

# Suite Talk

OUR MONTHLY NEWSLETTER



STRATEGIC  
SITE SELECTION



SANDBOX EVENTS  
by STRATEGIC SITE SELECTION

*your partner in planning.*

Hi Kristi!

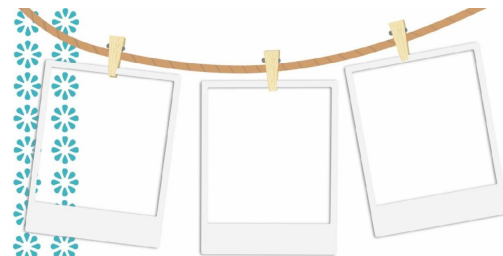
Can you believe we're knee-deep into the new year already? Spring will be here soon enough and the pulse of planning, executing, and attending events remains strong. The teams at Strategic Site Selection and Sandbox are busy working with our clients to prepare for the upcoming year.

We've tapped into the wealth of expertise within our own team to bring you insights on what's hot in the industry. This month, Sarah Pritula, our Business Development Manager who is located in Niagara ON, offers her perspectives on current business travel trends for 2024.

Because you loved our digital album so much, we're back with another round of people, places, and things that caught our eye. And be sure to check out the all new partnerships section of the newsletter where we will be featuring valuable partnerships that we have forged on behalf of our clients to bring you additional value!

And last, but certainly not least, be sure to **SAVE THE DATE** for our annual Last Call event. This year's event will be on August 12th, and we can't be more excited to share details with you as they

[CLICK TO VIEW JANUARY 2024 DIGITAL ALBUM](#)



DIGITAL ALBUM

**people,  
places,  
things.**



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unfold.

Stay warm and stay inspired,  
The Suite Talk Team.



As we embark on this exciting journey, let's have a look at the trends that are steering the course of business travel this year.

- 1. Sustainable Sojourns:** Green is the new black. In 2024, sustainable travel practices are taking center stage. From eco-friendly transport options to carbon-neutral accommodations, companies are making strides towards minimizing our collective carbon footprint. Saving the planet is always in style.
- 2. Work + Wanderlust = 'Bleisure' Bliss :** The lines between business and leisure are blurring. The rise of "bleisure" travel is giving us the green light to turn work trips into adventure quests. Companies are encouraging us to explore new destinations after sealing the deal – because a well-rested mind is a brilliant mind.
- 3. Wellness on the Road:** Wellness is no longer a buzzword but a cornerstone of corporate travel. Travel itineraries now include wellness-focused activities and accommodations, ensuring our physical and mental well-being is a top priority.
- 4. The Digital Nomad Revolution:** Remote work has transformed the way we approach business travel. We're no longer tied to a desk; instead, we're turning hotel lobbies into boardrooms. Companies are supporting our digital nomad endeavors, providing the tools and tech needed for a seamless transition from office to anywhere.
- 5. Smart Travel Powered by Data Analytics :** In 2024, data analytics are the secret sauce guiding companies to make informed decisions. Predictive analytics are ensuring smoother journeys, proactive problem-solving, and optimized travel experiences.

Let's embrace these trends, adapt, and make 2024 the year of unforgettable business travel experiences.

Sarah Pritula





[Ottawa Meet Week](#)  
[February 5-8, 2024](#)

[MPI Gala](#)  
[February 8, 2024](#)

[C2 – Montreal](#)  
[May 21-23, 2024](#)



*This Month's  
Feature Partner is*  **encore**

**Did you know?** Your Strategic Site Selection team member can help to connect you with industry partners. From AV to DMC's, we've got great partnerships set up to provide additional value to our clients.

Strategic Site Selection has a partnership with Encore and can pass along special benefits to our clients, including:

- One primary contact for all your events – As a valued partner, you will be assigned a National Client Solutions Director as your one-stop of any global location or venue, whether Encore is in-house or not. They will develop a corporate memory of your programs and preferences, so you don't have to start over each time explaining your programs AV needs.
- Elevated service levels – You will also be assigned a Senior Production Manager to oversee all of your events, adding an extra level of confidence that your needs will be taken care of.
- Greater pricing considerations – Each of your events will be assessed with value partner volume pricing guidelines to ensure you receive the best pricing available.

When you work with Encore through Strategic Site Selection you will benefit from becoming a truly valued partner. Let your SSS team member know today if you would like to benefit from this special partnership for your upcoming event!

## SAVE THE DATE - AUG 12

Plans are underway for our annual signature event, LAST CALL. Be sure to watch our newsletter, social media and your emails for upcoming information.

Have questions? Contact your SSS or Sandbox team member for more details!



# LAST CALL AUGUST 12, 2024 TORONTO



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