

Suite Talk

OUR MONTHLY NEWSLETTER



STRATEGIC
SITE SELECTION



SANDBOX EVENTS
by STRATEGIC SITE SELECTION

your partner in planning.

Hi Kristi,!

Welcome to the May edition of the Strategic Site Selection Suite Talk newsletter!

We know that managing event budgets can be tough, especially with rising costs everywhere. The team at Strategic Site Selection and Sandbox Events are here to help you find ways to save money without sacrificing the quality of your meetings and events. Here are some practical tips to help you stretch your budget further:

1. **Plan Early and Be Flexible:**

- **Book Ahead:** Locking in your hotel, venues and services early can get you better rates.
- **Flexible Dates:** If you can be flexible with your event dates whether it's the pattern or month you are planning to host your event, you might find lower prices during off-peak times.

2. **Choose Your Venue Wisely:**

- **Consider Secondary Cities:** Big cities can be expensive. Look into smaller cities for great facilities at lower prices. There are lots of fantastic alternatives to the larger city centres.
- **Multi-Year Deals:** If you're planning several events, a multi-year contract with a hotel can save you a lot.

3. **Negotiate for Better Deals:**

- **Use Our Connections:** We have industry relationships and partnerships that we have negotiated for our clients to get you added perks and discounts.

4. **Leverage Technology:**

- **Event Apps:** Use event management apps to reduce the need for printed materials and make things run more smoothly.

5. **Use Convention Services Bureaus (CVB's or DMO's):**

- **Rebates:** Many CVBs offer rebates based on hotel bookings or the economic impact of

your event, which can really help with your budget.

- Local Resources: CVBs provide local expertise and connections, helping you save money and time.
- Incentives: Ask your Strategic Site Selection team member about incentives and grants CVBs might offer for hosting your event in their city.

6. **Go Green :**

- Sustainable Choices: Opting for digital over print and choosing eco-friendly venues can save money and appeal to eco-conscious attendees.
- Reduce Waste: Planning to minimize food and material waste can cut costs and support sustainability. Simple things like eliminating the use of plastic water bottles and serving water in pitchers and glasses, goes a long way on your budget and the environment.

7. **Utilize Local Talent:**

- Local Speakers and Performers: Hire local talent to avoid travel and accommodation expenses.
- Community Vendors: Use local vendors and suppliers to cut down on shipping and handling costs.

We're here to make sure your meetings and events deliver great value. If you want to chat about how we can help you save money on your next event, just give us a shout!

Cheers,

The Suite Talk Team



Her Majesty's Pleasure

On May 2nd, the Strategic Site Selection and Sandbox Events team and our clients were hosted for a very special treat at Majesty's Pleasure in Toronto for Accor's Annual Sales Mission. The group was treated to manicures, pedicures and cocktails. Even Mark, our CEO, got in on the fun and experienced his very first pedicure!

This is an annual event for us with Accor and we can't thank Accor enough for their hospitality, generosity and ongoing partnership.

Interested in joining us for one of our many client events? Be sure to talk to your Strategic Site Selection or Sandbox team member! We would LOVE to have you join us!



IMEX Frankfurt

From May 14-16, some of the Strategic Site Selection team descended on Frankfurt to take in the 2024 IMEX Conference held at the Messe Frankfurt.

IMEX Frankfurt is Europe's key exhibition for incentive travel, meetings and events.

We asked the team to share with you one or two key takeaways from this years conference!

Here's what our team of Global Account Directors who attended, had to say!

01

- Never underestimate the value of seeing someone in person. Speaking with a partner or potential partner face to face makes a much more lasting impression
- Leaving time to walk the show floor and stop by the booth of a partner I have not seen in a while or a location / hotel I was not able to make an appointment with should always be factored into my schedule!
- Sneakers ROCK!



Helene Getty

02

"It's a small detail, but next time, I'll bring two international power adaptors. I only brought one, and I'll bring two next time!"



Angela Visconti

03

- My hotel highlight of the show was meeting with the Regent Santa Monica. They will be IHG's very first Regent hotel in North America, opening Summer 2024.
- My destination highlight was the pre-fam I did to Thessaloniki in Greece. Its a fantastic option for groups considering Europe with direct flights from 90 cities in Europe!



Tanya Faurat

04

- It's amazing to spend time with colleagues and other industry professionals that share the same reality and challenges. I appreciated having the time to get to know our competitors better and learn how they do things. A lot of learning and growing opportunity. Food for the brain.
- Never be afraid to push your own limits: I was terrified by the idea of scootering around Frankfurt from my hotel to the Convention Center. Thanks to my wonderful colleagues; I tried it and loved it. Plus, we were the coolest and most sustainable team all arriving to the show and events on our scooters.



Sabine Hacker

05

- "When planning your appointments, make sure you block out restroom breaks and lunch (if that's your thing) and even free time to roam the show floor. As a hosted buyer, it's great to find a table in the hosted lounge and chat with colleagues or even do a bit of networking!
- As someone who travelled 30+ hours to get to Europe, use the Timeshifter App to deal with jet lag and hit the ground running.
- And finally, in terms of sustainability, cheap swag is out, and sustainable/edible swag is in!



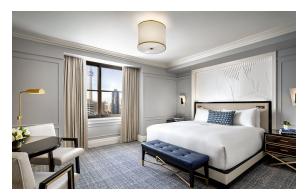
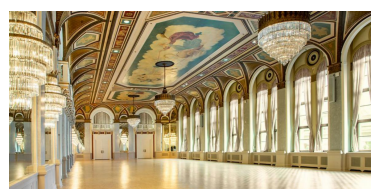
Jay Ellie

Hotel Spotlight - Fairmont



Fairmont Royal York

Fairmont Royal York is the gateway to your essential Toronto experience. Just minutes from their famous doors, in the heart of Canada's largest metropolis, is an exciting mix of activities and attractions that will leave you exhilarated. From the theater, entertainment and financial districts, to shopping, sightseeing, and world-class sports facilities, Fairmont Royal York truly is "at the center of it all." From the moment you enter the Fairmont Royal York lobby, you know you're in one of the world's grandest hotels. Each of the 1,365 rooms is a continuation of the luxurious comfort and convenience that has made this landmark hotel famous. Ideally suited to business meetings, incentive groups, and leisure travelers, Fairmont Royal York is situated among Toronto's business district, theaters, upscale shopping, world-class sporting facilities, and numerous Toronto attractions. The hotel is a short distance from the Toronto's majority attractions, and is connected to the Eaton Center via Toronto's underground Path.





Fairmont Banff Springs

The Fairmont Banff Springs provides a unique setting for your Banff meeting, conference, convention, or celebration. Set amid the stunning scenery of Banff National Park, the hotel is styled after a Scottish baronial castle, and its unique blend of opulence and seclusion has been a symbol of Rocky Mountain magnificence for more than a century. Unparalleled Setting for Incentives Fairmont Banff Springs rises among the snow-capped peaks of the Canadian Rockies, in this setting this hotel provided a rare combination of indoor and outdoor activities, from golf to wine and food pairing, to a relaxing soak in the mineral pools at Fairmont Spa. Heritage mountaineering and interpretive hiking programs, mountain biking and sightseeing can all be arranged for your group.

An award-winning meeting venue, Fairmont Banff Springs has the largest resort conference space in Canada. Featuring 76,000 square feet of versatile function and exhibition space, meeting planners are spoiled for choice. In addition, all the meeting rooms in Fairmont Banff Springs feature the latest multimedia technology, including Ethernet connectivity, to ensure that your Banff event runs as smoothly as possible.



Fairmont Palliser

Centrally located in downtown Calgary, the Fairmont Palliser is conveniently situated near the city's business and financial district and is within walking distance to the city's most exciting retail shopping, arts, culture and entertainment venues.

Calgary's friendly spirit, coupled with the city's vibrant urban ambience makes for a metropolis of wonderful contrasts. Set in the heart of the city, Fairmont Palliser is a historical landmark offering distinctive accommodation in elegant surroundings.

A History of Hospitality Since June 1, 1914, Fairmont Palliser has been the city's premier address, the cornerstone of Calgary's hospitality industry and a landmark building that is rich in history and architecture. For a century, Fairmont Palliser has been the luxury Calgary hotel of choice to gather and create lasting memories.

Fairmont Palliser is a AAA Four Diamond property. In 2021, Fairmont Palliser was named Top 10 City Hotel in Canada by Travel & Leisure - the only hotel between Vancouver and Toronto to be on that list.





AUGUST 12, 2024

LAST CALL

Saddle Up!

THE PEARL | 5:30PM - 9:00PM
184 Pearl St, Toronto, ON M5H 1L5

It's BAAACK and we can't be more excited! Please mark your calendars and be on the look out in June, for an invitation to the most anticipated party of the year.

This year's Last Call event will be held at The Pearl, centrally located in Toronto's entertainment district. We can't wait to show you this exciting new venue and have more than a few fun surprises planned that evening.

Please reach out to your SSS or Sandbox team member for details, or email us at contactus@sandbox-events.com for info on how to register.

As your trusted partner in planning, we value your support and are grateful for your feedback. If you've had a positive experience with Strategic Site Selection and/or Sandbox Events, please drop us a line at the email below.

Thank you for your partnership and please don't hesitate to contact us if you have any questions or need assistance with a new program.

info@strategicsiteselection.com



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

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