Coming out of the 2016 AGM in Haiti the Marketing and Communications Committee has been working on developing revenue generating ideas on behalf of CANTO. The aim is to create add-on activities and events to the annual Conference itinerary that will add value, make a buzz, and increase overall revenue for the organization. The following table will depict the ideas shared and make suggestions for those that are executable this year and in the future.

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| --- | --- | --- |
| PROPOSITION | RATIONALE  | BENEFITS |
| 1. Change names of HR and Marketing Forums
2. HR Training and Legal Forum
3. Marketing, Sales, and Customer Service Forum
 | To attract a wider cross section of participants within these business disciplines | * Increased participation equates to increased revenue;
* Increased participation can yield additional spin-off forums at future AGMs and / or the hosting of a standalone event

  |
| 1. Create a hybrid opportunity for HR and Marketing Forums’ participants
 | Gives participants who may be interesting in participating in both forums the flexibility of doing the same | * This option will create greater attraction to both forums.
* In addition, the discussion areas for both forums should be clearly identified prior to the registration of the events so that participants can have the opportunity to make an informed decision what are their sessions of interest.
* The pricing of the hybrid offering should be at a premium due to the amalgam of both forums.
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| 1. Beach Excursion / Shopping Shuttle Service
 | Affords the Participants and / or the partners and / or families the opportunity to be transported to and from specific locations for a cost. | * Through an agreement with the hotel a flat rate offer of a shuttle service to Conference participants on the final day and for their partners and / or families for each day of the Conference. The fare charged for this service will be divided through a process of negotiation with the hotel and CANTO.
* We would need to know if person are interested so, if approved, this offer will have to be submitted ASAP to determine if arrangement should be made.
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| 1. NXT - ID charges
 | For conference participants who lose their IDs  | * A nominal fee of USD $10 to be charged for the loss of conference IDs
 |
| 1. Silent Auction
 | Items of technology, airline vouchers, hotel vouchers, etc. are donated and during the course of the conference persons will be given an opportunity to submit a bid for the acquisition of an item of choice | * CANTO will determine the cost of the item(s) being auctioned and the bid closest to CANTO’s determination will be adjudged the winner. (Attached is a research document prepared by Ryan Wijngaarde on silent auctions).
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| 1. Advertorial
 | Advertisement in the Cancion giving information about a product in the style of an editorial or objective journalistic article | * Proposed cost USD $750 - $1000
 |
| 1. Discount Advertisements
 | Advertisement in the Cancion for speakers, sponsors, and exhibitors ( Logo plus 50 words) | * Proposed cost USD $250
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The aforementioned suggested revenue generating proposals are for the short term in order to ensure that there is opportunity for CANTO to experience an increase in monies received during the annual conference and otherwise. Subject to the Board’s approval actions to implement these proposals can commence in earnest.