

## CSAE O-G March 19, 2019 Breakfast and Panel Session

### Our Panelists



Martine Proulx  
Vice President, Programs & Member Services  
Association of Consulting Engineering Companies

Martine Proulx is ACEC's Vice-President of Programs and Member Services and is responsible for the oversight and management of association programs and services, ensuring alignment with ACEC's mission, vision, and strategic objectives. As a member of the Senior Management team, she takes part in the development of annual business plans to align with strategic priorities, with a goal of increasing member and stakeholder engagement. In collaboration with the President and CEO, she supports advocacy efforts through enhancement of existing programs and creation of new ones, and by increasing the association's profile with key federal Ministers and government officials through various activities. She leads the Communication team in the conceptualization, development, and implement of traditional communications and social media campaigns focused on cultivating strong relationships with key stakeholders, such as member firms, Provincial/Territorial Associations and corporate partners and sponsors.

Martine joined ACEC in March 2014 having worked with the Canadian Association of Defence and Security Industries (CADSI) since 2005. As Membership Manager at CADSI, Martine was instrumental in the growth of the association's membership from just under 400 members to over 800 members in less than 3 years. In 2008, she took on the role of Director of Events which required her to lead a cross-functional team in the conceptualization, implementation, and delivery of event programs with a budget of over \$2M annually. Martine oversaw the successful delivery of CANSEC, Canada's largest defence tradeshow as well as SecureTech, a public safety, emergency management and security showcase.

Prior to her tenure at CADSI, Martine was responsible for membership and conference programs at the Canadian Dental Hygiene Association (CDHA). Her career started in the hospitality sector through various positions at the Fairmont Château Laurier hotel in Ottawa.

Martine is a graduate of the University of Ottawa with a Bachelor of Social Sciences with Honours in Political Science and a concentration in History. She has recently completed the Management Development Program for Women at the Centre for Research and Education on Women and Work at Carleton University's Sprott School of Business.



**Christina Locmelis**

Senior Communications and Marketing Specialist  
Association of Consulting Engineering Companies

Christina Locmelis first joined the team as ACEC's Communications and Marketing Specialist. Christina supports the Vice-President of Programs and Member Services and the Management team in executing ACEC's strategic objectives. Working with the communications team, she is responsible for the implementation of the association's communications plan and the development and implementation of social media strategies. Christina assists with writing, editing and coordinating ACEC's communications. She is also involved in planning, promoting and executing ACEC's events. Lastly, Christina acts as liaison for ACEC's Young Professional Network and supports ACEC's Student Outreach Program.

Christina comes to us with a Bachelor of Arts in Communication and a Master of Arts with a specialization in Organizational Communication from the University of Ottawa. Prior to joining ACEC, Christina worked within the communications sector of the federal government and within the academic sector.



**Rachel Stephan**

Senior Creative and Strategic Director  
sensov/ event marketing

Rachel is a creative thinker, idea generator and an event industry speaker. For 17 years and counting, she has been passionate about advancing the events industry. She provides strategic input and guidance as well as creates, develops and delivers integrated marketing campaigns for non-profit and corporate organizations locally, nationally and abroad. She helps meeting planners grow their event attendance with results-driven event marketing strategies.

Rachel recently launched an event tech startup called snöball, a platform to activate and empower influencers to amplify an event's reach and bottom line. In less than a year, snöball was named a top 5 finalist at the 2017 IMEX Pitch as well as an IBTM World 2017 Tech Watch Award finalist, and won the IBTM Best use of PR Award. More recently, snöball was shortlisted at the 2018 Event Tech Live Awards.



Guido N Guzzo  
Client Solutions Director – National Accounts  
Freeman Audio Visual Canada

Guido started with Freeman Audio Visual Canada in October 1990 and, with drive and enthusiasm, worked his way up the company ladder to his current position of Client Solutions Director, National Accounts.

His responsibilities include assessing his customers' needs and helping them showcase and transmit their messages in entertaining and unique ways to ensure attendee retention. He also negotiates and monitors subcontracted services with outside sources. In addition to attending related industry association functions, he participates in regular customer-focused training to ensure the complete satisfaction of his clients during every interaction and has taken a comprehensive course in

Audience Response Systems. As a member of the Product and Innovation team for Freeman Audio Visual Canada, Guido is able to assess new technologies and introduce them to his colleagues. We are always looking for new and innovative technologies to assist clients in delivering an event second to none.

Guido is diligent in ensuring that every need of the customer and the event is looked after. "It is about the event, the AV equipment is only to support the event and facilitate the message".