

CANADIAN NATIONAL EXHIBITION ASSOCIATION

Strategic Plan

Executive Summary | May 2024





Approach

In the fall of 2023, the Canadian National Exhibition Association initiated a strategic planning process to determine the long-term strategic direction for the CNEA.

The methodology was a multi-phased process led by an external consultant.

The initial discovery leveraged data that had been collected by the CNEA, specifically the most recent Economic Impact Study and Sponsor Pulse research that had been conducted the previous year. Extensive one-on-one interviews provided additional insight and perspective.

A thorough engagement process was undertaken that included workshops with CNEA partners, sponsors, board of directors, membership representatives and CNEA staff.

What follows is a top-line overview of the 2024 - 2028 CNEA strategic direction.





Mission:

Champion community,
connect people and celebrate Canada

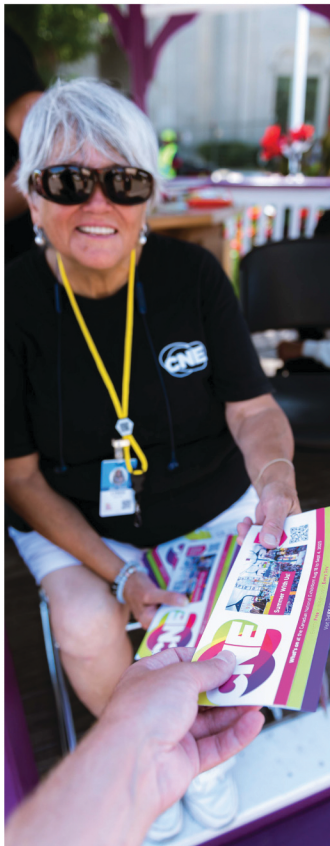
Vision:

Continually create exceptional experiences that entertain, engage and inspire by honouring the past, showcasing the present, and promoting the future



Values

- Fun and Family
- Connection and Community
- Accessibility and Inclusion
- Equity and Diversity
- Heritage and Tradition
- Innovation and Inspiration
- Ownership and Accountability
- Environmental Stewardship
- Reconciliation





CANADIAN NATIONAL
1879 EXHIBITION 1927

Strategic Goals



Strategic Goal 1:
Expand Delivery on Toronto's
Traditional Exhibition Grounds

Strategic Goal 2:
Amplify Variety of Programming

Strategic Goal 3:
Enhance Viability as an Organization





Strategic Goal 4:
Champion Community

Strategic Goal 5:
Expand Membership

Strategic Goal 6:
Invest in Continued
Organizational Excellence







Implementation

The CNEA staff, board and committees will work together to implement the Strategic Plan over the next five years.

Building on past and ongoing initiatives, the CNEA will focus its energy and resources to achieve the stated goals of the plan.

Appropriate measures will be put in place to ensure that the Strategic Plan is successfully fulfilled.





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