

2012 Community Futures Network of Canada National Event

Final Thoughts and Recommendations

Accommodations

- Overall there were 1880 room nights picked up of the original block of 2017.
- Highest pickup was the Delta with 650 room nights
- Attrition was met with 6 of the accommodation providers, however there was one where attrition was not met. The AACBDC has booked a fall meeting with the Marriott to reduce any charges that may have occurred to not meeting the contracted rooms.

Food and Beverage

- In terms of food and beverage over 83% of the participants indicated that they were either satisfied or very satisfied with the meals at the WTCC.
- More people attended the first breakfast on Thursday morning, than what was expected. This is in contrast to what we experience at the Atlantic level.
- It is recommended in the future, to order more food for the first meal to gauge the overall meal attendance, then adjust if need be.

Language

- It was a goal of the organizing committee to offer a bilingual conference.
- It is always a challenge to capture the enthusiasm of a speaker using interpreters and this was experienced with one the key notes at the National Event.
- Overall the French participants indicated that they were 70% satisfied or very satisfied with the simultaneous interpretation.

Program

In terms of the opening ceremonies and DRUM, 87% responded that Drum was either very good or excellent.

- There were certainly cost and AV considerations in offering a production such as DRUM, but overall it seems to be one of the highlights of the National Event.
- The highlanders and the Town Criers were very popular. The delegates commented on how this added to the overall event.
- 77% were satisfied or very satisfied with the East Coast Kitchen Party Dinner and 59% rated the entertainment as excellent or very good.
- It was commented that Blue was enjoyed more than Rawlings Cross and some felt that Rawlings Cross was too loud.

Workshops

There were 10 workshops offered and they were rated using the following questions (each workshop was rated out of 5):



1) Was the workshop relevant to your work:

The responses for question number 1 ranged from 3.36 to 4.60 (being Thrive Online) with the overall average being 4.00.

2) How well did the workshop meet your learning needs

The responses for question number 2 ranged from 3.29 to 4.60 (being Thrive Online) with the overall average being 3.79.

3) Please rate the effectiveness of the presenter?

The responses for question number 3 ranged from 3.54 to 4.86 (being Thrive Online) with the overall average being 4.10.

Of the workshops, “Social Media: Thrive Online” scored the highest overall, followed by “So You Want to be a Chair”, followed by “Investment Fund Opportunities”.

Discussion Groups

There were 10 discussion groups offered and they were rated using the following questions (each workshop was rated out of 5):

1) Was the content relevant to your work:

The responses for question number 1 ranged from 3.50 to 4.60 (being Recruiting for the Future) with the overall average being 4.10.

2) How well did the discussion meet your learning needs

The responses for question number 2 ranged from 3.37 to 4.38 (being Recruiting for the Future) with the overall average being 3.76.

3) Please rate the effectiveness of the presenter?

The responses for question number 3 ranged from 3.57 to 4.76 (being Recruiting for the Future) with the overall average being 3.93.

Of the 10 discussion groups, “Recruiting for the Future” seemed to be highest rated discussion group, followed by “CFOT Funding Models Reviewed” and followed by “Managing Change Effectively”, and “Continuing the Conversation: Economic Performance Results of the Community Futures Program”.

Registration

Due to the overall economic conditions that are facing rural Canada right now, conference attendance is at an all-time low. When the National Event committee began their work on budgeting, they anticipated a break-even budget of 500 delegates.

This number is in line with the attendance level of other similar national conferences.

There were 817 total registrants at the CFNC National Event. This included paid and non-paid



delegates, spouses and other. The 2012 CFNC National Event is the highest attended National Event to date. There was a wide variation of the delegates and each province and territory was represented.

Cancellations

There were only 13 cancellations in 2012 and this was significantly reduced from 2009.

Budget

The CF Network of Canada administered a \$737,000 and we are pleased to say that we have incurred a modest surplus.

Overall Recommendations and Conclusions:

- In terms of speakers and facilitators begin early.
- Federal government can be a great provider of bilingual facilitators.
- A great facilitator can turn any topic into something of interest, so ensure you choose the best
- Offer facilitator training early to avoid any issues.
- Ensure attrition clauses can be met, otherwise move to other accommodation providers that may not be so strict with attrition.
- Promotion of the National Event using newsletters was a very effective method for the committee in 2012.
- In order to increase attendance numbers at the opening ceremonies we built an event “Night of the Volunteer for opening ceremonies. This attracted over 700 people to the opening ceremonies.
- Spousal tours were very popular and should be continued.
- Sprinkles of local culture throughout the event was popular, as in the case of the town criers or the highlanders.
- Organizing volunteers to be greeters at the various motels was not successful.
- Ensure handout material needed for the workshops in done well in advance.
- Ensure that there are extra facilitators on hand as there will be drop offs.
- Ensure there is transportation for disabled and those who may require it due to illness.
- The National charity campaign was very successful and should be considered again.
- Delegates liked having a delegate package/workbook.
- Exterior signage was not noticed by our market. Would not proceed with this again.
- Photographer added a nice touch and is recommended to be continued (depending on budget).

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