

IMPACT EVENTS GROUP

marketing with a difference

"I enjoy creating events," Guy Exley explains, "Like the new Wing & Beer Festival at Bingemans. It's so rewarding to begin with a tiny spark of an idea and grow it to a significant public or corporate experience. And since most projects are linked with a community cause, my sons Aaron and Adam grow up with a healthy community consciousness that will stay with them their whole lives."

The boys really like the annual CHYM Mighty Machines Showcase. Kids get to climb on more than 50 big machines, like fire trucks, construction equipment, huge cranes & cement mixers, and meet with the experts who operate them every day.

EVENT MARKETING

Mighty Machines is a good example of how Guy Exley differs from event planners. He invents events that help companies gain recognition, inject energy and engage stakeholders in ways they have not yet imagined. It's not about party planning. From corporate events for companies like Toyota, to more non-traditional activities that raise public profile of new destinations like Sportsworld Crossing, and exciting family destinations such as the Downtown Kitchener Ribfest & Craft Beer Show, Impact Events Group creates, organizes and manages every single detail to ensure participants are safe, entertained and happy.

HELPING OUT

A wide variety of causes benefit from Impact's events such as Linda Sylvester's Strong Start where hundreds of local volunteers teach challenged youngsters to read, and the Waterloo Region Food Bank that faces increasing demand for contributions each year.

It's likely that Guy's commitment to Leadership Waterloo Region has something to do with his strong sense of community. Graduating in 2007 from the program set the stage for an increased awareness of the many needs of our area. That's reflected in his past contributions to this magazine as co-publisher in a format that donates the final story in each issue to a worthwhile community cause like Lutherwood.

Some call it social entrepreneurship. Guy's approach to many of his projects includes a community building component. Nice concept.

THE NETWORK

Guy has a virtual team. There are no employees, but there is a close connection with professionals of many disciplines that are called upon at various times depending on the project; designers, suppliers, planners, printers and thinkers all collaborate to do whatever is required to deliver that next fresh idea to move the client forward.

You may have seen one of Guy's collaborative projects. It's called Town & Country Discoveries, now in its 16th year. It's an attractive foldout map that presents the many exciting destinations our community has to offer; local attractions, events, accommodations plus dining and shopping experiences. Each year 200,000 copies are distributed to businesses and tourism centres across Ontario.

Guy's 20 years of experience in event marketing positions him well to contribute directly to many local organizations. Conestoga College, Chamber of Commerce, Oktoberfest, Junior Achievement and Track 3 Ski School are all close to his heart and have benefited from his personal commitment to strengthen our community.

Clearly this is a Guy who loves a challenge and is out to make a serious Impact.



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