



ASSOCIATION
DES EXPOSITIONS AGRICOLES
DU QUÉBEC



Quoi de Neuf?

President's note

March 2011
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March is already here, it is time to finish planning the 2011 activity. It would be important to devote at least as much time in preparing the next edition than time you gave completing the activity report. And it should be well spent time, to thoroughly study all aspects of our business and not a continually deferred task. This should help improve relations with our partners and build strong relationships with exhibitors.

A "WOW" experience does not come from nowhere. It is the result of passionate directors and volunteers, dedicated to serving their exhibitors and attentive to their visitors. It is essential that all share the values of the organisation. All must have the same vision and work in the same direction to achieve as much as possible the mission of their agricultural exhibition.

While it is important to plan a quality activity, we must worry about its financial health. It is not uncommon to see « very good » business plans with high expectations, but not realistic. Estimated operating costs are at a minimum and estimated incomes are at a maximum. Following the activity, the reality is quite different: we have all kinds of expenses, even unexpected expenses, and liquidity is not always there. This will have consequences throughout the year and can affect the operations. If the situation continues and constantly repeats itself, and if it is not rectified as soon as possible, volunteers are going to quit and creditors will recall their margin ... it is often too late.

But I do not want to end on a pessimistic note. Instead, I wish you success. I hope that the visitors will have fun visiting your site, mix with exhibitors and participate in activities... so they can spread the good news and want to come back next year!

Good luck and good season!
Romuald St-Pierre, President



NEW FOR 2011

Your Association wants to provide you with tools and services for the 2011 season.



Again this year the exhibitions will have the opportunity to buy educational workbooks (English and French) and book the exhibition on corn which was a great success last year.

New for 2011: a thematic exhibition on natural fibers will be available (in French and English) .

The spring will also mark the official launch of the new educational activity "From farm to market." This project, designed for children from 3 to 10 and unique in Quebec, is available exclusively to AEAQ's members. It will be presented in a dozen exhibitions this summer. We invite you to come and meet Mathurin and Mathurine this summer. The schedule will be posted on the AEAQ's website shortly.



For those wishing to purchase workbooks or book any of the activities presented above, please contact the AEAQ's office by phone (418) 527-1196 or by email at info@expoduquebec.com



SPRING CONGRESS: APRIL 29 & 30

HOTEL LE PRESIDENT, SHERBROOKE

Friday April 29th 2011 :

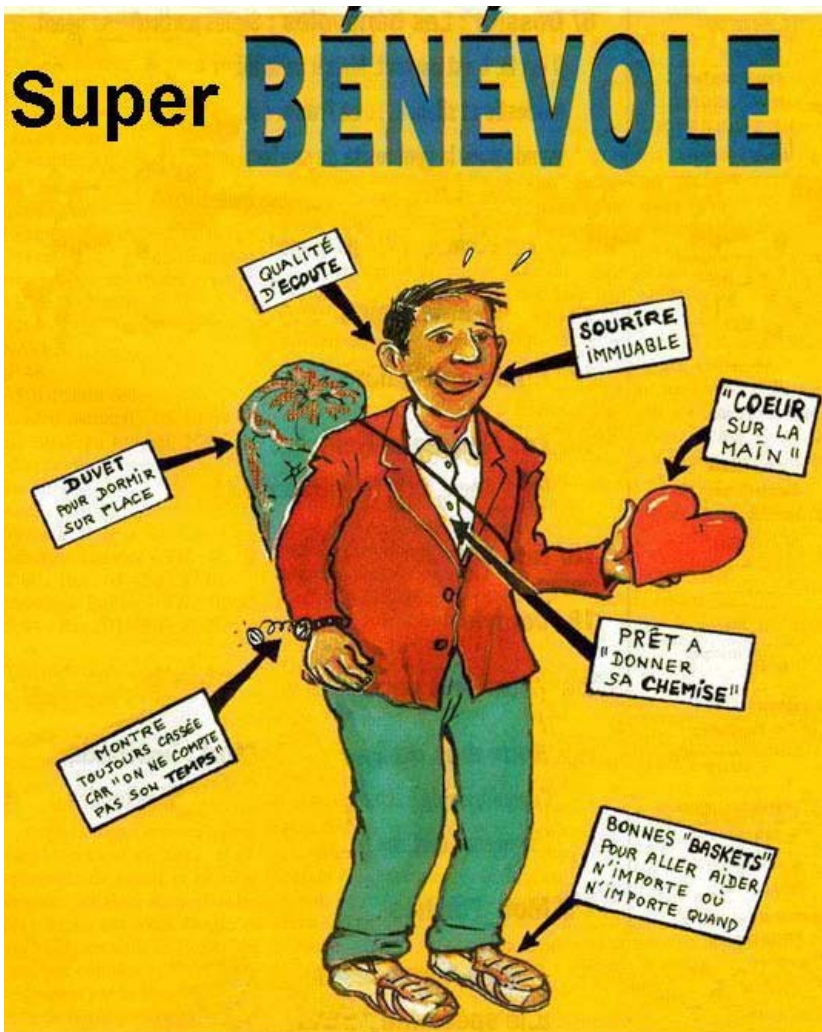
- 12 h 00 to 13 h 30 : Arrival and registration of participants
- 13 h 30 : Welcome, introduction of participants (Champlain Room)
- 14 h 00 : Departure for Cookshire Fair site, the conference host
- 14 h 30 : SURPRISE !
Everyone is welcome. Part of the afternoon will be held outside. Get dressed according to the temperature
- 16 h 30 : Back to the hotel
- 17 h 00 : Free time - preparation for the banquet
- 19 h 00 : Banquet and evening entertainment

Saturday April 30 2011 :

- From 7 h 00: Breakfast (Hotel restaurant)
- 9 h 00 : « Propagez votre événement de façon distinctive »
Sebastien Leblanc is a motivational speaker and trainer in marketing. Participants will do practical exercises.
- 10 h 15 : Break
- 10 h 30 : Propagez votre événement de façon distinctive ...(part 2)
- 12 h 00 : Lunch
- 13 h 30 : AGM
- 16 h 00 : The end

We hope to see you there!

VOLUNTEERS: A PRECIOUS RESOURCE



Before and during your event: say thank you to the volunteers!

Whether you have one, fifteen or a thousand volunteers, the recognition of their work is essential: use the best volunteers in the past year to help in recruiting new volunteers, hold informational meetings, treat your volunteers well during the event (a bottle of water for those who work in the sun all day is often appreciated), take a group photo at the end of event, etc: simple actions that are still functioning.

After your event: **STILL** say thank you to the volunteers!

A post-event party is good but why not also offer a more formal recognition to some of your volunteers? Since 2008 the Quebec government has implemented a very simple process to obtain a certificate of official recognition. This certificate can officially recognize the significant contribution of volunteers by issuing a certificate jointly signed by the Minister of Employment and Social Solidarity and the representative of the applicant organization. Simply fill out two short forms online and then return them by mail and you receive the signed certificate. As simple as that! For more information, visit the Secretariat à l'action communautaire autonome et aux initiatives sociales website: <http://www.benevolat.gouv.qc.ca/attestations>



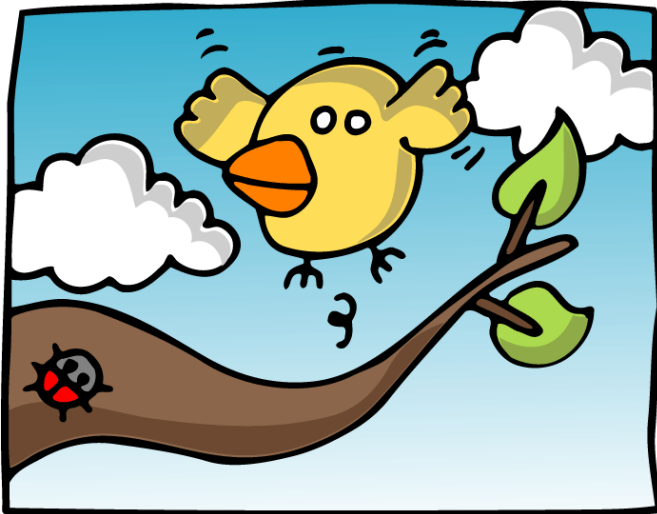
READING SUGGESTION

The festival visitors broadcast videos and photos, send emails, blog, report their position with location-based applications, leave comments on websites and update their status on social sites. Basically, they share their festival experience with the entire planet in real time. What place festivals give to technology in their operations and promoting their brand? For more information:

<http://veilletourisme.ca/2011/01/12/la-technologie-ne-laisse-pas-les-festivals-en-marge>



HOPE TO MEET YOU THIS SPRING!



The AEAQ's team wishes you a great spring meeting!

The next edition of Quoi de Neuf? should be published in June 2011

If you have any suggestions for topics, please send us your comments!

In the meantime, keep checking the AEAQ's website of for the latest developments!

Find use on th web !

www.expoduquebec.com



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