



ASSOCIATION
DES EXPOSITIONS AGRICOLES
DU QUÉBEC



Quoi de Neuf?

PRESIDENT'S NOTE

Hello everyone,

By the time you read this, the 2011 season will already be completed. I want to personally thank the exhibitions that I have sent me a special invitation to participate in their activities. I could not see many of you, but I was with you in heart and mind.

Now I consider that we should spend our time at something very important. For events such as our agricultural exhibitions, coming back year after year, to look back at our event and take notes is the only possible source of renewal and improvement. If we don't do that, we are going to repeat the same things, forgetting about activities that are too demanding in terms of organization.

From the financial point of view, a balance sheet is a data set very specific of revenues and expenditures. When we take stock of our activities, we should summarize the content with very concrete facts and numbers, identifying strengths and weaknesses of the various aspects of the projects planned and implemented, by calculating the return on our investment whether in money, time and energy, and in properly evaluating the response of our visiting public.

When describing my event, I locate it in time and space, I give it all its local color, which distinguishes it from any other activity. I list the key players, partners, the number and categories of exhibitors, I talk about the public response, highlights, popular activities and also less popular activities. It is also important to consider the promotional campaign by describing the elements of communication used and their results.

Once this fact is, it is important to analyze the data according to the objectives set at the beginning of the year and draw conclusions. How to explain the achievement of the objectives or not? We must move beyond the weather excuses... In financial terms, we must prepare a table comparing the forecasts and the actual budget to validate with the amounts allocated. In conclusion, it is quite logical to propose some recommendations: the activities to repeats, those we want to change, those we want to remove, points to improve and people to preserve, new ways to develop approaches to attract new partners and increase the number of visitors.

Good thinking work to all, so does the improvement and sustainability of our exhibitions. Hope to meet you in Orsmtown at the end of October.

Regards,

Romuald St-Pierre. President

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Agricultural Exhibitions: The 2011 season

The 2011 season of agricultural exhibitions is already behind us. Again this year, hundreds of thousands of visitors have walked through the doors of the 34 agricultural exhibitions in the province of Quebec. Despite the competition they are facing, agricultural exhibitions are still doing well !

For the first time this year, the educational tour "From Farm to Market" was a huge hit with young visitors and their parents. As many as 24,000 young people have completed the circuit and discovered the farmer's world.



Animals always attract visitors. Despite the decline in the heads number in the judgments in most agricultural exhibitions, the competition still remains interesting. But will it be the same in a few years?



The Midway and rides are very appreciated by young (and sometimes not so young) visitors. Congratulations to the organizers! ... And now place to the report writing!





AEAQ's Fall Convention: October 28th and 29th

The AEAQ's Fall Conference will be held on October 28th and 29th at the Hotel Plaza Valleyfield. The Ormstown Fair, host of the event and the AEAQ team are inviting you!

DELEGATE SCHEDULE

Friday, October 28th

- 12 h 00 to 13 h 00 : Light Lunch (*Ormstown Curling Club*)
- 13 h 10 to 14 h 00 : Ormstown Fair site visit (*Fairground*)
- 14 h 30: Arrival to the hotel and participant registration (*Hotel*)
- 15 h 00 : Opening (*Empire Room*)
- Welcome – Mr. Romuald St-Pierre, President
 - Exhibitions 2011
 - Exchanges
 - Agricultural exhibitions and animal contests
- 18 h 30 : Cocktail (*Regate Suite*)
- 19 h 00 : Banquet (*Empire Room*)
- 20 h 00 ExpoStars Gala and music (*Empire Room*)
- 23 h 00 : End

Saturday October 29th

- From 7h30: Breakfast (*Verrières Room*)
- 8 h 30: Meeting with Holstein Québec (*Gault Room*)
- 9 h 00: Sponsorship Workshop (*Gault Room*)
- 10 h 45 Break
- 12 h 00 : Lunch (*Verrières Room*)
- 13 h 00 : Sponsorship Workshop (continues) (*Gault Room*)
- 14 h 45 Break
- 16 h 00 : End



A program for the companions is also planned. Do not miss the opportunity to join us for this annual fall meeting!

ExpoStars 2011

Only a few weeks before the unveiling of the ExpoStars 2011 contest winners. Hurry up and submit your nominations. The deadline is September 23rd.

Notice that, considering the lack of participants in recent years, the category "Welcome" has been removed. You can still submit your application for one of the six categories:

ExpoStars 2011



« Communication, promotion & marketing »	Business public relations, promotional materials, website Advertising
« Agricultural Education »	Outreach activity Special Promotion Etc.
« Family »	Participation Incentive to attract the family Promotions.
« Partners and sponsors »	Sponsor approach Fundraising Promotions.
« Tribute to a builder »	Volunteer Partner or company heavily involved for a long time
« Jury Prize »	Special project



Reading Suggestion

Since the subject of the sponsorship will be discussed at the next Congress, I invite you to prepare and read an interesting training manual on negotiating a partnership that was written by Festivals et Événements Québec.

http://www.attractionsevenements.qc.ca/fichiers/autres/Negocier_une_commandite.pdf

Enjoy your reading!

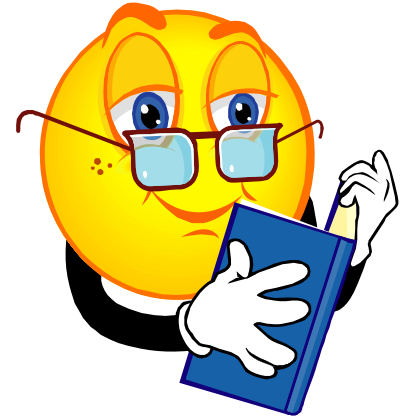


Photo Contest !



Last chance to enter our photo contest on Facebook! The winning photo will be announced at the banquet that will be held at the AEAQ Congress on October 28th.

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

If you have any suggestions or topics to share, or if you believe that some training or workshops would be required, please send us your comments!

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



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