

# Case Study:

## Aquaculture Canada & Sea Farmers 2017 Conference

### Inspired Event Experiences

The Aquaculture Association of Canada plays an important role in promoting the study and understanding of the benefits of aquaculture in Canada. With a vibrant and diverse aquaculture industry, Nova Scotia provided the perfect venue to host the 2017 Aquaculture Canada & Sea Farmers Conference to showcase advances in science and technology in preparing sustainable food systems.



**4**  
DAYS



**350+**  
DELEGATES



**400+**  
SPECIALITY SEAFOOD  
MEALS PREPARED

### Why Nova Scotia?

The Aquaculture Association of Canada prefers to host their conferences on the Canadian coasts and hadn't been in Halifax since 2006. Coming back to Halifax was an obvious choice for a number of reasons.

Nova Scotia has a strong aquaculture industry with a dedicated provincial Aquaculture Association - Sea Farmers who worked alongside the national association conference planner to highlight the local industry and the future role of aquaculture nationally and in Nova Scotia.

Halifax is an appealing host destination as it is home to the largest, most flexible event space in Atlantic Canada and has a highly experienced service delivery team. This was exactly what Aquaculture Canada was looking for to host their growing conference. Due to the popularity of Halifax among delegates and ease of access through our award-winning airport, the conference exceeded original delegate estimates by over 125 additional registrations.

Seafood plays a significant role in aquaculture, and having a culinary team with the expertise to create specialized dishes that featured aquaculture purveyors' products in creative ways was an added benefit.

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The event was unique because they wanted to showcase their own seafood products in the most creative and delicious way.

**Pierre Gaudet**  
Executive Sous Chef



“ The service I received was the best I’ve ever experienced all around, the whole group was flawless

Joanne Burry  
Aquaculture Association of Canada

## Where it all comes together

Creating a memorable experience for our client and their guests is at the core of every conference we host. By ensuring that our client was supported throughout the planning stages and acting as a partner, it was easy for our team to be nimble and proactive when there was an unexpected increase in the number of delegates registered for the conference. We were also excited to create a delicious custom menu that featured product donated by aquaculture purveyors that were attending the conference.

### *Unique opportunities*

When conference organizer Joanne Burry met with our Executive Sous Chef Pierre Gaudet to develop a menu that showcased the donated aquaculture seafood products, he and his team were excited for the opportunity to apply their creativity. The culinary team exceeded expectations in creating delicious meals that built on the integrity and suppliers felt for the food they donated.

### *Flavour at the forefront*

Saffron Mussel Bisque, Coriander Crusted Salmon, Kelp Salad; is your mouth watering yet? With food-based aquaculture being a key part of the conference, it was critical that the seafood was prepared in a way that elevated the true essence of flavour in each dish. Eight custom created seafood dishes that focused on the unique essence of each item wowed delegates and left them wanting more.



### *Operational excellence*

Feeling relaxed in the days before hosting a major national conference isn't always the norm, but for Joanne Burry, that's just how she felt. Working with a professional, service excellence oriented team including sales, events, culinary and concierge teams made it easy for her to host a successful and memorable conference.

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