other companies, groups or individuals at your event (or in event promotion) so they will in turn promote your current and future events.

xiii. Press releases: Telling media about an event allows reporters to publish pieces that will feature or promote the event.

xiv. Ambassadors: Key people in the community or experts to assist with the promotion of your event.

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- xv. Online resources – Websites, blogs, and discussion forum that involve niche topics are a good location to submit your event for free promotion
- xvi. Social Media: Facebook, Twitter, Myspace, LinkedIn, Meetups are great ways to network and spread the word about past, current, and future projects. An increased social media presence and number of followers on each chosen social media platform is building awareness. Encourage user involvement by engaging and interacting with them. Encourage involvement from event attendees, community members and stakeholders.

With some basic knowledge, innovation, creative thinking, and the right partnership, anybody and everybody can and will master the ins and outs to event marketing.

President Mark thanked Deborah for her presentation that is certainly something our Club is involved with. Mark noted that Hugh Williams has “a lot on his plate” with regards to promoting our Ribfest.

Birthdays This Week



Opal Rowe – Sept 22

Michael Bell – Sept 25

Happy Birthday to on your happy day... ..

Secretary's Announcements



Tuesday, September 30th – Vocational Services Committee meeting – 6:30 p.m. – Rotary Clubhouse

Monday, October 20th – Board of Directors meeting – 6:00 pm for food with meeting start 6:30 pm – Rotary Clubhouse

Ribfest Sponsors Luncheon – Wednesday, October 1st:

President Mark wanted to remind members that next Wednesday's luncheon meeting (October 1st) will be our annual Ribfest Sponsors Luncheon where we recognize our sponsors from this year's Ribfest. A sizeable amount of the Ribfest proceeds come from our sponsors. As well, we have "in kind" sponsors who donate their services. Peter Dusek will present a slide show of the great photos that he took at the event. As well, the chairs of the various committees will be asked to give a brief outline of one or two of the projects that they are currently working on. Mark is hoping that as many members as possible can attend.

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50/50 Draw

Mark Winson – 8 of Diamonds ..., so the pot continues to grow.



Visitors & Guests

Visitors and Guests:

- **Deborah Lewis** – Speaker
- **Kenny Lopez** – Guest of Maati Lahroussi – Potential New Member
- **Marco Guzman** – Guest of Cecilia Luu

Attendance:

Members 14
Visitors & Guests -03
Total - 17



HAPPY BUCKS

Ralph Chiedo – Ralph was happy to be back. For those who didn't know, he has been in Italy for the last couple months, with the exception of being back for the birth of his 6th grandchild Amelia Rose. The same day she was born, he had to go back to Italy. Ralph was there to help a group of cyclists from Toronto competing in the "Gran Fondo" (marathon). The group of 75 cyclists from Toronto (known as Team Revolution) are not "professional" cyclists but are all "professional" business people who are competing as part of 2,200 riders in the

race. Prior to going to Italy the team were fundraising for the Humber River Regional Hospital and raised \$1 million. They each pay their own expenses to go to Italy to participate in the race. Ralph and his family and Active Green + Ross and Peel Chrysler are sponsoring the team. Ralph also provided a caravan (with the Team Revolution logo on it) to be the "sweep assistance" vehicle with the help of his cousin Roberto Maletta (Rotary Club of Rogliano Valle del Savuto) and Past District Governor Mario Baraldi from Tuscany. With the van they were able to provide repairs to the bikes and water to the riders. Ralph arranged, with the help of the Rotary Clubs in Italy, for team doctors to be available in various spots along the race, and had the local hospitals on alert if any of the riders got injured during the race. As it turned out, they almost lost one of their riders who fell. It was hot day (30C+) and they were on a 150k leg of the race with many steep hills to climb. Ralph said they were trailing the riders in the van with about 10K to go when they heard that "someone was in the ditch". It turned out to be one of their riders and he was in "bad shape". It was determined that he should be transported by Air Ambulance to Parma Hospital about 100K away. The call went out for the Air Ambulance. In the meantime Mario drove his own car to the Parma Hospital and arrived before the Air Ambulance got there and the medical team were on "full alert" when the rider arrived. The rider was in such bad shape that they thought they might lose him but because the hospital was ready when he got there, they were able to revive him. The rider has now returned to Toronto and is OK. Ralph credits his "Rotary colleagues" with helping to save this fellow's life especially Mario that drove 100K to the hospital and was able to alert the hospital before the Air Ambulance arrived.

Ron Miller – Ron was happy to say that he attended the 100th Anniversary Celebration of the Old Mill last Thursday evening. He said it was a "fabulous" evening with around 600 people attending. His wife and he thoroughly enjoyed themselves.

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Greg Dobson – Greg was happy to say that last Sunday he attended the “Garlic Festival” at the Brickworks. Thistletown Collegiate had a booth there with 6 students, a teacher and his wife cooking and selling food. Greg said it was great to see money that we have donated to PACT going things such as Thistletown’s “hydroponic” garden which they use to harvest their fresh vegetable they use in their culinary classes and events. At the event they were selling their salsa for \$6/bottle (which comes 100% from their garden). Greg brought samples of the 2 different styles of salsa they make. Greg added that if anyone is interested in a jar of salsa from the students that he may be picking up more. The cost would be \$5/jar if he picks them up in bulk). They were also cooking and selling meals at the event. This was a fundraiser for them to help raise money for a “culinary” field trip to Spain and France (that the Youth services Committee is looking closely at to possible help support). So far the students have raised \$38,000 of the \$60,000 required. Greg noted that Keith Hoare, the teacher in charge of Thistletown’s Culinary Program is “passionate” about what he does. Keith has also offered a tour & lunch if anyone is interested (contact Greg).

Mark Winson – Mark was happy to say that last Sunday was the District Foundation Walk. While the weather was “uncooperative” at first, it improved as the morning went on. It was another successful walk even though the weather deterred some people from attending. The early count, with a number of clubs still to submit their figures, is \$110,500. Our Club did very well with \$1,820 raised so far (members can still contribute).

Lunch with the Rotary International President Elect – Friday, October 17th:

How often do you get to have lunch with a President or future President of Rotary International? Not very often. Your chance is here Friday, October 17, 2014

at the Fairmont Royal York Hotel. That is the week of the Zone Institute, an event held annually to train District leaders and future leaders. Join us Friday, October 17th for lunch with Rotary International President Elect K.R. “Ravi” Ravindran, of Sri Lanka. The lunch will be hosted by the Rotary Club of Toronto as their regular weekly meeting. We hope that you will join us and take the opportunity to shake hands of our next R.I. President. It promises to be an event to remember and you can be there. Idea: why not bring a potential Rotarian to this event? What a way to impress!

If you are interested in attending please register for this lunch at www.zoneinstitute.net/fun-stuff/meet-the-ri-pe/lunch/.

Salvation Army Etobicoke Temple – Band & Choral Concert – Saturday, October 4th:

If you are interested in attending please register for this lunch at www.zoneinstitute.net/fun-stuff/meet-t Salvation Army Etobicoke Temple – Band & Choral Concert – Saturday, October 4th:

The Salvation Army Etobicoke Temple is hosting a band and choral concert featuring the Royal Oak Band & Songsters at 7:00 p.m. Saturday evening, October 4th, 2014. It may be that some of our Rotarians would like to attend? Tickets are \$10.00 each. Contact Kester Trim Kester_Trim@salvationarmy.org for tickets. If any Rotarians would like to attend, Kester can set aside tickets for them. Any donations to the cause are also welcome!.
