

## **Winnipeg Firm Celebrates 15 Years of Event and Association Management Success**

*-Strauss shares insights on how the industry has changed, and what the next 15 years will bring-*

**Winnipeg, MB – April 25, 2011** – The devil is in the details, and no one knows that better than the team at Strauss event & association management. For 15 years, the Winnipeg-based firm has worked to design and deliver world-class events and strategic association management solutions that speak to their clients' individual goals. What began as a small team of two has since grown to a full-service firm, offering leading edge technology and a full suite of innovative services to their growing client base nationwide.

"We are thrilled to be celebrating this milestone anniversary and feel incredibly fortunate for our successes to-date," says Jonathan N. Strauss, President, Strauss. "The industry has changed immensely since we produced our first event in 1996, and I equate our staying power to our dynamic team of staff and experts who are genuinely passionate about what they do."

Of the many industry changes Strauss notes over his decade and a half in business, some of the most prominent can be seen in the conference and meeting planning sector.

"Years ago, a significant trend in conference planning was to hire a motivational speaker or a celebrity. These days, inspiring an audience is simply not enough. People want to be motivated, but they also want access to tools they can use and implement immediately. Today's conference content needs to illustrate great leadership in action with tips people can directly apply to their lives both at home and at work."

Additional changes can be witnessed in everything from gala décor to competition for fundraising dollars.

"When we began organizing gala fundraisers, décor was never a main focus," says Strauss. "Today, charities are spending a great deal on linens, chair rentals, flowers and professionally designed programs in order to compete with the growing number of fundraising events. We're seeing more and more dollars behind creative marketing strategies to ensure events stand out from the crowd and that fundraising targets are reached."

In terms of the next 15 years, Strauss is optimistic that they will continue to bring great clients, opportunities and changes to the industry.

"As the industry grows and evolves, so will the demand and time pressure on volunteers," predicts Strauss. "More and more small organizations that at one time would be volunteer driven, will turn to association management companies for professional services to help their associations grow and prosper, and enable volunteers to focus on leadership issues."

To celebrate the 15<sup>th</sup> anniversary of the first ever event the company produced - the Winnipeg Computer Expo - Strauss will be hosting a reception at the Winnipeg Convention Centre on April 28<sup>th</sup>, 2011 between 4:00 p.m. and 6:00 p.m. Media drop ins are welcome.

**About Strauss event & association management**

Based in Winnipeg, Manitoba, Strauss is one of Western Canada's leading event and association management firms. Strauss' client list includes the Winnipeg Regional Health Authority, Rotary Career Symposium, Pedorthic Association of Canada, TELUS and the Canadian Society of Association Executives. For more information visit [www.strauss.ca](http://www.strauss.ca).

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