



Susan Freeman
Executive Director, Meetings and Conventions PEI
Charlottetown, Prince Edward Island

We asked Susan what the best piece of advice she ever received about the incentive industry was:

"The best piece of advice would be to really develop strong relationships with trust and be that trusted advisor for clients. Many of my business relationships have turned into friendships."

As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.
Click on the link below for Susan's full interview.

Susan Freeman **Executive Director, Meetings and Conventions PEI** **Charlottetown, Prince Edward Island**

Tell us about one of your favourite SITE events (and why it's a fav).

One of our favorite Site Canada events is the annual golf tournament in Toronto. This social event gives us an opportunity to meet our present and future clients with one of our accommodation ambassadors from PEI.

Please provide a quick overview of your role and where you see your organization headed.

As Executive Director, Meetings and Conventions, I work with our team and our 200 hospitality ambassadors to promote PEI as Canada's leading authentic coastal destination for MC&IT groups. Our partners deliver genuine Island experiences that always leave attendees with lifetime memories. We have always been a safe destination for groups to enjoy and travel all over the Island to find their PEI adventure. We are looking forward to welcoming meeting planners and attendees to a destination that knows how important safety and wellness will be over the next few years as we recover and rejuvenate.

What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?

We have focused on keeping PEI top of mind with our clients and checking in on them over the last 15 months. Islanders are known for care and compassion. We really concentrated on providing those sentiments to our clients and our members with our initiatives during the pandemic. We are all in this together.

As "Canada's Food Island", what is your favourite PEI dish or culinary experience?

Oh wow I can't pick just one! PEI is known for shellfish, mussels, oysters, lobster and of course PEI potatoes. Right now I am addicted to PEI mussels steamed in white wine and garlic, they are at their best right now. We have many restaurant partners that offer farm to table experiences and our great festivals – International Shellfish Festival, Farm Day in the City and Fall Flavors are some of the best!

What is the number one activity for incentive groups in PEI?

Popular activities include dining in the dunes as well as over the coals and under the moon. Both are hosted by accommodation partners and take you to private beaches on the North Shore featuring all

local shellfish, meat, potatoes, entertainment and bonfires. They are so much fun for everyone involved.

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

The best piece of advice would be to really develop strong relationships with trust and be that trusted advisor for clients. Many of my business relationships have turned into friendships.

What career advice would you give to your younger self?

Oh boy! You can't make everyone happy all of the time.

When you're not working what do you like to do?

I love to take photos of landscapes, friends and family, and I love to cook and eat PEI food!