

2024 SITE Canada Strategic Plan

Item	DESCRIPTION	Comments
VISION	Building and bridging regions in Canada through incentive travel & motivational experiences.	<p>The purpose of our association as incentive travel professionals is to highlight how we help organizations across Canada build workplace culture with travel & motivational recognition programs to reward, retain, and develop employees.</p> <p>Our vision is to bridge the gap by building membership in all provinces and bringing value to SITE Canada members across Canada through communication, events, and collaboration.</p>
MISSION	Advancing the business case for incentive travel & motivational experiences through global connections, education, and advocacy.	Taking every opportunity to highlight the business case for incentive travel through our chapter & global network, our educational programming, and our advocacy, we enhance the profession within our industry sector by proving the tangible and intangible benefits of incentive travel.
PILLARS		
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COMMUNITY	Identify, enhance, and embrace member diversity, the industry, the business world, and society through ongoing engagement and active involvement in the incentive travel industry.	<p>With a priority on our members and their professional needs, engage our membership, the industry, and the business world to highlight the unique and transformative benefits of incentive travel & motivational experiences. This includes greater connectivity and involvement between geographical regions within SITE Canada & SITE Global & SITE Foundation.</p> <p>Mentoring young developing professionals on incentive travel to provide opportunities and bridge the knowledge gap between the industry and the declining workforce.</p> <p>Forge partnerships with other industry-related associations.</p>

PILLARS cont'd

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EDUCATION	Provide educational programming as a vehicle to maximize the value of SITE Canada's membership and, through education, position SITE Canada as a respected association in the Business Events industry within Canada and globally.	Grow and evolve our industry by offering a variety of premium education and certifications opportunities, including technology upskilling, to our members to develop their incentive travel and business skills.
COMMUNICATION	Unite the industry by actively communicating SITE Canada's events, benefits, and the work of our members.	<p>Connect members from across the country and globally through ongoing activity between SITE Canada and SITE Global through the following communication tools: email campaigns, social media, newsletters, videos, podcasts, and virtual platforms. Connect members from across the country and globally through ongoing activity between SITE Canada and SITE Global through the following communication tools: email campaigns, social media, newsletters, videos, podcasts, and virtual platforms.</p> <p>Demonstrate the value and responsibility of active participation in SITE and highlight the work of volunteers.</p> <p>Engage members to be part of the communications process at SITE and showcase how involvement in SITE will equip new members for the future.</p> <p>With active communication and promotions, we can demonstrate the benefits of incentive travel to a broader range of corporations, encouraging incorporating incentive travel into the fabric of their reward/recognition programs and workplace culture.</p>

PILLARS cont'd

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FISCAL RESPONSIBILITY & OPERATIONAL EXCELLENCE	Achieve operational excellence with fiscal accountability and controls implemented across the SITE Canada organization with board and staff working collectively to deliver quality incentive events and experiences.	<p>Integrity and robust operational processes are paramount in delivering our vision and mission.</p> <p>Develop strategies to grow primary & secondary chapter memberships.</p> <p>Board participation in sponsorship solicitation and strategy creates opportunities for all partners to connect with SITE members.</p> <p>Innovate to identify new revenue streams for the association as a potential design of a new event initiative.</p>
CORPORATE SOCIAL RESPONSIBILITY	Implement a CSR initiative in all SITE Canada events with a greater focus on sustainability in 2022.	<p>Appoint a “sustainability” chairperson to liaise with board directors’ leaders and weave CSR/sustainability in applicable portfolios.</p> <p>Communicate with SITE Global on sustainability mandates, form completion and participate in sustainability meetings.</p> <p>Create sustainability content for website, social media, and all communication pieces.</p> <p>Develop Earth Day event and plan to integrate sustainability into all SITE Canada events.</p>