



Fundraisers | Galas | Conferences | Awards | Recognition


CAITLIN MCELHONE
EVENTS INC.



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.

Caitlin McElhone, Bsc., CMP

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.*

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.



Did you Know? CM Events is an:

ILEA Edmonton Member & Past Board Member

MPI Edmonton Member

Certified Meeting Professional (CMP)

2019 Edmonton Event Awards Winner – *Best Gala!*

2019 Edmonton Event Awards 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)





Why Hire a Professional Event Planner?

- Industry connections and strong vendor relationships
- Saves you time, stress and money!
- Takes your big picture to the little details
- Negotiating power
- Day of management, so you can enjoy your event & guests



Fundraisers & Dinner Galas

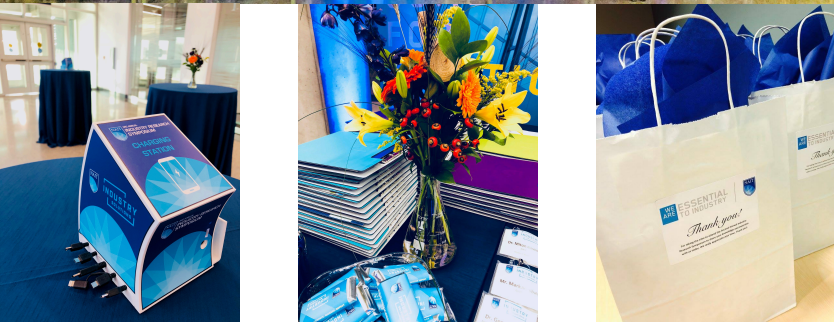
With over 15 years' experience, we know the art of fundraising! Awarded BEST fundraising gala two years in a row we understand how important bringing together sponsors, the right theme and creating an unforgettable guest experience is to the success of your next fundraising event.

- 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

Conferences, Meetings & Symposiums

Details & guest experience matters – even for a simple 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
- Volunteer management
- Decor & theme planning
- Activations & experience planning
- Committee management
- Video layout and screen graphic design
- Onsite set up, execution & stage management
- Speaker & travel management
- Final reporting & client meetings
- Risk management analysis & planning
- Hybrid and Virtual options available



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
- 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
- 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





CASA
Child, Adolescent and Family
Mental Health



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 Suntree</i>
2012	Al Fresco Event & Fundraiser (104 th Street Promenade)

Our Clients



Let's start planning today!

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CM Events works closely with each client to fully understand the event, goals, objectives and budget that need to be achieved. We manage all the planning details so you can focus on what's most important – hosting your guests & sponsors!