



# Suite Talk

OCTOBER NEWSLETTER

IN LOVE  
WITH  
FALL

## EMBRACING FALL

Kristi Piukkala, Director,  
Operations & Client Experience  
Sandbox Events Inc.



### Hi Kristi!

Happy Fall Everyone,

As this fall season hits us with its vibrant colours and cooler temps, I wanted to take a minute to chat about some of the exciting trends shaping the meetings and events industry. It's a bit like the changing leaves - colourful, dynamic, and full of potential.

#### Rolling with the Changes

Just like nature, our industry is all about adapting to change. We've seen incredible creativity and resilience from both clients and partners, navigating through uncharted territories. It's this spirit that's driving fresh new approaches to events.

#### Hybrid is Here to Stay

Hybrid events are the here to stay. Blending in-person and virtual experiences means that everyone gets a seat at the table. It's all about making sure no one feels left out. When sourcing space for your meetings and events, be sure to factor in space in your meeting rooms and budgets for the technology required to host a hybrid event.

#### Sustainability is a Mindset

Sustainability isn't just a buzzword; it's a way of life. The fall season, with its beauty and reminder of cycles, serves as a reminder to adopt eco-friendly practices. It's about making mindful choices, from selecting venues with eco-friendly practices to reducing waste and minimizing our environmental footprint. We're on a mission to reduce waste, embrace renewable energy, and leave a positive legacy for the planet.

#### Personal Touches Matter

In a world of customization, personalization is king. Whether it's tailoring content, creating bespoke experiences, or sending customized messages, we want every attendee to feel like a VIP. It's these thoughtful touches that set the stage for connections and lasting

memories.

### Safety First, Always

The health and well-being of everyone involved is our top priority. The fall season brings along with it the flu season, and let's face it, Covid is still here. Continue to take every precaution to ensure a safe and comfortable environment for in-person gatherings.

### Teamwork Makes the Dream Work

None of these trends would be possible without the power of collaboration. We're standing shoulder-to-shoulder with our clients and partners, combining our skills to create events that leave a lasting impact. Together, we're charting a course towards a future where every event is a game-changer.

In a nutshell, fall is a season of change, growth, and new beginnings. It's a reminder that transformation is beautiful and essential. Let's keep embracing change, pushing boundaries, and creating experiences that leave a mark.

Kind regards,

*Kristi Piukkala (Contini), CMP*

Director, Operations & Client Experience

*Sandbox Events Inc.*

---

## Hotel Spotlight



### A Green Oasis in the Heart of Toronto: 1 Hotel's Commitment to Sustainability

In the bustling heart of Toronto, amidst the concrete jungle and towering skyscrapers, stands a sanctuary dedicated to nature, sustainability, and eco-conscious living.

1 Hotel Toronto, has not only redefined luxury but has also reimagined the concept of

sustainable living. Through their commitment to environmental responsibility, they have introduced innovative initiatives such as "Certified Sustainable Gatherings," making it a prime destination for eco-conscious travelers and event planners.

## **1 Hotel's Philosophy**

1 Hotel's mission goes beyond providing a luxurious place to stay. Their core philosophy is built upon the idea of "nature-inspired design," which means they aim to bring the outdoors in and make sustainability a central part of the guest experience. From the use of reclaimed materials in their design to the promotion of local and organic products, they're all about preserving the planet while ensuring a luxurious and comfortable experience for their guests.

## **Certified Sustainable Gatherings**

One of the most exciting initiatives introduced by 1 Hotel Toronto is the "Certified Sustainable Gatherings" program. This initiative extends their commitment to sustainability beyond their rooms and into the events they host. The program provides clients the ability to plan and hold eco-conscious events and meetings, aligning them with 1 Hotel's green principles.

### **Key Features of Certified Sustainable Gatherings:**

1. **Sustainable Menu Options:** 1 Hotel Toronto collaborates with local suppliers to source fresh, organic, and sustainably produced food and beverages for events. Their catering team works closely with clients to create customized, eco-friendly menus that reduce waste and minimize the carbon footprint.
2. **Eco-Friendly Meeting Spaces:** The hotel's event spaces are designed with sustainability in mind. Utilizing natural light and energy-efficient technologies, they minimize energy consumption. The furniture in these spaces is made from reclaimed or responsibly sourced materials.
3. **Waste Reduction:** 1 Hotel Toronto is committed to reducing waste by promoting recycling and composting at events. They also encourage clients to go paperless and utilize digital communication and event management tools.
4. **Green Amenities:** The hotel offers amenities such as water stations with reusable glass bottles, eliminating single-use plastic water bottles, and provides sustainable event materials, such as recycled paper products.
5. **Education and Engagement:** 1 Hotel Toronto goes a step further by educating event attendees about the importance of sustainability. They offer tours and workshops on eco-conscious practices and encourage guests to take home the knowledge and habits they've acquired.

## **The Impact**

1 Hotel Toronto's Certified Sustainable Gatherings program has a significant positive impact on the environment and sets a remarkable example for the hospitality industry. By encouraging clients to adopt eco-friendly practices during their events, the hotel contributes to the reduction of carbon footprints and waste generation, thus reducing the overall environmental impact of gatherings in the city.

Moreover, this initiative serves as a source of inspiration for individuals and organizations, encouraging them to embrace sustainable practices in their daily lives and events. It showcases that luxury and sustainability can coexist harmoniously, proving that being eco-conscious is not a compromise but a step towards a brighter, more sustainable future.

**Need help finding the perfect venue? Let's Connect.**



Reach out to Strategic Site Selection and share your RFP and meeting/hotel needs and we will get started on the sourcing for you.

Yes, I'd like to connect.

## People, Places and Things



## Things we learned at



01

“Accor is launching the updated and back on track (literally) Orient Express Luxury Train/Accommodation in the next year or two and then in 2026, Accor Luxury Sailboats for small groups, next level! Also a lot of first time attendees, largest IMEX yet. A lot of new energy coming into the industry, exciting”.



Jodi McCulloch

02

"I learned that good (and comfortable) walking shoes continue to be the MOST important part of your IMEX wardrobe. I also learned that while Miami may be hot as a destination (in more ways that one), there are still lots of off-season deals to be had. AND Miami is offering a rebate on rooms booked during their shoulder dates. Contact your SSS rep for details!"



Kristi Piukkala

03

"I was shocked to learn that this year and next, London UK is opening 24 new hotels. CRAZY growth and some amazing hotels on the list to add to their already amazing collection of properties. Also, one of my fav meetings was with AutoCamp! They started with one camp in 2019 and are quickly growing to now have 6 camps open and many more on the horizon. Designed different than normal airstreams to be more like a hotel room (think less kitchen, more bedroom!). They really cater to groups ensuring meeting space is included in every camps ClubHouse. A great option for groups that want to connect with nature and do something a little off the beaten path, but maintain a luxury experience".



TANYA FAUROT

04

"I can say that you can really see how connecting in person really adds value to relationships that phone calls and emails can never do. The in-person connection we need is universal. The value and benefits cover countries all over the world".



Joyce Parayil

05

"NYC have an extensive sustainability program and Preferred hotels have a fidelity program with points for the clients and planners".



Sabine Hacker

06

"Nothing compares to meeting someone face to face, being under one roof with so many colleagues, friends, partners and other industry pros is so inspiring! I was reminded that there is so much to still learn, and always great updates about locations/hotels



Lastly- Oh Morocco!!! I learned I need to get there!"

Helene Getty

# INDUSTRY EVENTS

*See you There!*

Are you planning to attend any of these events? If you are, let us know!  
We'd love to connect with you.



**Montreal - November 7-10, 2023**

The 2023 conference will be held at the Fairmont Queen Elizabeth Hotel in Montréal Nov. 7-10, 2023 and it's the FOMO event of the year! From unparalleled experiential and collaborative learning opportunities, to networking and social



events that bring you sights, tastes and sounds that will energize, entertain and inspire you -- this is a multidimensional experience that will leave you wanting more.



### St. Johns, NB - November 19-21, 2023

The Canadian Innovation Conference, (brought to you by the PCMA Canada East Chapter), is designed to meet the needs of meeting and event professionals and suppliers whose organizations are engaged in providing services related to the conduct and operation of meetings, conventions, seminars, exhibits and trade shows.

Experience the high calibre of educational content that PCMA is renowned for in an environment customized to the Canadian market. You can earn Clock Hours of Continuing Education and expand your peer network as you invest your time in attending this 2 1/2 day conference.

## News and Updates

# GOOD NEWS FROM LAST CALL

In Support of  
**SickKids**



Thank you to all of our sponsors and partners that helped make this happen!

“

Thank you for giving \$10,000 in support of our SickKids VS Limits Campaign. Your gift will help us build a new state-of-the-art SickKids, turn today's discoveries into tomorrow's cures, and partner with healthcare institutions at home and around the world. All so children can lead longer, healthier lives. Thank you for funding our fight. Together, we will transform paediatric care.

Sincerely,  
Jennifer Bernard, CFRE  
President & CEO

Calling all  
Event  
Coordinators

**WE ARE  
HIRING.**

**SE** **SANDBOX EVENTS**  
BY STRATEGIC SITE SELECTION

Life is too short to have boring events.



## SANDBOX EVENTS IS HIRING!

*Remote Position, Permanent, Full-time with benefits*

### What We're Looking For:

We are searching for a talented and motivated bilingual Coordinator to assist in the organization and execution of unforgettable events. As the Coordinator, you should be well-organized and possess a sound knowledge of vendor management. Excellent communication and attention to detail are vital in this role, as our success depends on meeting our clients' tailored event requirements.

### Qualifications:

- Degree in relevant field is required;
- Fluent in French required;
- Proven experience as event coordinator with history of organizing successful events;

- Proficient in MS Office;
- Excellent vendor management skills;
- Outstanding communication and negotiation ability;
- Well-organized with multi-tasking skills;
- Strong attention to detail;
- Creativity;
- Problem-solving ability.

Apply today - [contactus@sandbox-events.com](mailto:contactus@sandbox-events.com)

Follow #YourPartnerInPlanning



Your Partner in Planning.  
[Strategic Site Selection](#) [Sandbox Events](#)

Strategic Site Selection | 55 Old Ruby Lane | Puslinch, ON N0B 2J0 CA

[Unsubscribe](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!