

Case Study:

Canadian Society of Safety Engineering 2017 Conference

Connecting on the East Coast

The Canadian Society of Safety Engineering (CSSE) is Canada's largest national professional organization for health and safety practitioners. For close to 70 years, CSSE has been dedicated to providing their members with the best tools and education to help those in the health, safety and environmental professions be advocates for safety in their workplaces and communities.



3
DAYS



67
EXHIBITS



600
DELEGATES

Why Nova Scotia?

Halifax was the clear choice for CSSE organizers when their conference was due to meet in Atlantic Canada. Organizers and attendees recognized all that the city has to offer, including our East Coast hospitality. For conference organizer Terry Cunningham, Halifax was a city that offered the 'whole package' – happy attendees and a venue in tune with her needs to help make the packed three-day conference a success.

Having hosted in Halifax before, Terry knew that attendee registration would be higher in Halifax compared to other Atlantic Canadian cities because of the strong Nova Scotian membership base and the appeal of the destination. With the conference located in the heart of downtown Halifax, attendees are able to enjoy our walkable harbourside city and get a taste Nova Scotia's culture, entertainment, music and Michelin-rated dining experiences during their free time.

At the Halifax Convention Centre, we've spent a lot of time understanding our clients' journey through the highs and lows, pain points and successes of planning and hosting an event. By bringing the Sales and Event team together early in the process, we are able to ensure that our clients' vision is well understood and achievable. For the CSSE conference,

“The team went above and beyond to make the experience personal.”

Terry Cunningham
Director, Conferences and Events
Canadian Society of Safety Engineering



safety and security were of the upmost importance. Our team ensured we had detailed maps with clearly marked emergency exits available onsite and through the conference app, easily accessible safety information in marked locations in the building and a high standard of safety protocols that all event staff were briefed on.

Where it all comes together

CSSE is one of the most important safety organizations in Canada. It provides opportunities for delegates to challenge their thinking and learn from top industry leaders. But education is only one aspect of the conference; being able to network and share personal experiences with fellow safety practitioners in a relaxed atmosphere is what makes their time at the conference meaningful. We knew that with our centrally located facility, meals prepared by our in-house award-winning culinary team and welcoming atmosphere, we could make their time in Halifax memorable.

Getting to know you

Our team is committed to ensuring that the conference is as stress-free and enjoyable as possible for our clients. For event organizer Terry Cunningham, a warm and personalized East Coast welcome and attentive staff was well worth the effort and make her feel like a VIP.



Balanced programming

One thing that made CSSE 2017 unique was balancing the educational components of the conference required to solve significant occupational health and safety challenges with time to focus on their physical and mental health. With daily onsite yoga, freshly prepared meals, mental health training and plenty of time to get out and explore the city, delegates were able to make the most of their time at the conference.

Creating connections

Halifax is a great place to connect during a conference and beyond. Together with CSSE, our team provided many opportunities for delegates to network and socialize in a relaxed environment whether it was over breakfast with our speciality spice baked oatmeal, during a lobster ceilidh with fresh lobster and traditional Maritime music and performances or while out enjoying the beautiful city of Halifax.

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