



ASSOCIATION
DES EXPOSITIONS AGRICOLES
DU QUÉBEC



Quoi de Neuf?

PRESIDENT'S NOTE

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Hi everyone,

It's time of the fairs! Témiscamingue launched the season of the exhibitions 2010. Let us hope that they were not too much bothered with the smoke but at least the beautiful temperature seemed to be there. It remains only to wish the same condition favorable to the other members of the network during the holding of their respective activity.

According to the information received further to the deposit of the business plans of the various exhibitions, the season should be still well filled. It is necessary to hope that everybody will be ready in time because certain exhibitions had not ended their planning in the date planned for the study of the projects while this deadline had been determined last autumn. Did they have forgotten to transfer this date in their 2010 schedule? Let us hope that it is about a simple forgetting and not the sign of a deeper faintness in the organizational structure of

these exhibitions. Regrettably there's no smoke without fire.

And now, it is necessary to bring a final touch to the preparation of our exhibition, to have the concern of the small details, to bring a small touch of finish, to plan the decoration, to verify our identifications, to give a last small quick sweep in corners, to collect what is useless and especially harmful to the movements and towards the visitors. If it is necessary to bring an attention on all these technical details, it is especially important to dedicate a little of time to the training of the staff who will work on the welcome of the visitors and on the services to the exhibitors. All indeed have to be informed about their task and about the environment in which they evolve. If they cannot answer the questioning of the visitor, they have to know how and to whom them to refer to satisfy them. Whether it is voluntarily or against payment, they must be

satisfied to be there, that is to show a smile to visitors.

Finally, even more than to our advertising campaign, let us dedicate a big attention on the image which we throw. It is necessary to make sure that our reputation is spotless by watching what we say about us and by correcting the shooting quickly if necessary. It is also necessary to position, to promise nothing that we cannot offer but indeed become known what distinguishes us from all other activities. We can be proud and satisfied with our success according to the satisfaction of our customers, if we deliver to our exhibitors the quality services and to our visitors an enriching experience.

To all, good end of preparation and a success as high as your expectations.

Romuald St-Pierre,
President



Convention, April 2010

On April 23rd and 24th of this year was held the congress of the "Association des expositions agricoles du Québec". More than 80 participants while resulting from 32 different exhibitions who met in the region of Brome, fair host of the congress.

The theme of the congress " Let us plan our future " laid the table to develop the future of our agricultural fairs. Indeed, Monique Gagné and Monique Dansereau, of the firm OSBL Plus, had for mission to direct the exhibitions in their strategic planning.

Friday, participants had the chance to question themselves on the functioning of their exhibition and establish their strengths and weaknesses at the level of the management of their organization. The formation continued on Saturdays mornings in two different workshops. The first workshop aimed at developing a mission for the exhibitions. The participants agreed on the following mission:

To optimize the relationship with the public by promoting and developing Agriculture by way of educational value, judgments and entertainment.

The other workshop concerned the strategic planning over three (3) years. The participants seized the importance to plan their activities in the longer term and tools were developed to help the members of the AEAQ to plan their future!





Convention, April 2010



AEAQ Directors 2010-2011

April 24th in the afternoon was held the annual general assembly. Congratulations to Marie Désilets, André Labonté and Romuald St-Pierre which were all re-elected in their post within the board of directors.

April 23rd, Banquet

The AEAQ would like to thank the exhibition of Brome for its welcome during the banquet on the evening of April 23rd . On arrival on the site, a cocktail was offered to the participants and a show of "le bucherons de l'ouest" was presented.

During the supper, *Paradox the Robot* made us a very well made animation. The evening ended in the dance before buses return the participants to the hotel.



Thanks to all those who filled the appreciation form of the congress

Congratulations to our three (3) participants who won the books on the strategic planning:

Francine Mucci, Rouville Fair
Lucien Dumais, Kamouraska Fair
Philippe Leblanc, Huntingdon Fair

Thanks to all those who filled the appreciation form, it is a useful tool for your association to improve year after year the quality of the congress.

**WE HOPE TO SEE YOU AT THE CONGRESS
OCTOBER 29TH AND 30TH OF THIS YEAR!!!**

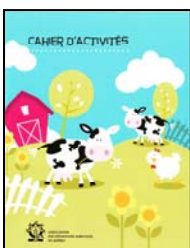
Corn Thematic Exhibition

THE AEAQ provides you a thematic exhibition on corn (for the moment in French only). Indeed, it is available free of charge for the exhibitions which make the request. It is a good tool to complete the educational program of your exhibition. Did you know that we make some instant coffee, cosmetic and some mixture from cake from corn...

Here are some examples of the exhibition signs :



Educative Exercise's Book



It is still time to make your order of Educative exercise's book if it is not already done. In the cost \$0,25 by book, it is a good tool to amuse the young people which will be at your fair.

For information, on the Corn Thematic Exhibition or still on the Educative exercise books , contact Marie-Eve Dumont to 418-527-1196 or mdumont@expodुquebec.com

Play with Weather!!!

Here is a small text found on the site of *Festival et Événement* ... It is interesting to play with the words to increase the participation at your fair...

Negative weather forecasts

The media tend to present the forecasts in a dramatic way by insisting more on the negative aspects. The consequences are such as we sometimes have to call back our customers and our visitors that weather forecasts are not still guarantors for the temperature that it will really do. Thus the message to be advertise is: " 30 % of probability of bad weather ... It is 70 % of assured good weather! ". To fight against the fatal consequences of the negative, alarmist and sometimes erroneous weather forecasts, here is a tool developed by Québecvacances.com. The images will be available on the site of the AEAQ, in the member's zone...



Create a Facebook Page

With 400 million users, Facebook is an important tool which allows to multiply the daily contacts with our customers. To create a page fans, you have to respect numerous rules. The Network of *Vieille en tourisme* prepared an analysis which presents some of them, while supplying advice to optimize this page fans in search engines and promote it with the Internet users.

Information: <http://veilletourisme.ca/2010/02/25/guide-pratique-pour-creez-votre-page-fans-facebook/>

Become trendy!!!

Visit of the Fairs



And here we are, with the exhibition of Temiscamingue the last week of May, the season of the exhibitions is launched well and truly. The general manager of the AEAQ will begin the visits of the various fairs and I remind you that only those who were not visited last year will be visit this year.

Further to the visit, an evaluation will be handed to you with the strengths and the weaknesses of your organization and the solutions to improve it. I invite you to ask a friend to complete the form or still to make it yourself. You could discover interesting information. The form is on the Web site of the AEAQ in the members' zone.

**Good luck to all for your event and
I really hope seeing you in one of the exhibitions!**

A New Performance Indicators Grid

A new performance indicators grid was setting up by your association in collaboration with the MAPAQ. Take note that it will have to be filled and to be handing at the same time that your annual reports, at the ending season.

The form will be joined into the model of the annual report and available on Internet in the member's zone.

I take advantage of it to remind you that if you do your annual report as soon as possible, better it will be. The wretched paper will be last you and will have you much less research to be made. Furthermore, the summary of the events will be much fresher to your memory...

Mother Nature's whims

You know as me that as planner of events, it is essential to analyze and to estimate multiple factors and variables during the setting up of an event; the lighting, the sound, the decoration, the meals, the transport, etc. If, besides, your

event takes place outdoors certain factors will come to be added to those usually considered are; the wind, the rain, the temperature and the additional equipments. As 4 of these 5 factors are unpredictable and unverifiable,

it is essential to estimate the impact which they could have on your event and to plan plans B during your planning.

Suite page 7...



...Mother Nature's whims



Wind

If strong winds are planned, it is necessary to think of anchoring well all the rooms of display which will meet outside (banners, posters, etc.) so that they are not taken by the wind. Plan resistant supports (posts of wood or metal planted in the ground, the bases containing some sand, etc.) according to the place where these posters will be installed. He can be necessary to solidify your rooms on their support by means of adhesive tape, of tie-wrap to avoid that they slide on one side or of the other or worse, meet on the ground. If a meal outside is planned, assure that there is not too much wind so that the participants can eat without caring about the plate, the towels of paper or about the glasses which fly away or what fragments meet in their plates. If the day is too windy, consider the rent of a closed tent.



Rain

The rain is not regrettably a great friend of the organizers of events, because it is the variable which can put in danger your activities. It is very important to indicate to your guests how they will be informed if changes must be brought to the program of the event - for example, the event will always take place, it will be

cancelled or put back at a later date. One of the options is to use a Web site (or a group on Facebook) where you can spread this information. Another option would be to indicate this information on the program (put back in case of rain) or to create a message vocal on a line 1-800 or an official voice mailbox. An e-mail can be also sent to your guests if you asked them for their address of e-mail beforehand. The main part is that the information can be passed on by the organizing committee to the participants and that these last ones know how they will be informed or where to find the information. If the event takes place good weather, bad weather, it is careful to plan the rent of tents to protect the participants of the rain.



Temperature

If the announced temperature is very cold, plan to offer to the participants of coffees, hot chocolate or some soups to allow them to warm itself. If, on the contrary, the announced temperature is very warm, plan bottles of cold water, juices, "popsicles" so that your guests draw to quench thirst and to cool throughout the day. You can also rent parasols and ventilators.

Finally

For any outside event, do not forget to estimate the necessity of renting the following equipments: portable toilet, automatic teller machines, stages, electricity, arrived generator and sends back of water, tables, chairs, wooden false floor, trash cans, etc. A few days before and the day before your event, verify weather forecasts and re-validate the progress of the event with your team and the suppliers according to the announced temperature. It will maybe necessary to use your plan B!



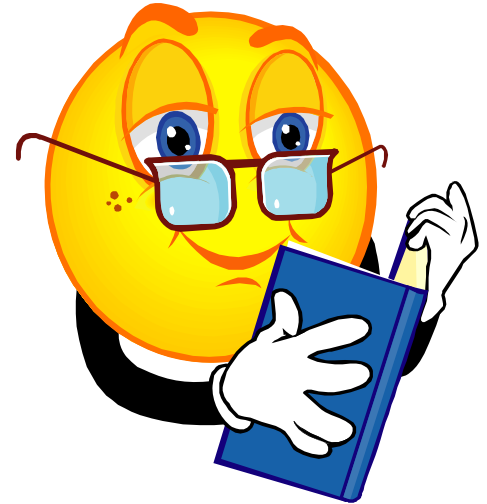


Reading suggestion

Pop over to the toolbox of the Conseil québécois des ressources humaines en tourisme in the www.coffreaoutils.com

The tool box gathers practical, concrete, useful and easy to use references which aim at all the functions of management of the company (head office, general management, human, marketing resources and communication, finance and accounting, operations, social responsibility and legislation).

The tools which are listed adapt themselves to the small and medium-sized enterprises of the tourist industry there and take the shape of lists of check, tools of diagnosis, textbooks of auto-learning or Web sites of general information.



I am sure that you will find an article or a tool which can be convenient for you!

Enjoy your reading!

The next edition of Quoi de Neuf? should be published in September 2010.

If you have any suggestions or subject to share, please let us know your comments!

Until then, regularly visit the Association's website for the latest developments !

Join us on the web !
www.expoduquebec.com



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