

QUICK TIPS & TALKS, SEMINARS & DISTRICT DISCUSSIONS SCHEDULE

THURSDAY AFTERNOON SEMINARS

10:00am - 2:30pm

Pre-Convention Workshops (pre-registration required)

- In the Know: Mental Health Workshop for the Ag. Community
- Judging School: Honey and Maple Syrup (limited #)
- Animal Care Best Practices

3:00pm - 3:50pm

- Welcome to the Convention ~ For the First Time
- Benefits and Process of Strategic Planning
- Dealing with Change and the Future of Fairs
- Questions to Ask (yourself) When Booking Entertainment
- Pitch Your fair in one minute!!
- District Discussion (delegates from District 1,2,3)
- The Advantages of Online Ticket Sales
- District Discussion (delegates from District 8,9,10,13)

4:00pm - 4:50pm

- In this Together – Supporting our Neighbour Fairs
- Smart Serve - Meeting Ontario's changing Environment with Recertification
- Certificate of Insurance: What Is It and Why Is It So Important?
- Looking at the Future of Relationships Between Fairs and Midways
- District Discussion (delegates from District (4,5,6,7)
- Connecting with fair audiences - Tips to Consider When Organizing a Livestock Show
- District Discussion (delegates from District 11, 12, 14,15)

FRIDAY SEMINARS

10:30am - 11:45am

- PANEL: Ag Awareness At the Fair
- Tips, Tricks & Lessons Learned from Running Your Own Bars/Licensed Areas
- Lawsuits against Fair's and Festival's are on the rise, is your Fairboard prepared?
- AssistExpo - Refreshing Features
- What Is Your Organizations' Brand & Why It is Important
- The Dangers of Being a One Hit Wonder
- All About Homecraft - Networking Extraordinaire
- Dealing with Revenue Canada audits as a registered charity

1:30pm - 2:30pm

- Dealing with Change and the Future of Fairs
- Attract Visitors to Your Property, Creating Web Content
- 4-H Activities at Your Fair - What Are Your Requirements?
- Building Your Mental Health Toolbox
- Modernizing your Ag Education Program
- Dealing with Difficult Board Members
- Benefits & Process of Strategic Planning
- PANEL: So Now You're the Secretary!
- How to Excel as an Exhibit Convener at your Fair

3:00pm - 4:00pm

- Times are changing! So Should your Volunteer Efforts
- PANEL: Ambassador Programming - What Your District Does
- PANEL: How to Run Your Social Media Effectively
- No Midway, No Problem
- Treasurer PANEL: Making Every Cent Count
- Update from Youth Programming

NEW FOR 2023

DISTRICT DISCUSSIONS

Thursday afternoon

- Everyone is welcome
 - Meet Fair friends near you
 - Share ideas & stories
 - Support one another
- Learn from their experiences

CHECK THE SCHEDULE

QUICK TIPS & TALKS

FRIDAY FEB 17, 2023

BALLANTREE ROOM

Lower Level

10:30am - 11:15am

Our Capital Project

11:25am - 11:45am

Community Outreach

1:30pm - 1:45pm

Encouraging New Exhibitors

1:55pm - 2:15pm

When Opportunity Knocks, Roll Out
the Red Carpet

3:00pm - 3:15pm

Acknowledging Your Sponsors

3:25pm - 3:40pm

Paint - It's Messy and Makes You
Money

OAAS CONVENTION WORKSHOPS, SEMINAR & QUICK TIPS & TALKS

Subject to change

THURSDAY MORNING

PRE CONVENTION: In the Know - Mental Health workshop

2023-02-16: 10:00:00-14:30:00

King City Room

In the Know is a mental health literacy workshop designed specifically for farmers, their families and those who are involved and/or support the agriculture sector. Through this four-hour workshop, participants will cover the topics of stress, depression, anxiety, substance use and how to start a conversation about mental well-being.

PRE CONVENTION: Animal Care Best Practices

2023-02-16: 10:00:00-14:30:00

Richmond B Room

A full run-through of the new Animal Care Best Practices Program designed to give you the tools and confidence to build or improve your own. Hosted by the Canadian Association of Fairs and Exhibition (CAFE). No fee for the workshop, lunch is not included.

PRE CONVENTION: Judging School: Honey and Maple Syrup

2023-02-16: 10:00:00-14:30:00

Richmond A Room

This pre convention workshop is truly a sweet experience. Learn the basics of becoming an OAAS judge while learning more about the world of maple syrup and honey from the best judges in the province. Pre-registration is required, \$20 fee. Lunch is not provided.

THURSDAY AFTERNOON (3PM-3:50PM)

Benefits and Process of Strategic Planning

2023-02-16: 15:00:00-15:50:00

Richmond A Room

Most of our Agricultural Societies are experts at planning. Whether it's for public events or utilizing volunteers, many people can plan in their sleep, but who is planning for the organization? What does the future look like? How can we meet the challenges ahead with purpose and realize the intended outcomes? This workshop will explore the benefits of having a strategic plan and some of the steps taken to achieve success.

Dealing with Change and the Future of Fairs

2023-02-16: 15:00:00-15:50:00

Richmond B Room

Change is the very word that we all fear. It also is the word that defines our future and success. COVID-19 has turned us upside down and will continue to do so. We want to hold on to some of our past but know we must enter tomorrow. This presentation outlines how fairs can take advantage of current and lasting trends and growth industries that should and must take place at fairs. Hear how we should be addressing a remarkable tomorrow and what technology will bring; how we can address diversity and inclusion, and what the opportunities are within the food delivery system sector and agricultural production; how Cannabis and Hemp can be showcased; see the newest in food, beverage, and lifestyle; the transportation and communication industry; healthcare advances; what the fairgoer reacts to and how we can benefit from creativity? It can be done! Hear what you can do as we enter this new and exciting world of change.

Questions to Ask (yourself) When Booking Entertainment.

2023-02-16: 15:00:00-15:50:00

Richmond C Room

This seminar will offer tips and stories from the perspective of the booker (Shayda) and the entertainer (Jory).

From the needs of the client and entertainer, to expectations and communication, to the value of a combined social media effort and promo.

If you buy entertainment, this seminar is for you.

Pitch Your fair in one minute!!

2023-02-16: 15:00:00-15:50:00

Richmond D Room

This interactive fun workshop will help you promote your fair to anyone, anywhere (an elevator, grocery/bank/store line)

District Discussion (District #1,2,3)

2023-02-16: 15:00:00-15:50:00

Markham A Room

Come out to meet other amazing volunteers from within your district and learn how you can work together, hear about their successes and mistakes, maybe share some resources or a supplier or find out something new you can try within your own agricultural society. Through moderator open forum, a great chance to gain some more knowledge, that is local to you.

How To Get The Most Out Of The OAAS Convention

2023-02-16: 15:00:00-15:50:00

King City Room

Stop in for a session to learn about the OAAS Convention and what it has to offer. Learn about the schedule, the special features, even the after hour secrets.

A great session for new attendees and others who want to get the most of our their experience at the 2023 OAAS Convention.

The Advantages of Online Ticket Sales

2023-02-16: 15:00:00-15:50:00

Stouffville Room

We will discuss the benefits of offering online ticket sales for your fair. We will also take a look at leveraging online tools to maximize attendance and revenue. Finally, we will take any questions you may have regarding getting the most out of your online ticket sales campaigns.

District Discussion (District #8, 9, 10, 13)

2023-02-16: 15:00:00-15:50:00

Ballantree Room

Come out to meet other amazing volunteers from within your district and learn how you can work together, hear about their successes and mistakes, maybe share some resources or a supplier or find out something new you can try within your own agricultural society. Through moderator open forum, a great chance to gain some more knowledge, that is local to you.

THURSDAY AFTERNOON (4PM-4:50PM)

Certificate of Insurance (COI) – What Is It and Why Is It So Important?

2023-02-16: 16:00:00-16:50:00

Richmond C Room

Regardless of who you work with, business arrangements with performers, contractors and vendors can open your Agricultural Society up to a number of risks—risks that need to be accounted for through insurance. It's critical that your partners are covered as well. This is important when you consider that, following an incident involving a performer, contractor or vendor, your Agricultural Society could be the one held liable. In this session, we will discuss the importance of COI's for your Agricultural Society, what to look for in a COI, and how they might help reduce risk of lawsuits against your society and board members

Connecting with fair audiences - Tips to consider when organizing a livestock show

2023-02-16: 16:00:00-16:50:00

Stouffville Room

When connecting with fair audiences, you need to put your "best boot" forward. By offering an agricultural education exhibit at your fair, you have the chance to correct misconceptions and help build an appreciation for food and farming. Topics will include animal care optics, accurate and accessible information, first impressions, and the protocols you need to have in place in the event that a difficult situation arises.

In this Together – Supporting our Neighbour Fairs

2023-02-16: 16:00:00-16:50:00

Richmond A Room

This presentation will discuss how Agricultural Societies can work together to make their organization and events stronger and more efficient. Sharing resources (human and otherwise) and ideas with our neighbours has been a cornerstone of the District 1 organization for many years – come and hear how we have become what we call our "Family of Fairs", and take away some ideas for you and your Fair neighbours.

"What Are We?" Looking at the future of relationships between fairs and midways

2023-02-16: 16:00:00-16:50:00

Richmond D Room

The relationship between fairs and their midways is transforming right before your eyes and you may not even realize it. This session will discuss the increased demand for midway providers, how regulatory changes impact your traveling midway, why it's crucial for you to work with your midway as a partner, why all of this is important to you as a fair, and much more.

District Discussion (District #4, 5, 6, 7)

2023-02-16: 16:00:00-16:50:00

Markham A Room

Come out to meet other amazing volunteers from within your district and learn how you can work together, hear about their successes and mistakes, maybe share some resources or a supplier or find out something new you can try within your own agricultural society. Through moderator open forum, a great chance to gain some more knowledge, that is local to you.

Smart Serve- Meeting Ontario's Changing Environment with Recertification

2023-02-16: 16:00:00-16:50:00

Richmond B Room

With the ever-changing alcohol environment in Ontario, the AGCO (Alcohol and Gaming Commission of Ontario) has deemed recertification of Smart Serve training a mandatory 5-year requirement. This session will outline the changes to the Liquor Licence and Control Act (LLCA) and the process to recertify your staff. The goal of this session is to educate and help you reduce liability.

District Discussion (District #11, 12, 14, 15)

2023-02-16: 16:00:00-16:50:00

Ballantree Room

Come out to meet other amazing volunteers from within your district and learn how you can work together, hear about their successes and mistakes, maybe share some resources or a supplier or find out something new you can try within your own agricultural society. Through moderator open forum, a great chance to gain some more knowledge, that is local to you.

FRIDAY MORNING KEYNOTE SPEAKER

Create Disney Magic and Big Fun at Any Fair

2023-02-17: 08:30:00-10:00:00

Grand York Ballroom

Learn how the Master did the impossible and how he turned dreams into reality. More importantly, how this can apply to your fair - big or small. Walt's methods can work anywhere. This presentation will unveil the Top 10 Disney methods that will transform your guest experience, enhance your fairgrounds, and provide simple solutions that create big Impact. Walt was a dreamer, a realist, and his own best critic . . . fairs today can apply his methods to food locations, entertainment venues, agriculture areas, children's programs, main gates and even restrooms.

FRIDAY MORNING 10:30am-11:45am

So what? Who cares about you? Why should they?

2023-02-17: 10:30:00-11:45:00

Richmond C Room

Who cares who you are? Why should they? Why are you special? This workshop will help you develop arguments to answer these questions and more. Define yourself and your originality. Think about what makes you special. Develop your brand.

AssistExpo - Refreshing Features

2023-02-17: 10:30:00-11:45:00

Richmond B Room

Description still to come

The Dangers of Being a One Hit Wonder

2023-02-17: 10:30:00-11:45:00

Richmond D Room

Most of us have our "Main Event". That big deal that takes place, call it the Fair, the Rodeo, the Festival, the arena, etc. The success of these events is how we are recognized throughout our community, region and beyond. As successful as these gatherings can be, there are challenges that come with these "one hit wonders". In this session we will unpack the pros and cons of singular focus from an event, facility and organization perspective.

Lawsuits against Fair's and Festival's are on the rise, is your Fairboard prepared?

2023-02-17: 10:30:00-11:45:00

Richmond A Room

Lawsuits in Ontario are on the rise against Agricultural Fair's and Board's, and this should be concerning for everyone. In this session we will discuss some recent lawsuits, and the importance of having risk management policies and procedures in place.

Tips & Tricks on Running Your Own Licensed Areas

2023-02-17: 10:30:00-11:45:00

York C Room

After decades of running a licensed space during the fair, South Mountain Fair would like to share the dos, donts and suggestions to help you make your bars and licensed areas run smoothly and efficiently and to maximize your volunteer efforts. Learn the steps from initially applying, planning out the space, making your order, partnership opportunities and executing your event.

All About Homecraft

2023-02-17: 10:30:00-11:45:00

Markham A Room

Fairs are apart of many diverse communities across Ontario and what may work for some, may not for others. Lets take the opportunity to Share Ideas, Network, and Build Meaningful relationships during our session: All About Homecraft.

The Only Certainties in Life are Death, Taxes – and the Tax Man.

2023-02-17: 10:30:00-11:45:00

Stouffville Room

You can never prepare for a CRA audit, but there are things that you need to be aware of to avoid the pitfalls that an audit brings about – particularly towards your board and your organization.

QUICK TALK: If you Build it...!

2023-02-17: 10:30:00-11:15:00

Ballantree Room

Experience the journey Ancaster Agricultural Society endeavoured during a pandemic. Hear about our highlights and a few things we learned along the way.

PANEL: Ag Awareness at the Fair

2023-02-17: 10:30:00-11:45:00

York B Room

Come out and learn from three different agricultural societies, how they offer Ag Education to their visitors.

QUICK TALK: Community Outreach

2023-02-17: 11:25:00-11:45:00

Ballantree Room

How do you connect with the community that supports your fair? How do you engage new community members in your fair and other agricultural society events?

Learn how a couple of small agricultural societies have formed partnerships and relationships in their communities and the benefits this brings to the societies and the community.

FRIDAY AFTERNOON 1:30pm-2:30pm

How to Excel as an Display Convener at your fair

2023-02-17: 13:30:00-14:30:00

Stouffville Room

Learn about accepting exhibits, working with the judges and the importance of a good display.

Modernizing your Ag Education Program

2023-02-17: 13:30:00-14:30:00

Richmond B Room

Does your fair have an agricultural education program? Would you like to start one, or modernize your current one? Join Farm & Food Care to learn about consumer trends in public trust in Canada and how to creatively engage your audience to help them better understand and appreciate where their food comes from.

Building Your Mental Health Toolbox

2023-02-17: 13:30:00-14:30:00

Richmond A Room

Stock your toolbox with new strategies, tools & resources for better wellness. Learn about free mental health programs offered by Agriculture Wellness Ontario for the agriculture community.

Benefits and Process of Strategic Planning (repeat of Thursday)

2023-02-17: 13:30:00-14:30:00

Richmond D Room

Most of our Agricultural Societies are experts at planning. Whether it's for public events or utilizing volunteers, many people can plan in their sleep, but who is planning for the organization? What does the future look like? How can we meet the challenges ahead with purpose and realize the intended outcomes? This workshop will explore the benefits of having a strategic plan and some of the steps taken to achieve success.

Dealing with Difficult Board Members

2023-02-17: 13:30:00-14:30:00

Richmond C Room

Spinning your wheels at board meetings? Learn about methods to effectively deal with difficult situations and your board. Helen will share tools and techniques to use in meetings to manage issues and make decision-making more productive.

4-H Activities at Your Fair - What Are Your Requirements

2023-02-17: 13:30:00-14:30:00

York C Room

Agricultural Societies have been supporting 4-H activities for over a century. This session will open doors to how Agricultural Societies can continue supporting these activities in a new century with new requirements.

Dealing with Change and the Future of Fairs (repeat of Thursday session)

2023-02-17: 13:30:00-14:30:00

Grand York Ballroom

Change is the very word that we all fear. It also is the word that defines our future and success. COVID-19 has turned us upside down and will continue to do so. We want to hold on to some of our past but know we must enter tomorrow. This presentation outlines how fairs can take advantage of current and lasting trends and growth industries that should and must take place at fairs. Hear how we should be addressing a remarkable tomorrow and what technology will bring; how we can address diversity and inclusion, and what the opportunities are within the food delivery system sector and agricultural production; how Cannabis and Hemp can be showcased; see the newest in food, beverage, and lifestyle; the transportation and communication industry; healthcare advances; what the fairgoer reacts to and how we can benefit from creativity? It can be done! Hear what you can do as we enter this new and exciting world of change.

Attract Visitors to Your Property, Creating Web Content

2023-02-17: 13:30:00-14:30:00

York B Room

Google favours websites with page content that is easy to read, makes sense, and gets to the point. Learn where to get content, how to make it valuable for search engine ranking, and why you want this.

PANEL: So Now You're the Secretary!

2023-02-17: 13:30:00-14:30:00

Markham A Room

The role of Secretary is one of the most diverse, rewarding (and at times challenging) roles in your organization. This panel discussion will introduce you to your responsibilities and key tasks as an Agricultural Society Secretary. We will leave time for general discussion and idea sharing at the end of the presentation.

QUICK TALK: Working with Fair Vendors

2023-02-17: 13:30:00-13:45:00

Ballantree Room

Are you the person who works with the fair vendors at your events? Learn some tips and tricks on how to make everyone happy and solving problems on the spot.

QUICK TALK: Encouraging New Exhibitors

2023-02-17: 13:55:00-14:15:00

Ballantree Room

Seaforth Homecraft committee has tried some new ways to increase their fair entries in the past few years which will be outlined in this session. Tomato contest with large prize money, library craft session, points for Jr. ambassadors and online entries are just some of the innovative ways that will be covered in this session.

FRIDAY AFTERNOON 3:00pm-4:00pm

PANEL: Building a Successful Ambassador Program

2023-02-17: 15:00:00-16:00:00

Richmond B Room

This is a moderated panel designed to review various district ambassador programs from across the province and to help fairs better prepare/promote their existing or new program. Please attend this panel to increase your understanding of the ambassador program and determine how to further develop youth involvement within your own fair community. This panel will consist of members from Ontario's two district ambassador programs (5, 8).

Times are changing! So should your volunteer efforts

2023-02-17: 15:00:00-16:00:00

Richmond A Room

Many groups and associations are struggling to recruit and keep volunteers. In this workshop we will talk about the changes that communities are seeing over the last 20 years and how to engage today's volunteers. We will learn about tools and resources to help you update your volunteer processes using an asset-based approach.

PANEL: Real Life Experiences of Fairboard Treasurers

2023-02-17: 15:00:00-16:00:00

Markham A Room

Come listen to a panel of 3 treasurers discuss their experiences and what they have learned over the years. Topics to include charities, not for profit and OMAFRA reporting, various softwares used, ticket sales, committee reporting processes, budget preparation, etc.

QUICK TALK: When Opportunity Knocks... Roll out the red carpet!

2023-02-17: 15:00:00-15:20:00

Ballantree Room

Join Erin Fair as they share opportunities and learning from hosting the RCMP Musical Ride in 2016 and 2022. Our experience partnering with our community and 2 other

No Midway, No Problem

2023-02-17: 15:00:00-16:00:00

Richmond D Room

In recent years, midways stopped coming to smaller fairs. Without a midway, how do we ensure that people keep coming through the gates?The Parham Fair (District 3) shares their experiences - come and share your small fair ideas with us too

PANEL: Update from Youth Programming

2023-02-17: 15:00:00-16:00:00

Stouffville Room

How two agricultural societies have been implementing Youth Programming at their fairs in very different manners, as well as an update on Youth Programming ideas and the Handbook from the OAAS Youth Committee.

PANEL: How to Run Your Social Media Effectively

2023-02-17: 15:00:00-16:00:00

Richmond C Room

Join us to learn from 3 panelists who run social media for their fairs on how to run your social media effectively. From Multiple ways to use Media, Dealing with Difficult People, and Setting up for Success you will learn tips, tricks and get to ask questions during this Session.

QUICK TALK: Paint - it's messy and makes you money

2023-02-17: 15:30:00-15:50:00

Ballantree Room

Paint nights can be very profitable in the off season or targeted season's through out the year.

Saturday morning Closing Speaker James Fraser

2023-02-18: 09:00:00-11:00:00

Grand York Ballroom

Winning in the current environment comes down to a simple concept; Performance. While the concept itself is simple, execute all functions at an optimal level of performance to give your business the competitive edge, the road to Performance as a point of difference is the most significant challenge facing business owners today. We will look at some simple rules to optimise communication, channels of communication and simple analysis that can lead to Performance. Finally we will look at real world examples to bring these concepts to life.