



CAITLIN MCELHONE
EVENTS INC.

Company Profile

Edmonton, Alberta, Canada
Updated August 2020



CM Events Company Profile

Meet the Owner!

Caitlin McElhone, Bsc., CMP | *Owner & Logistics Queen*

Passionate about lifestyle, urban living and executing memorable experiences through events, Caitlin is known for her leadership, creativity, hyper-organizational skills and passion for the events industry.



Caitlin studied Marketing through the School of Business and Clothing & Textile Design at the University of Alberta where her passion for design grew and she was exposed to the events 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. Since opening CM Events in 2011, Caitlin has coordinated & executed many incredible events for local not-for-profits and corporate clients in Edmonton, including: *Global TV Woman of Vision Luncheon, Parkland School Division Milestone and Merits, Rotary Roast for Mayor Mandel, numerous conferences and workshops for NAIT, Brian Webb Dance Company Art Auction, RISE Awards for EMCN and the award-winning CASA Carnival Gala just to name a few.*

Awarded Planner of the Year by MPI (*Meeting Planners International*) Edmonton Chapter and winning Edmonton's Best Fundraising Gala two years in a row (*Edmonton Event Awards*), Caitlin is known for creating outstanding event experiences that raise necessary funds needed and keep guests coming back! She was also instrumental in forming the ILEA (*International Live Events Association*) Chapter in Edmonton and sat on the ILEA Board for over seven years (including as President). Caitlin has also developed four courses for the NAIT Event Management program (*EVMT*) and enjoys teaching and sharing her experiences with students and industry professionals.

Passionate about Edmonton and getting involved with the community, Caitlin is an active supporter of local arts, festivals and the farmers market. She lives, works and plays in downtown Edmonton with her husband Scott and their two sons.





CM Events Company Profile

Did you know? CM Events is an:

ILEA Edmonton Member & Past President and Board Member

MPI Edmonton Member

Certified Meeting Professional (CMP)

2019 Edmonton Events Awards Winner
Best Gala!

2019 Edmonton Events Award Finalist
RISE Awards

2018 Edmonton Event Awards Winner
Best Gala!

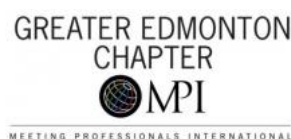
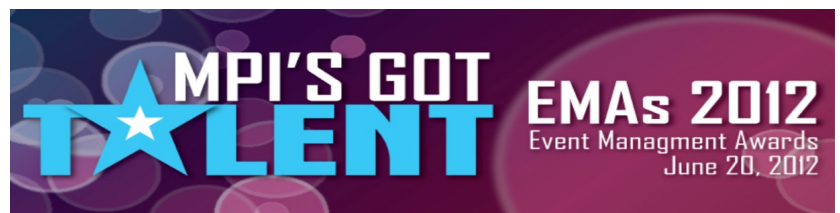
2018 Edmonton Event Awards Winner
Outstanding Event Professional

2017 Edmonton Event Awards Finalist
Best Gala

2016 Event Management Award Winner
Event Planner of the Year

2012 Event Management Award Winner
Rising Star Award (non-member)

Instructor & Course Developer for the NAIT Event Management Certificate Program (EVMT)





CM Events Company Profile

*CM Events is an award-winning professional event planning company based in Edmonton, Alberta with over 15 years' industry experience. **We specialize in live, hybrid & virtual events, fundraisers, galas, award ceremonies, long service awards & corporate events.** We handle all details involved with the event planning process so you can focus on what's important to you.*

Professional Services Offered

Fundraising & Dinner Galas

With over 15 years' experience, we know the art of fundraising! Awarded BEST fundraising gala two years in a row we understand how important bringing together sponsors, the right theme and creating an unforgettable guest experience is to the success of your next fundraising event.

- Sponsorship strategy & package layout
- Marketing strategy, branding & social media
- Complete budget management & reporting
- Critical path & timeline creation & management
- Venue selection & contract negotiation
- Registration/database management & reporting
- Auction & raffle management
- Volunteer management
- Decor & theme planning
- Activations & experience planning
- Committee management
- Video layout and screen graphic design
- Onsite set up, execution & stage management
- Entertainment & EMCEE management
- Final reporting & client meetings
- Risk management analysis & planning
- Hybrid and Virtual options available



Award-winning CASA Gala | FO Photography



Conferences, Meetings & Symposiums

Details & guest experience matters – even for a ‘boring’ meeting or one day conference. We love creating unique opportunities for guests attending educational events that make the day(s) memorable, fun and personable. From unique room & stage layouts, networking opportunities and personal check-in staff, we can bring your next educational event to the next level.

- Sponsorship strategy & package layout
- Marketing strategy, branding & social media
- Complete budget management & reporting
- Critical path & timeline creation & management
- Venue selection & contract negotiation
- Registration/database management & reporting
- Delegate/speaker customer service line
- Speaker & travel management
- Volunteer management
- Decor & theme planning
- Activations & experience planning
- Committee management
- Video layout and screen graphic design
- Onsite set up, execution & room/stage management
- Final reporting & client meetings
- Risk management analysis & planning
- Hybrid and Virtual options available



NAIT Industry Research Symposium 2018



Award Ceremonies & Long Service Awards

We love helping clients recognize outstanding accomplishments, awards and employee long service for their organizations. It's such a beautiful moment watching someone walk across the stage to receive a special acknowledgment or award – our favourite moment!

- Recipient & Award management
- Video layout and screen graphic design
- Marketing strategy, branding & social media
- Complete budget management & reporting
- Critical path & timeline creation & management
- Venue selection & contract negotiation
- Registration/database management & reporting
- Volunteer management
- Decor & theme planning
- Activations & experience planning
- Committee management
- Onsite set up, execution & room/stage management
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RISE Awards 2019 | Avonlea Photography



CM Events Company Profile

Our Clients

2019	The Face of Resilience Gala <i>for Boyle Street Community Services</i>
2019	The Art of Construction Workshop – <i>Department of Research & Innovation, NAIT</i>
2018 - Present	Annual RISE Awards Dinner for Edmonton Mennonite Centre for Newcomers (EMCN)
2018 – Present	Harvest Gala for the Lois Hole Hospital for Women – <i>Stage & Entertainment Manager</i>
2016 - Present	CASA Carnival Gala <i>for the CASA Foundation</i>
2016 – 2018	Annual Industry Research Symposium <i>for NAIT</i>
2008 - Present	Parkland School Division No.70 Milestones & Merits Long Service Awards
2016	Annual President’s Dinner <i>for Concordia University of Edmonton</i>
2014 – 2017	Brian Webb Dance Company Annual Art Auction
2014 – 2015	Black Tie Bingo - <i>for the Edmonton Rodeo Cowboy Benevolent Foundation (ERCBF)</i>
2014	Trade Developments – <i>Morinville Ground Breaking Event</i>
2013	Edmonton Downtown Rotary Club - <i>Rotary Roast for Stephen & 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
2012 - 2013	Homes for the Holidays Tour for the Junior League of Edmonton
2012 - 2013	Maclab Enterprises – <i>Various open house & community events for Suntime</i>
2012	Al Fresco Event & Fundraiser (104 th Street Promenade)





Additional Event Experience

While working as a full-time event 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 & Company re-branding event</i>
2008	Mazankowski Alberta Heart Institute Opening
2008	The Beijing Summer Olympics <i>Hosted Canadians & Athletes at various events & 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 & 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 & groundbreaking events, University of Alberta Hospital Centennial events (general public & VIP)</i>
2006 – 2007	Kids Kottage Fundraising Gala



Community Involvement & Education

NAIT – Continuing Education Department Instructor and course developer for the Events Management Certificate Program	2015 - Present
University of Alberta Bachelor of Science in <i>Human Ecology (Clothing & Textiles Major)</i> <i>School of Business Marketing Major</i>	2002 - 2006
ILEA (International Live Events Association) Edmonton Chapter <i>Current Member</i> <i>Past Board Member (President, VP Finance and past VP Communications & Education)</i>	2012 – Present
MPI (Meeting Planners International) Edmonton Chapter <i>Current Member</i> <i>2016 EMA’s Planning Committee</i>	2012 – Present
Nova Synchronized Swim Club <i>Competitive Level 2 Provincial Coach, Club Manager and Head Coach</i> <i>Competitive synchronize swimmer for 10 years</i> <i>Synchro Alberta certified Provincial Level 2 Judge</i>	2001 – 2011
Edmonton Aquamasters Synchronized Swimming Club <i>Club President and FINA World Master Games Travel Coordinator (Goteborg, Sweden)</i> <i>Competitive synchronize swimmer for 6 years</i>	2010 - 2013
Various Volunteer & Community Involvement <i>Human Ecology Grad Committee</i> <i>Edmonton Synchronize Swimming Community</i> <i>Western Canada Fashion Week</i> <i>The Fringe Festival</i> <i>The Works Festival</i> <i>Imagination Market</i> <i>Festival of Trees</i>	1998 - 2014