



MEET YOU THERE.

Our shared vision



We are community builders. Those with the resolve and know-how to orchestrate moments that rally us to each other's side and invigorate our collective conscience. Our organizations recognize the power of the stage and spotlight in providing a showcase to honour the diversity of thought, history, skills and teachings that make us who we are.

The Canadian Association of Fairs and Exhibitions exists to provide member organizations with a united voice, programs and tools to spur the kind of open collaboration, shared learning and coordinated action that a vibrant sector needs to thrive. And never has this collective effort been more needed. Our organizations are facing unprecedented challenges that have re-shaped the landscape.

This long-term plan is a road map to building a prosperous industry; focusing our effort for those we directly serve, indirectly support and those we affect with our actions. While our sector is diverse, our desire to enrich community is our shared purpose.

Where others see differences, we see reasons to get together.

The power of purpose

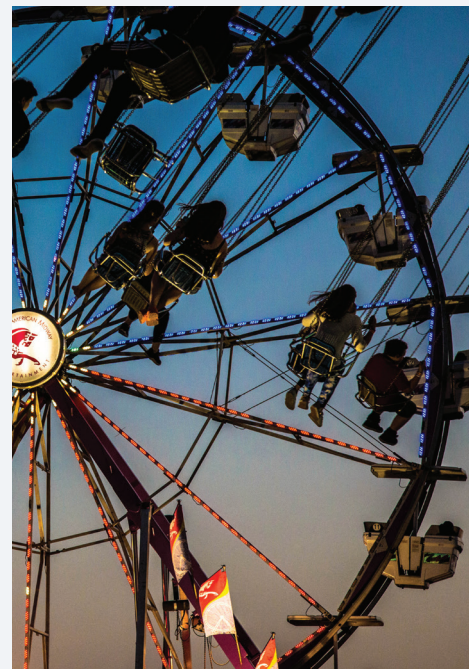
At the heart of our effort to drive a prosperous industry is the simple reminder of why we are here. Our purpose is shared with the stakeholders we serve; it frames how we will work and what we will do.

Strengthening organizations that create experiences to enrich communities across Canada.

Our New 'Ambition'

As we look ahead our ambition reflects our purpose and the impact of our efforts on the industry, communities and the people who benefit from the work of our members across the country.

That communities gather and celebrate at fairs and events for generations to come.



Our plan at a glance

That communities gather and celebrate at fairs and events for generations to come.



Be the Voice

Our sector has been an unassuming contributor to the fabric of Canadian life. A champion that gives voice to our impact, tells our story and advocates for support is crucial to ensuring Canadians can continue to gather and celebrate for generations to come.

Service that drive value

Current and potential members need to see value for their investment, so this will be our focus. Our aim will be to support them in their recovery from the pandemic, help them adapt to a changed market and innovate to meet the demands of consumers.

Fostering Productive Collaboration

The power of our sector lies in the people who lead it every day. Fostering collaboration ensures our diverse membership can learn from others, avoid pitfalls and thrive. These productive connections help us move forward together.

Strengthening organizations that create experiences to enrich communities across Canada.

AG SOCIETIES ■ EVENTS ■ EXHIBITIONS ■ FAIRS ■ FESTIVALS

AG EXHIBITORS ■ COMMERCIAL EXHIBITORS ■ CONCESSIONS ■ CONTRACTORS ■ ENTERTAINERS ■ MIDWAY PROVIDERS ■ PROFESSIONAL SERVICES ■ PROVINCIAL ASSOCIATIONS



When we can do this.

The needs of our industry are significant but will not be solved overnight. A strategic approach requires priorities and phases of work. Tailoring our pillars in each phase ensures leadership has the flexibility to prioritize action each year to drive towards our ultimate ambition. For the purposes of this plan, initiatives have been prioritized as follows:



MEET YOU THERE.

Details of our plan.

How we deliver on our purpose & ambition.

Be the voice

Our sector has been an unassuming contributor to the fabric of Canadian life. A champion that gives voice to our impact, tells our story and advocates for support is crucial to communities gathering and celebrating for generations to come.

What are key strategies that bring this life?

Establishing a common narrative.

This is a passionate industry yet we rarely share the story of what we do –the benefits of our effort for the community. A key initiative will be to develop a common narrative we can all use to better tell our story. This narrative will underpin messaging to influencers and campaigns to drive public opinion of members & industry.

Increasing efforts to influence.

The landscape has changed and policy makers have to see how to support this industry and our partners. Developing a robust approach to government relationships is an ongoing investment of time. The purpose is not just to advocate for financial support, but to forge deep relationships with policy makers and influencers on an ongoing basis. In doing so we will be working to carry the voice of members, including our Provincial Association partners.

Driving increased awareness & engagement.

Being a champion will mean developing a broader campaign for influencing public opinion, driving interest and support for our members. This may be a paid campaign in the traditional sense, or a more strategic set of initiatives leveraging earned, paid, digital and social media on an ongoing basis.

Reaching industry.

With a strong narrative, a compelling story and programs/ services that deliver value the organization will be well positioned to engage in a major membership drive initiative. This will be a positive strategy aimed squarely at recruiting greater engagement.





Services that drive value

Current and potential members need to see value for their investment, so this will be our focus. Our aim will be to support them in their recovery from the pandemic, help them adapt to a changed market and innovate to meet the demands of consumers.

What are key strategies that bring this life?

Complete a full program evaluation.

Research with members show engagement with programs and services is limited to a few core pieces. With limited resources it will be difficult to deliver everything, so we will evaluate the usage and impressions of programs we offer. We will gather input from a working group to develop programs members value. We will also regularly review to ensure we have the resources and governance structures in place to deliver that value.

Focus on adaptation & innovation.

Leaders see a market in flux and consumer trends shifting quickly. Organizations will need support in adapting what they offer and innovating programs to match the pace of change in the market. Services & programs that support that need will be developed.

Establishing industry feedback loops & metrics.

Value stems from understanding and listening to industry needs. This strategic approach not only calls for developing ongoing tools to understand what industry wants, but also establish internally focused tools for the organization to continually evaluate itself and identify opportunities to improve.





How we deliver on our purpose & ambition.



Fostering productive collaboration

The power of our sector lies in the people who lead it every day. Fostering collaboration ensures our diverse membership can learn from others, avoid pitfalls and move rapidly to engaging Canadians with remarkable, vibrant and meaningful experiences. These productive connections help us move forward together.

What are key strategies that bring this life?

Develop a membership strategy.

As we grow and engage more members it will be important to have a contemporary membership strategy that reflects what we can deliver to different types of members – either directly or indirectly. This may include updating membership levels/categories, service & program access.

Develop a collaboration strategy with provincial partners.

Ensuring an effective working relationship with provincial associations is fundamental. There will be a need to clarify how we collaborate for maximum benefit and impact.

Reimagine annual conference focused on collaboration.

Member feedback shows high engagement with this annual event. More than just an opportunity to network, this conference can be penultimate collaboration for members. What does the future of this event look like with a focus on collaboration?

Develop ongoing collaboration opportunities for sharing expertise.

Collaboration is best completed on an ongoing basis. The key will be to establish mechanisms that enable it to happen based on organizational type, issues or opportunities.



We'll meet you there.

Down at the local community spaces, arenas, exhibition and conference halls, crowds are gathering. Compelled to see the sights promised, to laugh with neighbours and those who've only just arrived, to gaze in awe, learn anew and rekindle the spark that draws us together and makes us proud to be who we are. It is where everyone is welcome. Call them events, experiences, festivals, or fairs, these are celebrations that truly matter. They matter to our communities for their cultural influence and economic impact. They matter to our sense of well-being by feeding our need to congregate. They matter to all those who yearn to be seen and feel a sense of belonging and connection to the people and place they call home. No matter where you come from, or where you've been, these are the moments that define and strengthen the bonds we share.

Consider yourself invited. We'll meet you there.

