

Golden Planners Inc. makes meetings happen & has for 20 years

At Golden Planners Inc., executing an effective meeting that furthers the client's business objectives is an exercise in meticulous planning to mitigate risk and ensure that, at the end of the day, the client looks good.

With the availability of webinars and other social media tools, it is easy to lose sight of the value inherent in meetings and conferences to further the goals and objectives of your organization. It is one thing to disseminate information, quite another to further understanding. Bringing people together under one roof creates a much more dynamic and interactive environment for adult learning, inspiration, motivation, networking, sales training and/or lead generation.

But too often, organizations put the onus of planning an event on the shoulders of harried admin staff who seldom have the necessary skills and experience. Why assume this kind of risk? Planning a successful meeting or conference is a huge financial commitment . . . and a huge financial hurt if done poorly.

GPI assumes the organizational risks and the stress. Since 1989, it has specialized in delivering events with a clear focus, from intimate workshops to conferences involving hundreds or thousands of attendees.

"Our comprehensive service has earned us repeat business from a host of clients in an industry where multi-year contracts are rare," says Phil Ecclestone, vice-president of GPI. "We believe every event has a communications purpose. Let us put our expertise to work for you to ensure you get the 'picture' you want. Don't erode the productivity of your staff by leaving them to figure out something they are not trained to do."

GPI works with the client to determine clear objectives for the event and the ideal line up of speakers, facilitators, entertainers and supporting services, such as audio/visual, decor and photography. They will help develop sponsorship and marketing programs, review facility contracts and other binding commitments to ensure the client is not burned by the fine print, and define a critical path to keep everything on time and on budget.

"We are not only concerned with serving our clients' interests, but in assuring that their clients – the people who will come to the event – enjoy a flawless and hassle free experience from beginning to end," says H  l  ne Lamadeleine, president of GPI. "When your event is live, we are on the floor to anticipate and address the unexpected before it becomes a problem."

Taking the unexpected in stride

Silvie Kuppek, executive director of the Canadian Corporate Counsel



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— Silvie Kuppek, executive director of the Canadian Corporate Counsel Association

Association, has been relying on GPI for 10 years as a trusted partner capable of providing invaluable strategic counsel at a higher level.

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"Last year at our conference in Montreal, the hotel suffered a power outage, yet the GPI team kept everything on track without disruption and even took advantage of the situation to add an element of fun," she says. "Attendees wrote me afterward to say they had been to events that had been shut down by far less serious circumstances. Thanks to the GPI team, our members believe we can do just about anything."

GPI president H  l  ne Lamadeleine and vice-president Phil Ecclestone have long been advocates of a new and expanded convention centre in Ottawa, which they believe is vital to a healthy and vibrant tourism sector that contributes to the local economy.

The meetings sector in Canada generated \$32.2 billion in direct spending in 2006, with 70.2 million participants, and 235,500 full-year jobs. While 57% of meeting participants were local residents, 39% were Canadians from outside the local area, and nearly 4% – over 2.4 million – came from the United States or other countries. Of all participants, 45% attended meetings in purpose built venues like convention centres, 46% in hotels and resorts, and 7% in special event venues.

"Canadian Economic Impact Study" for Meeting Professionals International Foundation Canada, by Maritz Research Canada and the Conference Board of Canada



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