



NOVEMBER 2007

NEWSLETTER

**Metro Toronto Convention Centre Constitution Hall, Renovated and Revealed**

Prestigious Constitution Hall, one of Canada’s most in-demand ballroom venues, has re-opened with a dramatic and fresh new look.

The MTCC conducted a comprehensive set of renovations and upgrades to the Hall, its premier ballroom space. The improvements represented a \$4.2-million makeover for the venue that hosts a majority of Toronto’s many large fund raising events, balls, galas, conventions, corporate holiday events and parties at the MTCC each year.

Among the exciting new features of the newly-renovated Constitution Hall are:

**New triple escalators** to access Constitution Hall, replacing the previous double escalators, providing clients and their guests with much greater flexibility in moving in and out of the room easily.

**Expanded pre-function space on the 100 level** to give planners more options in planning their event. Con Hall’s pre-function space has been reconfigured to create a flexible area, which will now be available to clients for a variety of uses, from a pre-registration area to a bar and beverage area.

**LED feature lighting** throughout the Hall, accents the room available in a variety of attractive colours. This new feature lighting also adds personality to each event, making it unique. It is especially useful for themed events, when it can be used to enhance the room’s décor and to create a desired ambience or 'mood'.



**Five sets of new main entrance doors** to welcome guests into Con Hall. All new wooden doors have been installed, utilizing distinctive hardware and lighting at each door, along with large new canopies overhead, each with its own feature lighting. The overall effect is an entrance and pre function space that is much more dramatic for visitors.

**Enhanced interiors** to make guests feel comfortable and welcome. A variety of interior

finishes in Con Hall have been upgraded, from columns trimmed out in wood and stainless steel, to all new luxury carpets, redecorated walls, wood accents, and coloured LED lights inside the room, as well as 200 pendant feature lights suspended from the ceiling for an added touch of elegance.

**Upgraded technology** will help to make all your event's voice and data communications flow smoothly and quickly. We've also installed a new sound system.

**Enhanced Washrooms** completes the renovated space. Accent wood and feature lighting to match Con Hall were added to each washroom area, along with hands-free faucets.

At 28,000 square feet, this ballroom-sized room is a flexible, divisible space with two operable walls. It can accommodate up to 3,400 people in theatre-style seating, 2,800 for a reception and 2,520 in banquet-style set-up.

### New MTCC Advertising Campaign Launched

The MTCC has recently developed a highly targeted new ad campaign featuring personal testimonials from some of the Centre's clients. The new ads currently appear in key industry publications, including *PCMA's Convene Magazine*, *ASAE's Associations Now* and *The Meeting Professional* magazine.

The campaign is designed to keep the MTCC's name front and centre with key meeting planners and association executives across North America. The goal was to create advertisements that not only stand out from the competition, but also resonate with our target audience, the Planner.

"What better way to be represented than to have our top-valued clients speak about their success, to other Planners directly?" said Christine Chiu, Marketing Manager at the MTCC.



The full-page four-colour ads feature both large photographs and personal thoughts from the MTCC's own clientele. "We wanted to share our clients' success stories and, through their representation, display our key partnership in making them successful," Ms. Chiu added. "Our core message is 'We're a part of your team.'"

## **MTCC Staff Changes and Promotions**

### **Camille Allman Appointed as new Director of Catering Sales.**

Richard Willett, the MTCC's Vice-President of Food and Beverage, has announced that Camille Allman has been appointed the new MTCC's new Director of Catering Sales, effective October 22, 2007.

"We are very fortunate to have recruited Ms. Allman to the team here at the MTCC", said Mr. Willett. "She is an accomplished hospitality professional who excels in sales, marketing and operations. Camille will make an invaluable contribution and raise the bar in many different areas of our facility. I am truly thrilled to have her join our team".



In her new role at the MTCC, Ms. Allman will be focusing on corporate holiday events and parties as well as the many large fund raising events, balls and galas hosted by the MTCC each year. Most of these events are for groups based in the Greater Toronto Area and can involve literally thousands of people attending quality events that are some of the most creative and challenging from a food and beverage perspective. Ms. Allman will be working closely with Jacqueline Lovell-Santos, the MTCC's Director, Catering Services, Angelo Fernandez, Executive Chef and Mr. Willett.

Ms. Allman comes to the MTCC with more than 20 years of progressive experience in quality hospitality organizations. She is extremely well versed in the industry, having success in a diverse number of hospitality businesses including restaurants and premier event facilities. A graduate of George Brown College's Food and Beverage Management program, Ms. Allman is well respected by her peers, clients and former employers. Prior to joining the MTCC, Ms. Allman held senior operational and sales roles at a number of major venues and attractions across the GTA, including The Carlu, the Toronto International Film Festival, Clear Channel Entertainment, the Liberty Entertainment Group, the Courthouse Market Grille and Chamber Lounge, and Roy Thomson Hall.

### **Winston Card, Manager of Retail Food Operations joins the F&B Department**

Winston Card came to the MTCC from the Pearson International Airport where he was Terminal Manager for Compass Canada. In his role as Terminal Manager, Winston managed 10 quick-service and full-service restaurants with a combined total staff of over 200 employees. Prior to his position at the airport, Winston spent the previous 15 years managing visitor services for the Dallas and Cincinnati Zoos.



"I am pleased to have Winston join the MTCC team", said Richard Willett, Vice-President of Food & Beverage. "As we re-evaluate all aspects of our current Retail Food Operations, Winston will be instrumental in contributing to future changes due to his diverse and professional food services background".

