

Case Study: 2015 Canadian Medical Association Annual Meeting

AUGUST 23-26, 2015

At the centre of it all

The Canadian Medical Association (CMA) is a national, voluntary association of physicians that advocates on behalf of its members and the public for access to high-quality health care. At the Annual Meeting and General Council, CMA members set the policy direction for the association for the year through debate, discussion and the passage of motions. For four days in August, Halifax was at the centre of the national conversation on current medical policy issues and how to improve health care of Canadians. This was the first time the conference was in Halifax in over 20 years.



4

DAY PARLIAMENT



\$860,733

ESTIMATED DIRECT EXPENDITURES



537

ATTENDEES



88,000

CANADIAN PHYSICIANS REPRESENTED

Why Nova Scotia?

The CMA Annual Meeting follows a destination rotational pattern. The last time the conference was held in Nova Scotia was in 1996. Michelle Gravelle, Director Meetings & Travel Management for CMA, sees Halifax as a great host city and knew that as a conference destination it would allow delegates to consider combining vacation time, making an extended stay of their trip to our beautiful province.

Halifax also has one of the largest concentrations of health care facilities and specialists in Canada. The CMA General Council and Annual Meeting was a great opportunity for our local physicians to come together with their peers from across the country to set the direction for healthcare policy for the year ahead, and ensure Nova Scotia had a voice in the discussion.

“Halifax is a go-to conference destination. It has a beautiful waterfront, known hospitality, great entertainment options; it’s a vibrant city.

Michelle Gravelle

Director Meetings & Travel Management, CMA



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“ It was exciting to work with CMA to find solutions to their sustainability requirements. The extra effort and creative suggestions from our staff – from culinary to property services – on how to best ‘meet green’ made the whole event run smoothly. We’re looking forward to incorporating more of these practices into future event planning.”



Katie Kennedy
Convention Centre Event Manager

Meeting Green

The Canadian Medical Association believes strongly in the link between health and environment, and has emerged as a leader in event sustainability. We love being a part of our client's most innovative ideas (while helping Nova Scotia be a leader in environmental practices), and were very excited to work closely with CMA to make sure they were meeting green.



45%

OF FOOD SOURCED
LOCALLY OR REGIONALLY



3044lbs

OF WASTE RECYCLED
OR COMPOSTED



300+lbs

OF FOOD DONATED TO
FEED NOVA SCOTIA



19,848kwh

OF GREEN ENERGY USED
DURING THE EVENT

Here are a few of the ways we worked with CMA to execute their vision for a sustainable conference:

- **Healthy food comes first.** Our culinary team focused on sourcing local menu items that were organic, fairly traded, seasonal and not processed, helping to reduce the carbon footprint and support our local economy. The team also ensured that imperfect fruits and vegetables that might otherwise be thrown away were worked into the menu, knowing that a few bumps and bruises won't change the taste of our delicious local produce. And, when the delegates were fed and full, leftovers were donated to Feed Nova Scotia, helping to reduce food waste and supporting a great local community service.
- **Reducing pollution and waste.** Nova Scotia already produces the least waste per capita and has the highest waste diversion rate in Canada, making it easy for CMA to take advantage of our leading recycling and composting programs. By reducing onsite materials, reducing signage, printing on recycled materials and asking suppliers to reduce packaging, together we reduced waste throughout the 4-day event.
- **Thinking outside the (power) box.** Although being together in person is best, CMA encouraged remote participation for its members who couldn't attend the event, using technology to limit carbon footprint. This was made easier, and greener, thanks to a partnership between us as the venue, our partner hotels and CMA which saw us purchase clean, renewable energy through Bullfrog Power for all event power needs.

Learn more about working with our team to bring your conference to Nova Scotia. >>