

# site Canada



Jennifer Attersall  
Director of Incentive Travel  
Destination Canada Business Events  
Calgary, AB

We asked Jennifer to share what she is excited about for 2022:

*"I am excited to see Canada continue the momentum of becoming a sought after incentive destination. I am also excited to be back on the road and seeing colleagues, friends and clients again!"*

As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.  
See below for Jennifer's full interview.

**Member Name:** Jennifer Attersall  
**Title:** Director of Incentive Travel  
**Company:** Destination Canada Business Events  
**Location:** Calgary, Alberta

## Tell us about your favourite SITE events

I have two favourite SITE Events! First was SITE Global 2020 in Vancouver. This was my introduction to SITE and I was overwhelmed with pride that we were able to showcase Vancouver as a fabulous destination to this global audience. All our Canadian partners who helped organize, plan and execute this event put their heart and soul into the programming and it was executed flawlessly. My second favourite event was SITE NITE at IMEX America in November 2021. It was so lovely to finally see all the familiar faces in person: shake hands, hug and laugh with people we have grown so familiar with virtually over the past two years, especially as we couldn't see each other physically during that time. It was such a fabulous event and it warmed my heart seeing everyone letting loose and having a great time!

## Please share with us your role at Destination Canada Business Events and where you see your organization headed.

As the Director of Incentive Travel with Destination Canada Business Events, I oversee and lead the global incentive portfolio for Canada. It is my role to ensure Canada's targeted incentive audience is educated and inspired on the abundance of experiences we have, new and old. Over the past year, we have also been busy working with our partners on destination development to expand our product portfolio as there is so much more to Canada that we want to share and highlight! We've aligned our experiences with

emerging global trends, dedicated audience targeting and profiling to ensure we are listening, understanding and guiding our clients to Canadian incentive experiences that align with their corporate values as well as earners.

### **What are you most excited about for 2022?**

I am excited to see Canada continue the momentum of becoming a sought after incentive destination. I am also excited to be back on the road and seeing colleagues, friends and clients again!

### **Can you share with us a WOW event you recently experienced with one of your Canadian Partners?**

Our friends at Destination St. John's hosted us last August to experience their destination. Among the many incentive experiences we were fortunate to participate in, one specifically was Ocean Quest Adventures on a bespoke cruise on the ocean. We anchored close to the shore and dived for scallops on the sea bed. Rick and Debbie Stanley, owners of Ocean Quest Adventure, then prepared the scallops in multiple ways, from sashimi style, ceviche to grilled – paired with the most delicious Chardonnay all while the sun was setting behind us. It was such a magical experience and the memory is now forever cemented for me.

### **What is the best piece of advice you ever received about our industry?**

It's true our industry is a "people industry." Everyone I have met over my 20 years in the business events industry has been friendly, warm, helpful and inviting. Where we are competitors, we are peers. Never be afraid to ask for help, guidance or mentorship. Our industry attracts like-minded people and it shows.

### **What career advice would you give to your younger self?**

It's ok to make mistakes and do not be afraid to fail. It's through mistakes and failure that make us better and stronger.

### **What do you do for fun?**

My family and friends are my tribe! Anything with my family warms my heart, from skiing, bike rides to movie nights is enough to keep this girl happy! Time with my girlfriends is my personal therapy, from ladies nights, weekend getaways or just sitting at my kitchen table with some wine and great conversation nourishes my soul!