



## **Company Profile**

Edmonton, Alberta, Canada  
Updated January 2017



## CM Events Company Profile

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*A successful event starts with the guest experience. That's where we can help!*

### Corporate Commitment

CM Events is a full service, lifestyle based, professional event planning company that specializes in corporate events, dinner galas, fundraisers, long service awards, grand openings, conferences and private events.

We love details! And our commitment is to see each event through from start to finish while keeping the goals, vision, budget and client's needs in mind at all times. We are committed to following through on every detail so you don't have to. From a 1000 person dinner gala to a small intimate private party or meeting, CM Events has experienced it all.

At CM Events we believe a successful event is directly related to the guest experience.

### ***Did you know? CM Events is an:***

ILEA Edmonton Member & Current Board President

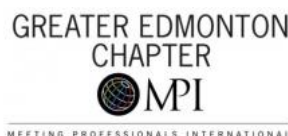
Instructor & Course Developer for the NAIT Special Event Management Certificate Program

MPI Edmonton Member

Certified Meeting Professional (CMP)

2012 EMA Rising Star Award Winner (non-member)

2016 EMA Event Planner of the Year Award Winner



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Caitlin McElhone Events

caitlin@cmevents.ca | 780.761.6682 | [www.cmevents.ca](http://www.cmevents.ca)



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### Meet the Owner!

Owner and lead planner, Caitlin McElhone, is passionate about lifestyle, urban living and executing exciting events for her clients. Born and raised in Edmonton, Caitlin has been planning corporate events full time since 2006 - that's over 100 events and counting!

Caitlin studied Marketing and Clothing & Textile Design at the University of Alberta where her passion for design grew and she was exposed to the event planning industry for the first time. From there she worked full time with one of Edmonton's leading event planning companies, ComLinks Events, where she was fortunate to be involved with and lead planner on many incredible projects locally, Nationally and Internationally. Some events Caitlin has managed and executed since opening CM Events in 2011 are: *Global TV Woman of Vision Luncheon*, *Parkland School Division Milestone and Merits*, *Henry Singer Awards*, *Homes for the Holidays*, *Rotary Roast*, *Black Tie Bingo*, *CASA Carnival* and *the Brian Webb Dance Company Art Auction* just to name a few. Caitlin has also developed four courses for the NAIT Event Management program and enjoys teaching and sharing her experiences with students and industry professionals.



Caitlin McElhone, BSc, CMP

Passionate about Edmonton and getting involved with the community, Caitlin is an active supporter of local arts, not-for-profit groups, festivals and the farmers market. She lives, works and plays in downtown Edmonton with her husband Scott and son Mason.



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*From a 1000 person dinner gala, to a small intimate private party or meeting,  
CM Events has experienced it all!*

### Professional Services Offered

CM Events is a full service professional event planning company that specializes in corporate events, dinner galas, fundraisers, long service awards, grand opening, conferences and private events.

We handle all details involved with the event process so you can focus on what's important to you.

#### We specialize in:

- Corporate events & meeting planning
- Conferences, symposiums & destination meetings
- Fundraisers & formal dinner gala's
- Long Service Awards & staff recognition events
- Silent & live auctions
- Christmas parties & themed events
- Ground breakings & building openings
- Media & PR events
- Private events & celebrations

#### Our services include:

##### *Pre-Event Planning*

- Budget creation & management
- Detailed critical path and timelines created specifically for your event
- Branding creation and custom marketing strategy
- Social media planning
- Creation of sponsorship packages specific to your event
- Venue booking and contract negotiation

##### *Event Management, Design & Marketing*

- Online registration set up and management
- Speaker and sponsor management
- Floor plan layout and décor planning
- Menu creation specific to your event
- Execution of every detail of your event!
- Extensive list of local professionals to help make your event extra special: Entertainers, photographers, musicians, graphic designers & marketing experts, caterers, audio visual specialists, florists, rental companies and more.

##### *Onsite Management & Post Event*

- Volunteer management
- Onsite set up and day-of management
- Detailed timelines, showflows & MC scripts
- Friendly and trusting staff
- Stage management
- Tear down and clean-up of your event
- Post event summary and follow up

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### Our Clients

2016 - Present	CASA Carnival for the CASA Foundation
2016 – Present	Annual Industrial Research Symposium for NAIT
2016	Annual President's Dinner, Concordia University of Edmonton
2014 – Present	Brian Webb Dance Company Annual Art Auction
2008 - Present	Parkland School Division No.70 Milestones & Merits Long Service Awards
2014 – 2015	Black Tie Bingo - <i>Annual Fundraiser for the Edmonton Rodeo Cowboy Benevolent Foundation (ERCBF) &amp; the Kick-off event for Rodeo Week</i>
2014	Trade Developments – <i>Morinville Ground Breaking Event</i>
2013	Edmonton Downtown Rotary Club - <i>Rotary Roast for Stephen &amp; Lynn Mandel</i>
2006 – 2014	Various luxury weddings & private events
2006 - 2014	Global TV Edmonton Annual Woman of Vision Luncheon
2006 – 2013	University of Alberta School of Retailing Annual Henry Signer Awards
2013	25 <sup>th</sup> Anniversary event for Nova Synchronized Swim Club
2012 - 2013	Homes for the Holidays Tour for the Junior League of Edmonton
2012 - 2013	Maclab Enterprises – <i>Various open house &amp; community events for Suntree</i>
2012	Al Fresco Event & Fundraiser (104 <sup>th</sup> Street Promenade)
2012	Pro-Am for Alzheimer's Hockey Tournament & Social Events



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### Additional Event Experience

*While working as a full-time planner with ComLinks Events.*

2010	Little Warriors Garden Fundraiser Party
2010	EPCOR Family Fair at Expo Centre
2009	Sips, Sticks & Stilettos Event <i>Fundraiser for Canada's Women's Olympic Hockey Team</i>
2009	MIXCOR <i>Anniversary, Tour &amp; Company re-branding event</i>
2008	Mazankowski Alberta Heart Institute Opening
2008	The Beijing Summer Olympics <i>Hosted Canadians &amp; Athletes at various events &amp; tours in Beijing during the Olympics</i>
2008 - 2011	Canadian Culinary Championships
2007 – 2011	Raymond James Client Appreciation
2006 – 2011	Gold Medal Plates <i>(in Edmonton and across Canada)</i> <i>National Canadian Olympic Fundraiser &amp; Culinary Competition</i>
2006 – 2011	Disaster Forum Conference <i>National Emergency Management Conference in Banff, Alberta</i>
2006 – 2011	Netspeed <i>The Alberta Library (TAL) Annual Provincial Conference</i>
2006 – 2011	University of Alberta Hospital Foundation (UAHF) Annual Chairman's Dinner and various UAHF Donor appreciation receptions & building tours
2006 – 2010	Bentall Kennedy Annual Tenant Christmas Party <i>Canadian Western Bank Office Tower</i>
2006 – 2010	Capital Health/Alberta Health Services <i>Various donor, media, public &amp; groundbreaking events, University of Alberta Hospital Centennial events (general public &amp; VIP)</i>
2006 – 2007	Kids Kottage Fundraising Gala

*Event Professionals are project managers with style!*

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### Community Involvement & Education

NAIT – Continuing Education Department 2015 - Present

Instructor and course developer for the Events Management  
Certificate Program

University of Alberta 2002 - 2006

Bachelor of Science in *Human Ecology (Clothing & Textiles Major)*  
*School of Business Marketing Major*

ILEA (International Live Events Association) Edmonton Chapter 2012 – Present

*Current Member*  
*Board Member (President, VP Finance and past VP Communications & Education)*

MPI (Meeting Planners International) Edmonton Chapter 2012 – Present

*Current Member*  
*2016 EMA's Planning Committee*

Nova Synchronized Swim Club 2001 – 2011

*Competitive Level 2 Provincial Coach, Club Manager and Head Coach*  
*Competitive synchronize swimmer for 10 years*  
*Synchro Alberta certified Provincial Level 2 Judge*

Edmonton Aquamasters Synchronized Swimming Club 2010 - 2013

*Club President and FINA World Master Games Travel Coordinator (Goteborg, Sweden)*  
*Competitive synchronize swimmer for 6 years*

Various Volunteer & Community Involvement 1998 - 2014

*Human Ecology Grad Committee*  
*Edmonton Synchronize Swimming Community*  
*Western Canada Fashion Week*  
*The Fringe Festival*  
*The Works Festival*  
*Imagination Market*  
*Festival of Trees*

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