

Background

Destination Canada has multiple advisory committees to attain industry input and expert advice on key issues and opportunities in delivering innovative programs and services for the Canadian tourism industry. The Business Events Canada Advisory Committee is managed by Chantal Sturk-Nadeau, Executive Director Business Events Canada (BEC).

Mandate

To ensure alignment between the strategies of the BEC unit at Destination Canada (Destination Canada), the mandate of the Destination Canada BEC Advisory Committee is to provide strategic advice and counsel to Destination Canada Management, and Destination Canada's Board, on strategic issues advanced by the Destination Canada's board, Destination Canada Management and/or identified by the committee itself.

Membership

The collective membership for this committee, to a maximum of 18 members, seeks to include industry representation from across Canada and reflect a reasonable balance of tourism sub-sectors, destination marketing organizations, retail travel organizations (tour operators/receptive tour operators/ destination management companies/travel agencies), technology companies, federal agencies and other SMEs (hotels/attractions/transportation) operating in the industry. Independent consultants as well as media and creative agencies are not permitted on the committee.

Candidates for the committee are selected based on their experience and expertise, with a view to having a committee with diverse skills, experience and perspectives to ensure Destination Canada, and its Board of Directors, will benefit from a richness of advice. Geographic diversity will also be considered in selecting members.

Member Composition Profile

Taking into consideration the stated BEC Advisory Committee mandate, to adequately fulfill their advisory role, members of the committee are:

- In a senior/executive position for at least 3 years and with an organization involved in the business events sector
- Work experience, competencies, skills and expertise that are most relevant to the committee's mandate.
- While not mandatory, representing an organization who has either co-invested and/or worked closely in support of Destination Canada's business events programs is beneficial

More specifically, committee members will reflect a cross-section of the following core attributes, competencies and experience:

- awareness of international and domestic business event marketing and sales trends
- strategic marketing and planning skills
- responsibility for oversight of global sales
- past and/or current service on other industry committees i.e. PCMA, MPI etc.
- active in industry associations and knowledgeable of their operation
- solid understanding of partnership marketing
- dynamic and energetic, with stature and influence in the industry
- independent informed judgement serving first the interests of Destination Canada before their own organization
- strong oral communication and listening skills – capable of speaking out and challenging
- ability to work as a part of a group – persuasive, assertive and flexible
- high ethical standards and integrity – willing to commit time and effort

Terms of Service

Committee membership is on a volunteer basis and for a maximum three-year term. Destination Canada reserves the right to assign terms of one year and two years to ensure continuity of membership year over year. Past members who have already served a three-year term in the past can reapply for another term. The maximum number of years that an individual can participate on the committee is for a total of six years.

Meeting Schedule / Format / Reimbursement

Advisory committees must meet at least twice a year in person. Excluding the committee chair, committee members incur all expenses, including travel. Meetings are scheduled to support Destination Canada's annual strategic planning cycle and they are generally held in Q1 and Q3. Requests for advice and input can occur on an ad hoc basis and may necessitate conference calls outside of face-to-face meetings.

How to Apply

Individuals interested in serving on a volunteer basis on the Business Events Canada Advisory Committee for either a one, two, or three year term from January 2019 to December 2021 are asked to submit a brief statement of interest (250 words or less) and a CV/resume.

Your submission must include in the body of the email or cover note the following:

- Indication of Name of Committee
- A summary of most relevant skills, experience and knowledge that would support the mandate of the Committee;
- Evidence of an ability to work in a consensus decision-making environment.

Please complete and send your application to advisorycommittees@destinationcanada.com.

Please Note: at this current time, the Business Events Canada Advisory Committee is not requiring a new Chair as this role is filled.

Closing Date For Applications

Friday, October 26, 2018

For more information

For more information about Destination Canada's committees, please refer the FAQ document on the Destination Canada corporate website or contact advisorycommittees@destinationcanada.com.

Due to the volume of interested applicants, Destination Canada will strive to get back to everyone as best they can, but those selected for membership will be notified by no later than December 7, 2018.

The next meeting for the Business Events Canada Advisory Committee will be held in Q1, 2019.