The Perfect Perch for your Conference Hosting Your Ocean Event in St. John's



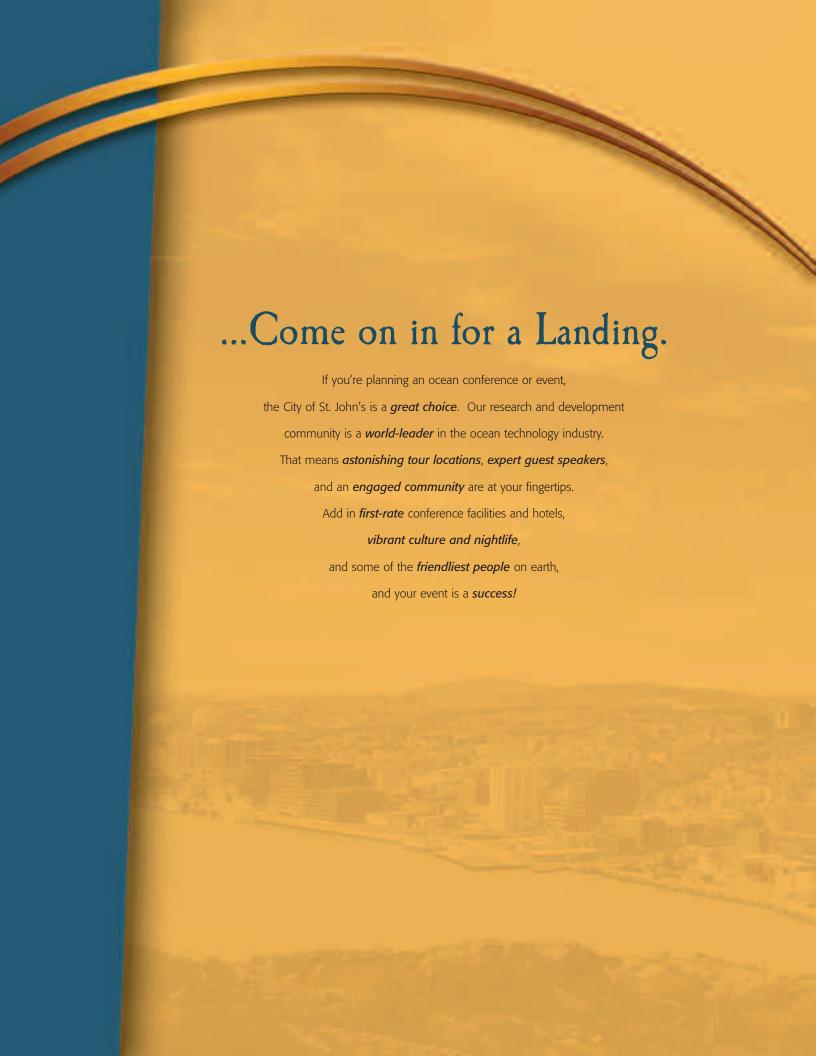


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Introduction

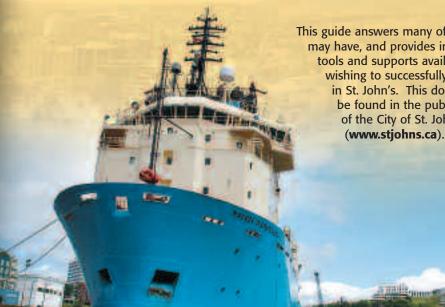
Newfoundland and Labrador's close relationship with the sea has allowed its people to amass considerable knowledge and expertise. This expertise has been applied to the field of ocean technology and is now being recognized internationally. The City of St. John's has a world-class research and development community and innovative private sector that has placed the City at the forefront of Canada's ocean technology industry to become a City of Ocean Excellence.

The ocean technology sector in the province consists of approximately 45 companies and 11 public sector organizations. Revenues of ocean technology companies in the province total around CAD \$250 million and employ about 1,000 people in the private sector. These companies have contracts nationally and internationally. These firms are supported by a world-class collection of research facilities and support agencies that employ about 300 people and have combined operating budgets of about \$35 million. Ocean technology is considered to be one of the fastest growing segments of the provincial economy.

The City of St. John's, through its Department of Economic Development, Tourism & Culture, works closely with a variety of partners to establish St. John's as an international location of choice for ocean technology. The City has undertaken several initiatives, many in partnership with like-minded organizations, to increase the profile of the ocean technology sector and enhance opportunities for local companies.

An extensive marketing program including advertising campaigns, specialized promotions and a variety of marketing materials, has been employed to advance the interests of the sector and create a leadership position for St. John's.

This easy-to-use guide has also been developed to aid in the positioning and further development of the ocean technology sector. This effort is intended to nurture the hosting of relevant conferences, meetings, and events as a means to aid the sector's growth. These events provide an opportunity to profile the region, build business contacts, and research partnership and development opportunities.



Frequently Asked Questions

Q. Have you ever considered planning an ocean technology related conference, meeting, or event?

A. Have you been to a conference lately and thought that St. John's would make a great venue for a similar event? If so, this guide is for you. Numerous groups have held very successful events in St. John's, and we want to encourage you to think about St. John's as the location of your next meeting or conference!

St. John's is known as a City of Ocean Excellence and home to many successful businesses and facilities in the ocean technology sector. The purpose of this guide is to present some basic information about hosting an event and provide information on the agencies that can assist you in this endeavor.

Q. Why would I be interested in hosting my organization's conference or event in St. John's?

A. St. John's has become a hot destination for meetings and conventions. By hosting a conference or event, you gain the ability to profile your facilities, research, or range of expertise in a particular field. Showcasing your organization's or company's work in the ocean technology sector can bring business opportunities and provide a vehicle for the promotion of other businesses and/or institutions in the sector. For individuals, it can be a career building exercise or skills builder, and can raise the profile of your particular company or institution.

Hosting an event in St. John's also puts the spotlight on the City of St. John's, Newfoundland and Labrador, its research centres as well as other related facilities and companies, as a collective ocean technology cluster.

Finally, St. John's is a great place because agencies and people will work with you to make your event a success! Agencies offer many services and guidance, and there are great Conference Organizers (sometimes called Destination Management Consultants or Companies) that can assist in the organization of a successful event.

Q. Is St. John's perceived as an attractive place to visit for an event?

A. Absolutely! National conventions that rotate across Canada experience an approximately 5% increase in delegate count over other locations. Feedback from past conferences has been very positive.

Within the Ocean Technology sector, the Centres of Excellence are internationally renowned and provide a very strong drawing card for delegates. They offer the opportunity for site visits or study tours, and can benefit your conference program.

Q. Is it easy for delegates to get to St. John's?

A. Several airlines service St. John's and offer the capacity needed for major events. Conference organizers may work with the airlines to provide group rates for national and international conference delegates.

Q. I might be interested in hosting a conference. Are there people that can assist me?

A. There are a number of organizations that may be able to assist you. Destination St. John's offers many services to help you plan and attract attendees to your conference. Newfoundland and Labrador Tourism can assist with marketing your conference once it is confirmed. In addition to coordinating with the above groups, the City of St. John's also provides support services such as welcome signs for your delegates in local stores and transportation logistics expertise. OceansAdvance Inc. may be able to provide you with conference ideas, and provide referrals for various aspects of your event, such as guest speakers and local facility tours.

Detailed information on the services each organization can provide is included in the Resource Agencies section. There are also a number of private sector destination management companies and conference organizers available to support any or all aspects of your event.

Q. Would these people be able to meet with me to discuss my ideas?

A. Yes! All the agencies listed above have staff that would be willing to discuss any ideas you have. Depending upon the availability of these resource people, it may be possible to get them all together at once to discuss your plans for an event in St. John's!

Q. I am interested in hosting a meeting, convention, or other event. What is the first thing I should do?

A. Discuss with your organization and its affiliates if there are any opportunities to host any meetings, conferences or events. Many organizations have events that range from board meetings to large annual conferences. Some groups may have committees and sub-committees that host workshops or smaller meetings.

You may also have a professional designation, be involved in a particular chapter of an association, or belong to a membership organization. These are also venues through which there may be the opportunity to host an event in St. John's.

Events or meetings do not need large numbers of people to be successful. A board meeting may attract a small number of people, but they may be the decision makers or key players in the industry that could ultimately increase interest and business in the area.

Q. My group has decided to host an event in St. John's. What should I do now?

A. Once there is interest in having an event in St. John's, the first item should be to confirm the dates of the event and book the necessary facilities.

Q. What are the City's meeting and convention facilities? How do I book them?

A. Local hotels, as well as the St. John's Convention Centre and Mile One Centre, offer conference and trade show services and amenities. Memorial University also offers meeting space and accommodations depending upon availability. Destination St. John's can discuss your organization's needs and then facilitate a hotel search and site visit for you to help you select the proper facilities based on your requirements (additional details in Resource Agencies section).

Destination St. John's publishes a Destination Planner (available at **www.destinationstjohns.com**) which presents detailed information on each facility and member hotel regarding capacity and possible meeting layouts.



Q. When is the best time to hold a conference in St. John's?

A. Often this is determined by the organization's schedule and hotel availability.

June and September are the most popular conference months, but St. John's also has a busy conference schedule from April to October.

Q. When should I book accommodations?

Depending on the dates you require, especially June to October, it is wise to book several years in advance to ensure availability. Large events may require longer lead times. Once you have selected a hotel, you will be required to sign a contract with the facility.

Q. I am interested in a certain conference, but the conference owners tell me I need to bid on it. Who can help with that?

A. A bid for a conference is a proposal that outlines what the host can offer by having the conference in St. John's. It would include destination information, hotel and conference facility information, and other related data. Destination St. John's can assist you with the development of your bid package, as well as the provision of supplementary materials. More information on bid documents can be found in the Conference Bid section.

Q. What is the maximum event size St. John's is capable of hosting?

A. The maximum size will depend on the type of event held, however the largest conference to date has hosted approximately 3,000 delegates.

Q. Now that my conference is coming to St. John's, I plan to hire a conference organizer. How can I find out who would be available and qualified for this type of job?

A. There are a number of conference organizers in the St. John's area. They can take care of the many planning details, and save you many headaches!

There are also a number of private destination management companies available to assist with various aspects of your event, such as organizing companion or spousal programs. Destination St. John's can refer you to qualified companies, or you may use the telephone book's yellow pages. Also, Destination St. John's can provide a sample Terms of Reference for this type of work, should you wish to solicit proposals from interested companies.

The cost of using a conference organizer will vary with the scope of work, and most organizers use a competitive process such as a request for proposals to attract applicants.

Q. How do I organize activities for spouses and partners?

A. It is very easy to organize activities for spouses and partners. Resource people can discuss with you ideas and samples of activities used in other conferences. Destination management companies or tour operators can be contracted to provide activities at no additional cost to your organization. They can independently provide activities on a cost recovery basis and take care of the financial transactions and logistics.



Q. Now that my conference is coming to St. John's, I have the opportunity to pre-promote. How do I do this?

A. Pre-promotion means you promote or market your conference ahead of time. For example, in the case of annual events, you may have the opportunity to hold an event, presentation, or distribute material about St. John's in preparation for the following year's conference.

Q. How can I market my conference?

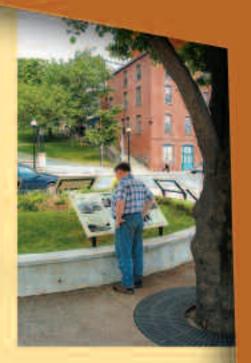
A. Newfoundland and Labrador Tourism can advise on ways of promoting your event in advance. They can assist with the mail out of your conference information as well as promotional materials to your target audience, for example. Detailed information on these services can be found in the Resource Agencies section.

Q. Who can advise on transportation for delegates to and from events?

A. There are a number of transportation companies with experience in this area (refer to the Destination St. John's Destination Planner). Large groups may wish to consult with the City of St. John's Traffic Division to ensure a smooth traffic flow throughout the event. Also, the City of St. John's may be able to advise of any issues to be aware of, such as where spaces are available for bus parking, etc., to prevent potential problems.

Q. Is parking available for local participants of a conference?

A. Yes. Parking is available at most facilities on premises, and there are a number of parking options in the downtown.



Q. Where can I get ideas for social events?

A. Destination St. John's has a Destination Planner that lists unique venues suitable for meetings as well as social events. Holding a social event away from the main conference, such as an opening reception or fun night, gives delegates a taste of local culture and can make their visit much more memorable.

Q. Where can I get ideas for speakers?

A. There are a number of ways. Memorial University provides a listing of qualified persons to speak on a particular topic (http://www.mun.ca/experts/index.php). OceansAdvance Inc. can help with finding people with expertise in the various areas of the ocean technology field.

Q. Is it possible to tour local facilities as part of a conference agenda?

A. Yes! Local facilities, including the designated Centres of Excellence, are described later in this guide and tours can be provided, depending on staffing and availability. Tours are easily incorporated into a conference program, and provide delegates the opportunity to connect with local experts and find out about the exciting innovations happening in the ocean technology sector. Study tours are also very popular and resource people are available to assist your group with suggestions and logistics.

Resource Agencies

This section provides a detailed listing of the agencies that may be able to assist you with planning your conference, as well as the services they provide. Several agencies have a mandate to assist in this area, and each provides a different level of service that can help you plan and execute a successful conference. From bid preparation to suggestions for locally made gift ideas, there are people to help you!

CITY OF ST. JOHN'S

The Department of Economic Development, Tourism & Culture of the City of St. John's offers various support services to assist conference organizers. These services are complimentary and include:

A Resource Guide called Delivering Innovative Ocean Technologies can be made available to your group.

A welcome signage program in cooperation with the Downtown Development Commission allows for welcome signs, indicating the name of

the conference, to be placed in the windows of approximately 175 businesses downtown.

information



Depending upon availability, a welcome/information desk for tourism information may be set up at the conference site during registration periods.

A year-round Visitor Information Centre is located at 348 Water Street. This is within walking distance of the St. John's Convention Centre, Mile One Centre, and several downtown hotels. It can provide delegates and companions with detailed

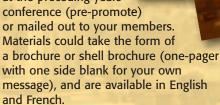
on attractions and events in and around St. John's. June to September, the centre is open 7 days a week.

The City of St. John's may be able to provide customized links to the City website to welcome delegates of your conference and point them to tourism information and other pages of interest on the website. This website



the website. This website link would be provided to your group to use on your conference website.

Marketing materials can be made available to conference organizers to promote the conference in advance. They can be distributed at the preceding years conference (pre-promote) or mailed out to your mem Materials could take the foa a brochure or shell brochure its processing the processing



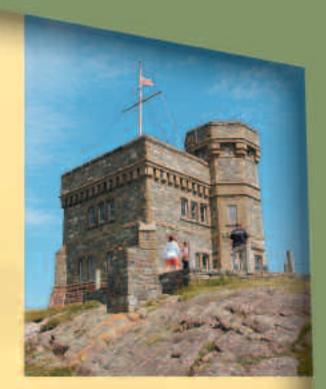
Maps of St. John's are available to delegates and could be inserted into delegate bags, for example.



- Staff are available to speak with you about your conference and will help point you in the right direction should you have questions about hosting a conference in St. John's. They can also refer you to appropriate conference service agencies.
- Financial support for meetings and conventions may be provided. The City values the contributions that regional, national and international meetings and conventions have on the local economy. As such, an incentive program consisting of cash grants or services-in-kind has been established. Eligible meetings and events should have more than 75% of delegates from outside Newfoundland and Labrador.

Further information on this program can be found on the City of St. John's website by clicking through City Hall, City Policies, Finance and Accounting, Subsidies, or by going directly to **www.stjohns.ca/ Policies.nsf** and entering a search for "meetings and conventions".

- The City of St. John's has an inventory of professional, high-resolution photography that your group may make use of for marketing purposes (for example: a conference brochure). Scenic photography of the City, along with photography of some local facilities is available. Low resolution photographs are also available that would be suitable for a website.
- A welcome letter from the Mayor and Members of Council could be provided to your group. Depending upon availability, the Mayor or a member of Council could also welcome your group to the City.
- A visual-tour CD is available that plays an impressive series of images with music to welcome visitors to the City. This would be suitable to use along with a presentation, or at an event to promote St. John's as the location of your conference.





▶ The City of St. John's website is a great source of tourism information and also contains a Calendar of Events. Your event can be listed there, along with a brief description and link to your conference website. www.stjohns.ca /cityservices/events/calendar.jsp.

Contact:

Department of Economic Development, Tourism & Culture 709-576-8394 business@stjohns.ca http://www.stjohns.ca

DESTINATION ST. JOHN'S

Destination St. John's (DSJ) is an industry-driven destination marketing organization whose primary role is to represent St. John's and Eastern Newfoundland to key travel trade representatives. With tourism industry businesses as its members, DSJ markets our region in Canada and internationally as a great place to visit, whether it be for a conference or leisure. DSJ undertakes a combination of marketing/promotional activities in cooperation with its industry partners to attract convention, corporate meeting, major event, leisure, and incentive travelers.

This organization offers an array of complimentary services, including:

▶ DSJ can give you advice to make planning easier. They can help you find the right suppliers for all of your group's activities, including DSJ member companies that specialize in the products and services you may need such as transportation, special event options, registration services, destination management companies, equipment suppliers, printing services, and gift ideas.

DSJ publishes a Destination Planner (also referred to as a meeting/tour planner) which profiles its members and services, and is a planning tool for conference organizers.

DSJ, in partnership with Newfoundland and Labrador Tourism, will help you promote your event by providing you

with promotional literature, videos, slides, and printable brochures.

Stefohns

Stock photography (in jpeg format) of St. John's, Eastern Newfoundland, and the province are available for use in promotional literature and presentations.

 DSJ Visitor Guides are available in hotels and visitor information centres.
 A visitor's map may be made available for insertion into delegate kits.

In many instances, your conference may be the first time many delegates have been to St. John's and they will often take the opportunity to arrive a few days early, or stay a few days after a conference to do some touring. In addition to our many city attractions, there are countless pre and post convention options and packages available for your delegates. Destination St. John's can introduce you to companies who specialize in preparing these

packages for group and individual travel.



DSJ can co-ordinate a full site inspection (a personal tour of the facility by conference organizers) of all hotels and facilities you are considering. They can suggest itineraries and book appointments with the key management contacts at each property. This will enable you to meet with the right people, get answers to all of your questions and help you make an informed buying decision.

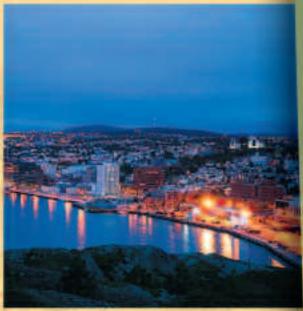
DSJ can assist with a space availability search at all major hotels and meeting facilities in St. John's. This complimentary, time-saving service issues a request for proposals to all properties that meet your specific requirements. You will receive quotations on group guest room blocks, meeting space and other required services. These can be e-mailed, faxed, or mailed directly to you by local facilities. Or, if you prefer, Destination St. John's can act as a liaison to summarize the proposals for you.

DSJ provides assistance should you choose to develop a competitive bid for your event. This bid can focus on accessibility, transportation, hotel space and availability, meeting facilities and support services, unique program opportunities and many other benefits that meet your organization's specific needs. Bid presentation material will give decision makers a comprehensive view of what St. John's can provide. See also the Conference Bid section.

Contact:

Kelly Finlay Director of Sales and Marketing 709-739-8925 www.destinationstjohns.com





NEWFOUNDLAND AND LABRADOR TOURISM

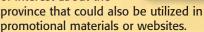
Newfoundland and Labrador Tourism undertakes many initiatives to attract meetings and conventions to the province, and provides the following resources:

- Staff to assist/consult with many aspects of your event, including the development of your bid, partner/spousal programs and social activities, and even speaker gift selection.
 - Materials can be provided to help promote your conference. Brochures, CDs, DVDs, posters, bookmarks, tent cards, shells, and postcards are all available to your group. Many of these items, including a short video, can be personalized for your conference.
 - Provincial promotional materials, such as brochures, can be shipped to pre-promote your conference at no cost to your organization.
- A mailout to potential delegates of your conference can be facilitated by the Department. The conference hosts would compile and address packages or postcards, and the Department

will then provide provincial information/materials and postage. Many groups utilize the postcards provided by the Department to reach potential delegates with a personalized message, such a "mark the date" or reminder of your conference. This service is free of charge and easily gets your conference information to a large

group! Mailing is limited to 1,500 pieces.

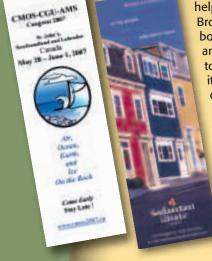
- Newfoundland and Labrador Tourism publishes a Travel Trade Planner, in addition to the Newfoundland and Labrador Travel Guide and Provincial Road Map, which is a good reference guide as it lists transportation services, tour operators, and other items of interest needed when planning to visit the province.
- Your conference
 website can link to the
 Newfoundland and
 Labrador Tourism
 website to encourage
 your delegates to
 lengthen their stay and
 visit other parts of the
 province. The
 Department also
 publishes a list of facts
 of interest about the



Itinerary samples are available at www.newfoundlandlabrador.com



Newfoundland and Labrador Tourism has contact with Canadian Tourism Commission representatives in Canada, the United States, and other International markets to assist with marketing.





A Toll Free Information line for general tourism information can be utilized by delegates. 1-800-563-NFLD

A Visitor Information Center (VIC) is located in the St. John's International Airport. An area of the VIC is available for use as a Welcome Desk where conference representative can welcome visitors and provide information, including registration. A video monitor is also available to run a welcome message.



Photo courtesy of Bristol

Contact:

Brenda Walsh Meetings, Conventions and Incentive Travel Specialist

Department of Tourism, Culture and Recreation

Government of Newfoundland and Labrador

709-729-2777

bbwalsh@gov.nl.ca

http://www.newfoundlandlabrador.com/

OCEANSADVANCE INC.

OceansAdvance Inc. is a multi-stakeholder, regional technology cluster initiative aimed at making St. John's an international location of choice for ocean technology. It represents the community integration aspects of the cluster and is governed by an Advisory Board whose members come from industry, government, and academia. Its mission is to foster and promote the development of an ocean technology cluster in Newfoundland and Labrador. The achievement of this mission rests in three major pillars: Forum, Marketing, and Promotion.

OceansAdvance Inc. may be able to address industry specific questions, or provide you with conference ideas such as guest speakers and tours.



Contact:

Cathy Hogan Administrative Officer 709-738-7059

cathy.hogan@oceansadvance.net

http://www.oceansadvance.net/

A Conference Bid

This section is intended to shed some light on the contents of a bid document. The list below indicates the types of information and a brief description of each item that should be included in your bid. Destination St. John's (DSJ) can assist with the development of a comprehensive bid package for your group and provide supplementary materials if needed.

- ▶ Opening Remarks (letter from DSJ and/or your local host organization).
- ▶ A Proven Host City (describes the successful track record of the City as a host to provincial, national, and international conferences and events).
- ▶ Facilities and Amenities (this section describes the local facilities and amenities that can compete comfortably with many convention destinations in North America. It would list capabilities in terms of number of hotel rooms, meeting rooms, etc).
- Proposed Meeting Dates (this section confirms that space in St. John's is available at the time of your conference).
- ▶ Hotel Room Rates and Function Space for Proposed Dates (this section confirms the availability of specific hotel and meeting space at the time of your conference and may discuss actual room rates).
- St. John's Convention Centre and Mile One Centre Rental Rates and Function Space for Proposed Dates (this section confirms that space is available at these specific facilities at the time of your conference and may discuss rental rates).

- ▶ Transportation to City and within the City (this section describes airline service to the city, as well as ground transportation options should not all events be hosted in one location).
- ▶ Pre-promotional Assistance for your event (this describes the assistance available to your organizing committee from such agencies as Destination St. John's and Newfoundland and Labrador Tourism).
- Your Destination (this section provides a description of many of the aspects of St. John's of interest to visitors).
 - You're Welcome Here!
 - Location
 - Climate and Geography
 - We're Proud and it Shows
 - You are in Good Company
 - Nature at your Doorstep
 - The Time of Your Life
 - What to Take Home
 - Pre and Post Tour Programs
- ▶ Appendices (these appendices provide additional detailed information of interest to organizations hosting an event in St. John's).
 - 1. Promotional Kit from Destination St. John's
 - 2. Newfoundland and Labrador Highlights and Convention Information
 - 3. Tour Itineraries for St. John's and Canada's Far East
 - 4. Destination Management Companies



June 1, 2007

Bill Smith ABC Association

Dear Mr. Smith,

The staff and members of Destination St. John's invite ABC Association to host their conference in St. John's, Newfoundland and Labrador.

The City of St. John's has quickly become one of the most desirable sites in Canada to host meetings and conventions. As quoted in our tour planner, "rising spectacularly from the water's edge, St. John's promises you a sophisticated city experience with small town warmth." Visitors edge, so John's promises you a sophisticated city experience with small town walnut. v will experience our world famous hospitality and friendly service within the oldest city in

We are proud to boast of modern accommodations, traditional and international cuisine to tantalize the most sophisticated taste buds along with specialty boutiques and craft shops with unique works by our local craftspeople. Keep in mind that one does not have to venture far to experience our rich history, local culture and breathtaking scenery – its right at your doorstep.

The St. John's Convention Centre and Mile One Centre are located in the heart of our historic downtown, these state of the art facilities offer over 55,000 square feet of meeting and convention space including an intimate theatre arrangement. We would like to put these facilities and many others in the City of St. John's and Eastern Newfoundland at your disposal.

In addition to this proposal, our meetings and convention tour planner provides all of the necessary information a planner requires when hosting a meeting in our beautiful, unique city.

Our mandate when hosting your upcoming meeting:

"We promise a meeting incorporating world-class facilities & attractions along with our world-renowned hospitality."

We look forward to the possibility of hosting your members!

Regards, Kelly Finlay

Kelly Finlay,

Director of Sales & Marketing

How to Host a Large Conference

The Federation of Canadian Municipalities (FCM) Example

This section is intended to illustrate how a large conference can be successfully held in St. John's. It explains how venues were utilized, how a pre-promote effort was undertaken, and the types of activities that were planned for the large numbers of delegates.





BACKGROUND

The Canadian Federation of Municipalities (FCM) Conference and Trade Show was held in St. John's June 3-6, 2005, and hosted by the City of St. John's. The FCM conference was the largest ever held in St. John's. 2,915 individuals registered for the conference, including 1,700 conference delegates, 710 companions, 450 trade show delegates and 55 FCM staff. According to FCM, the event in St. John's was their largest and most successful to date!

A Conference Organizing Committee was formed, composed of representatives of the City of St. John's, adjacent municipalities and the provincial government. One of the first tasks was to undertake a tender call, after which the committee contracted an outside agency to coordinate the organization and delivery of the conference.

PRE-PROMOTE

Promotion of the City of St. John's as host for the FCM 2005 Annual General Meeting and Municipal Expo began at an FCM 2004 reception, held in Edmonton. In addition to preparing gift bags that included promotional literature, a visual-tour CD was produced for visual presentation.

FACILITIES

The St. John's Convention Centre was the location of the opening ceremonies and meetings of the entire group. It also was the location of the media centre. Smaller sessions were held at the Delta Hotel, as was registration.

The Municipal Expo Trade Show was held in Mile One Centre with approximately 130 booth spaces, an internet centre and delegate lounge. Several brown bag lunches were also served there. The Welcome Reception was held among three venues: The Delta Hotel; The Fairmont Newfoundland Hotel; and Club One; due to the large number of delegates. Transportation was provided for delegates to and from venues, where refreshments and local entertainment were provided.

The FCM President's Dinner was held at Mile One Centre which was transformed for the evening. This was the first event of this type to be held at Mile One. A tender document for the provision of food was developed and was awarded to The Fairmont Newfoundland Hotel. Mile One was set up for a three course dinner and entertainment for 2,300 people.



LOGISTICS AND TRANSPORTATION

Since this conference was an FCM event, their core staff organized and delivered registration for the conference over a three-day period with assistance from the City of St. John's, who provided a number of volunteers.

The City of St. John's was responsible for the transportation of delegates to and from the conference venues: The Delta Hotel, Mile One, and the Convention Centre. Due to the large number of delegates, every hotel and B&B in St. John's was booked and the Organizing Committee decided to solicit the assistance of the Traffic Division of the City's Engineering Department to assist with transportation and signage. The Division worked with the Organizing Committee in identifying signage requirements and in developing the bus routes and schedules for the conference. The Division also liaised with the St. John's Transportation Commission (Metrobus) and with private bus operators and car rental agencies.

VOLUNTEERS

The Organizing Committee quickly recognized that a large number of volunteers were required to support the delivery of the requirements of the FCM Conference. A Volunteer Coordinator was identified from within City Staff and approached to recruit and coordinate volunteer efforts.

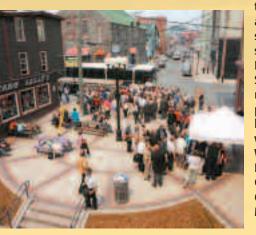
The number of volunteers required was defined for each specific event within the conference: Information Desk, Welcome Desk at Airport, Registration, Volunteer Lounge, Companions' Lounge, Media Centre, FCM Secretariat, Transportation, FCM Golf Day, Study Tours, and Social Events. A lead was identified for each event and given responsibility for recruitment of volunteers, coordination and implementation. Additionally, Organizing Committee members were asked to recruit volunteers from their respective organizations.

A total of 140 volunteers and city staff participated in the delivery of the FCM Conference. Four separate training sessions were held for volunteers and staff. These sessions introduced volunteers to the conference, gave a logistics overview, and presented responsibilities and key issues. A volunteer manual was written and distributed to each volunteer.



STUDY TOURS

As part of the contractual obligation of the City of St. John's to FCM, a series of five study tours was developed for the conference. The study tours comprised of five thematic programs which were reflective of developments that showcase expertise in the City of St. John's. A Study Tour Coordinator was identified and provided overall coordination. Partnering with various agencies, the City offered these tours



to 1,428 delegates and produced a specially developed study tour booklet in French and English. Supplementary materials were provided as defined by the host. Tours were named Natural Wonders, From Fish to Oil, Our Captivating Culture, Oceans, and The Municipal Backbone.

COMPANIONS' PROGRAM

The City of St. John's subcontracted the delivery of the Companions' Program to McCarthy's Party, a local tour operator. Guidance and advice for tour offerings were given by the Department of Economic Development, Tourism & Culture. The City of St. John's provided a Companions' Lounge on the 4th floor of City Hall from which all companion tours departed. A tourist information booth was provided by the City of St. John's and McCarthy's Party operated an information booth for ticket purchase and tour information. McCarthy's Party handled all financial aspects and logistics of this program. Companions could avail of half or full day tours of surrounding areas including boat tours and points of interest.



EXPERTISE DEVELOPED

As a result of the City of St. John's managing this large conference, much expertise has been developed in conference management and logistics support which is now being transferred to other conferences being hosted in St. John's. The transportation system, volunteer and study tour programs have direct application to other events. To date, the City has provided its products and services to several other conferences planning to host in St. John's. As a result of hosting the FCM Conference, future conference hosts can trust that St. John's is very capable of hosting larger conferences.

It is estimated that the visiting FCM delegates and companions spent \$3.72 million while visiting Newfoundland and Labrador.

Facilities of Interest

St. John's is home to a number of research and development, and training centres that highlight our expertise in the field of ocean related technology. Brief descriptions and contact information are provided, and groups are encouraged to consider tours of these facilities as part of a conference agenda. To arrange a tour for your group, please contact the facility directly, as efforts will be made to accommodate your group, but there may be restrictions due to facilities being in use or staff availability.

CENTRE FOR AQUACULTURE AND SEAFOOD DEVELOPMENT (CASD)

The Marine Institute's Centre for Aquaculture and Seafood Development offers a high level of applied scientific and technical expertise and support for the seafood processing and aquaculture industries. CASD is dedicated to enhancing the competitiveness and future growth of these sectors by working with industrial clients in the areas of applied research and development, technology transfer and advisory services, and support for education and training. The centre also offers nutrition labeling services.



CASD hosts a modern aquaculture research facility comprised of recirculating systems that are capable of using fresh or salt water. Quarantine and histopathology laboratories are included within this facility. CASD also operates two food pilot plant facilities. The Marine Institute Plant is both provincially and federally registered, and has an approved QMP program in place. The Mount Scio Pilot Plant facility is unregistered and as such is available for R&D efforts without regulatory constraints.

The Atlantic Canada Fishery By-Products Research Centre was opened in December of 2006 to help industry capitalize on the tremendous potential for product diversification and value addition.

Contact:

Heather Manuel, Director (709) 778-0345

Email: Heather.Manuel@mi.mun.ca www.mi.mun.ca/casd

For tours contact: (709) 778-0532

CENTRE FOR MARINE SIMULATION (CMS)

The Centre for Marine Simulation is an operational unit of the School of Maritime Studies at the Marine Institute of Memorial University of Newfoundland. The Centre has several types of marine simulators that

cover an entire range of training, educational, and research and development capabilities. The facilities include: a Full Mission Ship Bridge Simulator mounted on an aviation motion base; a Ballast and Cargo Control Simulator mounted on a submarine motion base; a ship's Propulsion Plant Simulator; a Dynamic Positioning Simulator

configured for offshore operations; and an ROV simulator. All CMS facilities represent the world's latest developments in marine simulation.

Through simulation-based training and education in a realistic but controlled environment, CMS develops and improves the qualifications of marine personnel to carry out routine operations, to improve operational efficiency, and to handle emergency situations.

Simulation also offers opportunities in the areas of research and development. In fact, projects as diverse as ice-class vessel design and navigation, port and waterway design, fish harvesting techniques, behavioural studies, and ship automation have been carried out using the CMS simulation facilities. The facilities are modular, independent and interactive. CMS has the ability to modify and expand systems and training courses according to specific client needs.

Contact:

Centre Director (709) 778-0305 www.mi.mun.ca/cms

For facility tours:

Mary Halliday (709) 778-0372

Email: mary.halliday@mi.mun.ca

CENTRE FOR SUSTAINABLE AQUATIC RESOURCES (CSAR)

The Centre for Sustainable Aquatic Resources is an operational unit of the School of Fisheries at the Marine Institute of Memorial University of Newfoundland.

CSAR promotes the sustainable development of aquatic resources and protection of marine and freshwater environments. CSAR conducts applied research and development, as well as education and training to conserve and protect aquatic resources and habitats using an integrated, multi-disciplinary approach involving scientists, resource managers,

harvesters and other stakeholders. The Centre proactively pursues client-oriented research and technology transfer project work through strategic partnerships and collaborative ventures with private industry, government, and community groups on a local, national and international scale. The Centre's main areas of focus are conservation, harvesting technology and fisheries development for emerging species.



CSAR's Flume Tank is a circulating water channel in which models of fishing gear and marine structures can be demonstrated and tested. It is the only facility of its kind in North America, and the largest in the world. The flume tank provides the physical environment to: design and test fishing gear on a model scale in a controlled environment; research gear standardization; design and test full model scale selectivity devices; test a variety of offshore and marine structures; and conduct education courses and industrial training.



Contact:

Paul Winger Director

(709) 778-0430

Email: Paul.Winger@mi.mun.ca www.mi.mun.ca/csar

C-CORE

C-CORE is a global corporation providing innovative engineering solutions. It has 60 plus staff, mainly engineers, that work together on projects for national and international clients.

C-CORE provides worldwide innovative engineering services. The dynamic team of engineering and business experts provide advanced technology solutions to production issues and market challenges encountered in offshore oil and gas production and transportation, gas transmission (onland pipelines), and mining. International and national government clients also use the services of C-CORE to address security, sustainability and safety issues related to their regulatory and operating needs.

In business for over 30 years, C-CORE's specialized engineering services are focused on technology adaptation and integration, design recommendations and engineering analyses. Project teams are assembled based on client need and draw upon core expertise in: Intelligent Sensors; Geospatial Systems; Ice Engineering; and Geotechnical Engineering. Many complex projects require a multi-faceted solution which combine these expertise for a complete, end-to-end solution.

C-CORE works with an international network of partners, leading alliances and consortia. The focus is commercial and operational exploitation of advanced technologies to increase efficiency and safety while reducing costs.



Contact:

Charles Randell President and Chief Executive Officer

(709) 737-4011

Email: Charles.Randell@c-core.ca www.c-core.ca

OFFSHORE SAFETY AND SURVIVAL CENTRE (OSSC)

The Marine Institute's Offshore Safety and Survival Centre is dedicated to delivering the highest quality of safety, survival and emergency response training to the companies and individuals engaged in such industries as shipping, offshore petroleum, fishing, emergency response, firefighting, and the aviation industry. The OSSC also works closely with industry, researchers and industry associations to improve safety technologies and practices. The OSSC can design and customize courses to meet the specific training needs of its clients as well as undertake applied research in the field of marine and offshore safety.



The OSSC's world-class facilities include: a survival tank; helicopter underwater escape trainer; fire training grounds; a marine base with launching systems; rescue capsules and fast rescue craft; and ocean-going vessels.

Contact:

Robert Rutherford Director

(709) 834-2076, ext. 222 Email: Bob.Rutherford@mi.mun.ca www.mi.mun.ca/ossc

COLLEGE OF THE NORTH ATLANTIC - ENGINEERING TECHNOLOGY CENTRE

The Engineering Technology Centre offers a wide variety of diploma programs in Engineering Technology, as well as post-diploma programs, short courses for industry, and customized training for industry clients.

Typical short courses and customized training include GIS, hydrographic surveying, dimensional control, instrumentation and industrial control, and computer-aided drafting and design.

The Engineering Technology Centre has over 1000 students and 100 faculty and staff consisting of professional engineers, geologists, technologists, technicians, mathematicians, physicists, chemists, and communication specialists.

The Engineering Technology Centre extends its capabilities and services through strategic alliances and partnerships. It has formalized training partnerships with large international industrial companies such as Schlumberger, Halliburton, and Siemens. The consortium of College of the North Atlantic, Lambton College, Northern Alberta Institute of Technology and Southern Alberta Institute of Technology is an example of such a partnership formed to provide international educational services to the oil and gas industry.

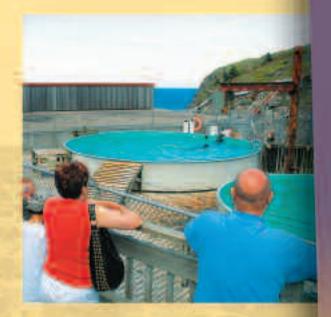
Contact:

Gary Tulk or John Oates Campus Administrators

Email: john.oates@cna.nl.ca Email: gary.tulk@cna.nl.ca (709) 758-7000 www.cna.nl.ca

OCEAN SCIENCES CENTRE (OSC)

The Ocean Sciences Centre, part of the Faculty of Science at Memorial University, is a large marine laboratory, which provides scientists with access to the flora and fauna of the north-western Atlantic Ocean. Current research focuses primarily on: biological and chemical oceanography; physiological, behavioural and population ecology; fisheries management and aquaculture; and the fundamental principles of evolution, ecology, biochemistry, and physiology which underlie the above themes. The OSC is located at the head of Logy Bay, a small rocky cove, on the outskirts of St. John's, 10 km from the main campus of Memorial University.



Contact Information:

Dr. Ian Fleming Director

(709) 737-2767 www.osc.mun.ca

For Facility tours email: wsparkes@mun.ca

NATIONAL RESEARCH COUNCIL INSTITUTE FOR OCEAN TECHNOLOGY (IOT)

The Institute for Ocean Technology was established in 1985 to provide technical expertise in support of Canada's ocean technology industries. The Institute's capability is unique to the nation and no other organization offers the combination of knowledge, experience and world-class facilities. IOT conducts ocean engineering research through modeling of ocean environments, predicting and improving the performance of marine systems, and developing innovative technologies that bring benefits to the Canadian marine industry.

IOT has established a world-wide reputation for the excellence of its work, an impressive record of collaborative and contractual research and a history of solid scientific achievement. It has helped to commercialize vessel prototypes, offshore technologies, underwater systems and more. Ongoing research projects provide the long-term investment in knowledge required for Canada to compete in the international marketplace.

In 2003, the Institute officially opened its Ocean Technology Enterprise Centre, a facility to assist in the growth and development of new ventures in ocean

technology. With a Young Entrepreneurs Program and an Ocean Technology Co-Location Program, the centre helps new and established enterprises develop their concepts and technologies in a supportive environment, with access to IOT facilities and expertise.

The Institute's research effort is supported by a team of expert technologists, designers and software engineers who manage and operate extensive, state-of-the-art facilities. IOT has several major test facilities. The Offshore Engineering Basin is one of the world's most advanced basins for testing models of bottom-founded or floating structures and ships. It is equipped with a multi-segmented wavemaker capable of producing long and short-crested waves, as well as current and wind generation systems.

The 200-metre Towing Tank is equipped with a wavemaker and is used for resistance, propulsion, wake survey, flow visualization, sea keeping and other investigations.

With a usable ice sheet 76 meters in length, the Institute's Ice Tank is the longest in the world, providing more data per test run than shorter facilities. Two Cold Rooms support ice-related research, enabling the measurement of mechanical properties of real and model ice. IOT also has a Cavitation Tunnel for propeller cavitation investigations and the study of forces on rudders, fins, submerged bodies, hydrofoils, and cable fairings.



IOT has capability in all aspects of model construction and has on-site shops for machining, welding, carpentry, fibreglassing, and painting. At the core of this capability is a computerized five-axis Milling Machine, used in shaping models of up to 12 metres in length. Several sophisticated pieces of equipment augment the capabilities of the major facilities: the Yacht Dynamometer, which was developed for America's Cup research; the Marine Dynamic Test Facility, capable of evaluating underwater vehicles in six degrees of freedom of motion; and the Planar Motion Mechanism, which provides precise information on the maneuvering ability of vessels, including ice-capable ships.

Contact:

Derek Yetman Communications Coordinator

(709) 772-6001

Email: derek.yetman@nrc-cnrc.gc.ca

www.nrc.ca/iot

OCEAN ENGINEERING RESEARCH CENTRE (OERC)

The Ocean Engineering Research Centre is an integral part of the Faculty of Engineering and Applied Science at Memorial University and has contributed to the success of the Faculty's research and academic programs. The overall goal of the OERC is to generate research activity that has high potential for impact. The OERC draws upon faculty expertise and its relationships with industry, other research institutes, and branches of government to create networks of people who share common goals. The scope of applied research and consulting activities carried out by members of the OERC is broad and includes ocean engineering related to the offshore, marine transportation, and fishing industries. In addition to faculty experience, the OERC operates a 58-meter-long towing tank with wave generation capabilities

Contact:

Brian Veitch, Director, Faculty of Engineering and Applied Science (709) 737-8970

Email: bveitch@engr.mun.ca www.engr.mun.ca/oerc/

CENTRE FOR MARINE CNG

The Centre for Marine CNG Inc. is a research and development corporation formed in 2004. It has a mandate to advance new and innovative technologies in the field of compressed natural gas (CNG). This new facility is the only one in the world dedicated to developing technologies to be used in the marine transportation of CNG.

The Centre for Marine CNG Inc. is the world's first research and development corporation for large-scale marine transportation of compressed natural gas. The Centre brings together oil and gas companies, shipping companies, class societies, regulators, technology proponents, scientists, and governments, all focused on innovation in the field of compressed natural gas.

Contact:

Michael Hanrahan Managing Director

(709) 754-9880

Email: Michael.Hanrahan@cmcng.com

www.cmcnq.com



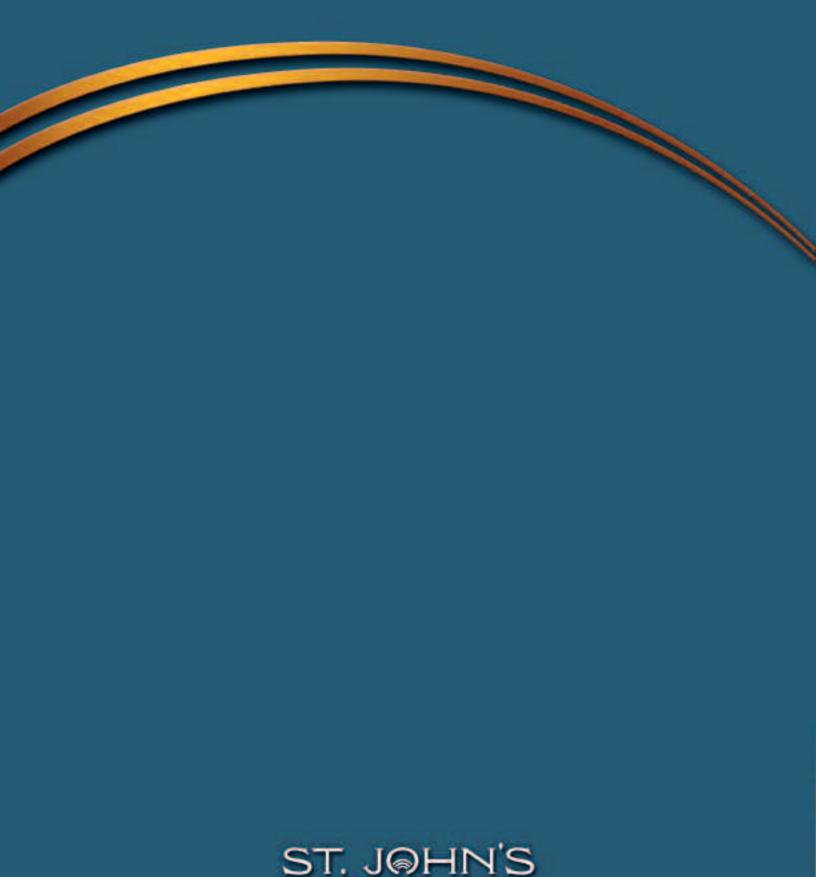


Ocean Related Conferences in St. John's

This list provides examples of some of the national and international ocean related conferences and events held, or being held in St. John's.

American Society of Limnology and Oceanography	2008
Newfoundland Ocean Industries Association (NOIA) Conference	2008
8 th Canadian Marine Hydromechanics and Structures Conference	2007
31st Annual Larval Fish Conference	2007
CMOS-CGU-AMS Congress	2007
Geomatics Atlantic	2007
International Marine CNG Forum	2007
MATE International ROV Competition	2007
7 th International Congress on the Biology of Fish	2006
Ocean Innovation	2006
OceanSAR	2006
International Marine Biotechnology Conference	2005
International Marine Simulator Forum	2005
Office of Naval Research 25 th Symposium on Naval Hydrodynamics	2004





CITY OF OCEAN EXCELLENCE

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