



NOW IN ITS SEVENTH YEAR!

FALL 2010

EDITORIAL PLANNER

DELIVERING GREATER VALUE

FEATURES

Socially Responsible Meetings

It is one thing to talk about and promote environmental consciousness and social responsibility. It is another to actually make these things living parts of meetings and events. We explore examples of how this is no longer a dream, but reality.

Face to Facebook

Once dismissed as a youth sub-culture, social media is being used as a conduit for organizations looking to get their message in front of the right people right now. Imagine what you might accomplish using social media to enhance your special event.

Lead into Gold

Ancient alchemists sought to turn something of little value into something more valuable. Today, we recognize that what is valuable to some may not be valuable to others. It begs the question, "What is value and why does it look different to different people?"

DEPARTMENTS

Ask the Expert

The Knowledge Distiller

We look at different and atypical ways of getting more value from your learning experiences.

Speaking of ROI

"Operators are Standing By"

A light-hearted look at how hiring a speaker is a lot like ordering products from a late-night infomercial.

Make Meetings Effective

Deliver What They Want

Rather than giving attendees what you want them to have, why not ask what they want? A look at how identifying value is the first step to delivering it.

Tech Talk

Smart Phones

Taking advantage of smart-phone technology in meetings and events.

Plus our other regular departments including Industry News, Funny Business and IMPACT Players.

All feature stories are subject to change.

OUR SPECIAL SUPPLEMENT – SPEAKING OF QUÉBEC

Discover why Québec's French language culture and its hospitality make the province one of Canada's national treasures – a destination where each season offers its own unique pleasures and entertainment, coming and going in a shimmering symphony of colours in tune with lively cultural life and rich heritage.

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