

Partner Advisory Council

The Partner Advisory Council (PAC) is made up of representatives from the Hospitality Industry from a variety of services (including but not limited to, hotel chains, Destination Marketing Organizations, and other event-related organizations) that provide services to CanSPEP Members.

Mission & Mandate

The Partner Advisory Council (PAC) provides CanSPEP with insight on supplier issues and trends. PAC acts as a strategic Partner to build mutually-beneficial relationships, identify sponsor opportunities and in reviewing ideas and initiatives to facilitate the professionalism and growth of the Association and industry as a whole.

PAC shares best practices and knowledge that enhances the educational offerings to Members and strengthen sponsor opportunities and relationships.

PACs goals include:

- Assist in the development of CanSPEP events
- Development of a PAC session within the National Conference
- Develop a PAC sponsored event to be held in late fall
- Be the voice of the hospitality meeting industry with feedback and support of CanSPEPs growth objectives

PAC Qualifications

PAC will be chaired by CanSPEP Vice-President of Partnerships. A PAC Member will serve for a period of two years and meet the following qualifications:

- Be a National Partner with an yearly contribution of \$5,000 or more in cash or in-kind
- Has been a board validated long term contributor and supporter of CanSPEP
- All Members are able to make the financial commitment to attend the CanSPEP National Conference at their own expense whenever possible
- Have not served on PAC in the previous two years
- Have sent a letter of interest to the PAC Chairperson to be considered for the PAC Council

In addition, the below will form part of the PAC Council Programme:

- One Member from the National Conference Host Destination will be appointed for the duration of one year
- One Member will be appointed to serve on the National Conference Committee
- PAC Members will be recognized at all CanSPEP National events and on website
- PAC Member's term may be renewed upon the approval of the CanSPEP Board of Directors
- Should a position become vacant, PAC may nominate a replacement candidate to be approved by the CanSPEP Board of Directors
- A PAC Member may be nominated by the CanSPEP Board of Directors

PAC Responsibilities

PAC consists of a chairperson (VP of Partnerships, CanSPEP) and six or more Council Members each of who serve a two year term (National Conference Representative is one year term) and act as liaison between hospitality partners and CanSPEP.

The role of PAC includes supporting CanSPEP and tackling issues pertinent to the hospitality and meeting industry that are of concern to CanSPEP Members and Partners. PAC, in its advisory capacity, will serve to review CanSPEP initiatives and provide feedback for consideration by CanSPEP Board of Directors.

PAC will support one CanSPEP event per year and develop a PAC education module for the National Conference.