

Laura Hernandez

CREATION OF GROUP PACKAGES AND EVENTS

414-KFE-AS

FINAL EXAM

REPORT "SILENT AUCTION"

Presented to Josie Farella Salvo

LaSalle College

December 14th 2016

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Report Silent Auction

The goal of our event it is to fundraise money for our Final project by creating opportunities and connections with professional in the Hospitality and Travel industry. After looking different ways to fundraise money, we decided to organize a **Silent Auction**; the event took place on November 29th and 30th 2016 on the Mezzanine at LaSalle College.

The principal objective of the Silent auction is raise money for the Final project. After doing the corresponding research, our team and some teachers, we manage to create a contact list. This list has the name of different companies/ organizations, places, restaurant's, etc., that we think were willing to help us with the event we were organizing.

A letter explaining what are the "Jeux du Toursime" and what was the activity we choose for our project, (see letter attach) was send to all the tourism industry contacts we have. After send emails, calling, and talking with the persons in our contact information list, we start receiving some answers. Some of the places we contact did not answer back or either were not willing to make any donation since they have another type of sponsorship interest.

On the other hand, the companies that we give us a positive answer, they help us by donating some of their products. As soon as, we start to receive these answers a list as created with the names /companies with their contact information for later, be able to thank them for their help. Another document was created to in order to keep track of the products we were receiving. Each of the products listed are distributed on their respective column (Item, company, who, price, quantity, bet) // (See list 1), and in addition, another document with the respective description of each of the products was created too.

Most of the products we receive were related to the tourism field, which for us work as a big advantage. Products like the one we got for the event were really unique and useful and as a result from it, was easier to get the attention of the people

The event took place at the College, and the target market we decided to focus more, were the teachers, students, administration staff, etc. During the two days that the event took place, and choosing a place where everyone has to pass by, help us a lot to gain the attention of the public.

The place we reserved for our event was the "The Mezzanine" space, this place works as an exhibition for teachers and students that want to share their projects. It is located in front of the elevators in the 2nd and it was reserved for 2 days from 8am to 6pm.

Due to the name of our event "Marche de Fêtes", all the decorations and the theme was related to Christmas. The items we got can be consider as Christmas presents , and doing a bet was a fun way to do win the prize that either way can be used for their own benefit or as a gift for someone else.

In order to get the attention of the public, a power point with the information about the event was display on the screens at the college. Unfortunately, the promotion of it started really close to the date of the event so that's something that might had affect us.

As well another way to do the promotion of the event was the creation of a “Silent Auction” Facebook Page, in this page a silent auction event of was created and later on it was share between ourselves and our own contacts. The promotion of the Facebook event was done really late causing us a bit of inconvenience. Even though a lot of people came, next time this kind of advertisement has to be done with anticipation.

Another inconvenient we had with the Facebook page was that the event was not posted on the official page of the “Jeux du tourisme”. We decided to create an English Facebook page with the same name, since this year we are trying to encourage English schools to participated on the “Jeux du Toursime” because even if the game encourage everyone that are studying tourism to participated, most of the event it is in French. The problem occurs when the event was not posted on the official Facebook page (French version). The mistake happened that I did not have the administration access to post myself on the French page, so later when the event was posted on the “Jeux du Toursime”, the publication was close to the date of the event, and as a result of it not a lot of people were aware of it.

Another way to also promote the event was by word of mouth. Telling our friends and family about the event was also an option we tried in order to get more people to come, and knowing which the items we got, it was easier to catch their the attention and interest.

We did not spend too much money in the decoration, since most of the teachers had Christmas decoration that they did not needed at the moment, so we used them for our event. The only spending we did was not more than 50\$, and it was for buy some decorations, candies, and Christmas stickers.

Here there is list of some elements that we use for the decoration:

- Balloons
- Candies \$
- 2 Tables
- Screen (TV`s)
- Speakers
- 4 chairs
- Christmas tree and lights
- Small Santa Claus, teddy bear

After collecting all the information, a final lists were created to make sure everything was updated and we were not missing anything for the day of the event. Everyone in our team helps to décor the tables and place all the gifts along with their own paper for the bid.

A power point with all the items, price and bid price was display in one of the TV`s, however we did not do a power point with promotional videos for the items.

The day of the event this power point was done pretty quickly but because it was last minute, it did not work properly as it should. We make sure that we had all gifts along with an update list and a power point showing the images of the gifts, however we forgot this detail. The misunderstanding that we had it was something that we could had avoid, however even with this problem, we manage to solve the problem and show the promotional videos of different items.

During all the event pictures, videos, updates and sharing status on the Facebook page were done. Along with some music and us on the tables, we try to encourage people to come and see what we're doing. Explaining the objective of the event, how did work, and showing the different gifts we got, the result of it was pretty good. We attract the attention of many people at the College during the two days (29th and the 30th of November) that the event took place , which for our advantage help us to sell most of the items we got.

We manage to do a schedule where everyone got the chance to participate, and during the event we did not have any problem. All the questions where address and we didn't have any technical problem with the entertainment tools we were using for show the power points and the videos. The following was the schedule for our event:

Schedule on 29th November 2016 (9AM-6PM)

- 8:00am for the setting & Decoration: Every one of the group (Pierpaolo, Nadia, Paige, Molham, Katy, Laura)
- 9:00am-12:00m: Everyone
- 12:00pm-2:00pm: Molham & Pierpaolo
- 3:00pm-6:00pm: Laura, Paige, Nadia.

Schedule on 30th November 2016 (9AM-6PM)

- 8:00am for the setting & Decoration: Laura, Paige, Nadia.
- 12:00m-6pm : Laura & Nadia
- 2:00pm-4pm: Everyone
- 4:00pm-6:00pm: Laura & Nadia

We found it will be a great idea as well do the “mannequin challenge”, since is an international trend, we decided to do the same .Later on posted we posted in the all media platforms we were using (Facebook, personal Instagram account).

At the end of the event all the information was collected. I did the final contact list. This list contains all the winners and their personal information. After sending the emails and contacting all the winners, we face the problem that some of the people that win the items did not answer back or decided not pay at the bid. For us even though we get to overpass the expectation we had in terms of budgeting , since most of the items were sold, for us cause a big delay because, even contacting the next higher bid , our final budget is a bit affected. (See list 3)

REMARKS

- ✚ For upcoming events, I will suggest an update list with all the emails, passwords, pages, etc. since we had the problem with the Facebook page.
- ✚ The timing of the event was really good, so that was a plus for us. Even though at the end we received the payment and give the gifts to the winners, the collection of the payments and arranges for pick-up was a bit challenging, since not everyone are available at the same time/day.
- ✚ I know that one of our faults was that we did not have the letters and emails send on French (only on English), so for next times have the bilingual documents it could make a difference.
- ✚ Work in a team it's always a challenge, since there are different opinions and suggestions all the time.
- ✚ Honestly, we start to work on it a bit late on the event, and the fact of not receiving any answer back from the sponsors, made the team really anxious
- ✚ Some decisions were taken really fast, which cause our communication problem, because not all the team knew what exactly was going on, however the at end we all got to be on the same page and our problems were solved really fast.

CONCLUSION

The event overall was really good. Our expectations were accomplished and we got to fundraise a good amount of money that it will definitely help us with our final project. The little problem that we had was more about communication, however we got to solve the problems we had. Personally I took in charge a lot of tasks since I wanted to be involved in the entire project, since the beginning until the very end. Our organization, I feel was good, everyone got the chance to participate on the event and make a personal contribution to it.

I really enjoy doing this project alive. I have the chance to experience all the steps and plans that are necessary to have in order to make an event. I consider that this event was really successful and even with the little misunderstandings, the struggle was worth it. I feel really proud of what we all achieve and I am happy as well that we could help others with their Christmas shopping, that even if it is a gift for their own or for someone else, and their donations help us really a lot for our final project.

LETTER SEND TO SPONSORS

November 4, 2016

Dear Sir/Madam

We are the 3rd year students of LaSalle College, in the Tourism Techniques Program. As part of our final project we are hosting the next 5th Edition of "Jeux Du Tourisme 2017" held on the 21st to 23rd April 2017. This event will host 100 students from different Tourism Cegeps around Quebec who will be participating in a friendly tourism competition. <http://jeuxdutourisme.wixsite.com/jeuxdutourisme>

The goal of our event is to fundraise money for our Final project by creating opportunities and connections with professional in the Hospitality and Travel industry. After looking different ways to fundraise money, we decided to organize a Silent Auction; the event will be take place on November 29th and 30th 2016 on the Mezzanine at LaSalle College, 2000 St-Catherine Street West, Montreal, Quebec, H3H 2T2.

In order for our event to take place, we would like to request your help. Your participation in any way will provide an interesting exchange where we can promote your product to everyone by doing brand awareness meanwhile you can help us to reach our goal and make an extraordinary event.

To make our event a success we will be more than pleased if you can offer us services or merchandise such as free deals, packages, tickets, gift cards, products, etc. that could be sold on the Silent Auction.

We look forward to receive your support and would like to thank you in advance for your collaboration,

Sincerely,

The graduating Tourism Techniques students at LaSalle College



Email: lasallecollege17@gmail.com

JosieSalvo.Farella@collegelasalle.com

Josie Salvo Farella, Enseignante Temps Plein
Collège LaSalle | Montréal

2000, rue Sainte-Catherine Ouest | Montréal (Québec) Canada | H3H 2T2

Tél.: **514 939-2006 poste 4475**

Fax: **514 939-7292**

JosieSalvo.Farella@collegelasalle.com

ITEMS (LIST 1)

ITEM	COMPANY	WHO	VALUE	QUANTITY	BET
FOOD BOX	FOODTRIP	ISABELLE/JOSIE	40\$	6	20 \$
GIFT CARD VIP ACTION 500	ACTION 500	ISABELLE	30\$	6	15\$
SPA CERTIFICATES	FINLANDAIS SPA&HOTEL	JOSIE	50\$	2	25\$
FITNESS CERTIFICATE	FITNESS CREW	NADIA K	45\$	1	20\$
JACKET TREMBLANT	ELEVATE	JOSIE	80\$	1	40\$
GIFT CARD	WINNERS	NADIA U	50\$ EACH.	2	25\$
HOCKEY TICKETS	CENTRE BELL	ISABELLE	230\$ EACH	2	110\$
GIFT CARD	THE KEG. STEAK HOUSE	CHRISTINA	50\$	3	25\$
SUITE ZERO HOTEL 01 (ONE NIGHT)	ZERO 1 HOTEL	ISABELLE	190\$	1	90\$
GIFT CERTIFICATES	LUFA FARM	NADIA K	25\$	8	10\$
GIFT CERTIFICATE	MIC ACCESSORIES	NADIA K	50\$	2	25\$
GIFT CERTIFICATE	CHAUSEEURES MARINO	CHRISTINA	50\$	1	25\$
BOOK LES BEATLES A MONTREAL	POINTE A CALLIERE	PAIGE	10\$	1	5\$
BOOK SIGNE' MONTREAL	POINTE A CALLIERE	PAIGE	60\$	1	30\$
VACANCES SINORAMA COUPON	VACANCES SINORAMA	XINYAO	20\$	1	10\$
TOUR TICKETS MUSEUM PAC	POINTE A CALLIERE	PAIGE	20\$	5	10\$
TOUS NECKLACES	TOUS	JOSIE	250\$	1	80\$
NINJA PROFESSIONAL BLENDER	NINJA PROFESSIONAL	PAIGE	130\$	1	55\$
HEADRUSH URBAN BLUETOOTH® SPEAKER - MEDIUM	THE SOURCE	PAIGE	150\$	1	70\$
GIFT CERTIFICATE	MARE COSMETICS	ISABELLE	50\$	1	25\$
COOKING CLASS CERTIFICATE	MASALA	LAURA	50\$	1	20\$
ENERGY CARDIO GYM BAG	ENERGY CARDIO	JOSIE	20\$	1	10\$
RENAULT EURODRIVE	RENAULT	JOSIE	35\$	1	10\$
PIZZA CERTIFICATE	BAR SORA	PIERPAOLO	50\$ EACH	2	20\$
SOFIA PIZZA	SOFIA PIZZA	JOSIE	30\$ EACH	3	15\$
FITNESS CABALLUS GIFT CERTIFICATE	CABALLUS	NADIA K	120\$ EACH	2	50\$
FITNESS CABALLUS GIFT CERTIFICATE	CABALLUS	NADIA K	125\$ EACH	2	50\$
WINE CANDLE	WINE CANDLE	JOSIE	20\$	1	10\$
ESSIE NAIL POLISH	ESSIE NAIL POLISH	JOSIE	10\$ EACH	2	10\$
SAYURI NIGORI SAKE	SAYURI NIGORI SAKE	XINYAO	20\$	1	10\$

DESCRIPTION OF THE ITMES (LIST 2)



2 HOCKEY TICKETS HABS VS SABRES

STARTING BID AT: 110\$ VALUE 460\$

31 JANVIER 19H30

Location: 1909 Avenue des Canadiens-de-Montréal,
Montréal, QC H4B 5G0



ONE NIGHT STAY AT PANORAMA SUITE HOTEL ZERO

STARTING BID AT 90\$. VALUE OF 190\$

Each room includes a master bedroom, bathrobes, two flat-screen TVs, an espresso machine and separate lounge area.

Room Features

- Panoramic city views
- Separate sitting area with a sofa and chair
- Two 32-inch flat-screen TVs with cable programming
- Bathrobes
- Espresso machines and espresso pods
- Kitchenette with microwave, mini-refrigerator and utensils
- Pillow-top bed (duvet, microfiber pillows and 250-thread-count sheets)
- Clock radio with iPod/iPhone dock
- Free wireless Internet
- Hairdryer
- Free Local Calls



GIFTS CERTIFICATE AT SPA FINLANDAIS

STARTING BID AT 25\$. VALUE 50\$

The Spa Le Finlandais, one of the largest Nordic spas in North America

6 saunas.

Location: 124 Boul. Labelle
Rosemère (Québec)
Canada J7A 2G9



FOOD BOXES FROM FOOD TRIP

STARTING BID 20\$. VALUE 40\$

4 7 products and recipes to prepare a gourmet brunch
Finnish **, from salty to sweet

Location: 160 St Viateur Est, suite 710

H2T 1A8, Montréal, QC

- Two musical playlists: one typical of Finland and the other more inspired by the holiday season ...
- Cultural sheets to discover Finland playfully
- A little surprise sleek Finnish design to add a decorative touch to your brunch table!



FITNESS CERTIFICATE AT LE CREW

STARTING BID 20\$. VALUE 45\$

321 saint martin west, Laval

H7M 1Y7

3 fitness classes

Montreal/Laval instructors taking fitness class to a whole other level #CREWfitness - Good vibes, positive energy & original style.



GIFTS CARDS VIP ACTION500

STARTING BID 15\$. VALUE 30\$

You either choose the kataring which is a small cars
race, paintball or laser compat.

Location: 5592 Rue Hochelaga, Montréal, QC H1N 3L7
Indoor 73,000-ft. chain facility with 4 paintball fields &
specialty kart tracks for varying speeds.



GIFTS CARDS AT WINNERS

STARTING BID 25\$. VALUE 50\$

You can use the gift card at any winners' store.



GIFTS CARDS AT THE KEG STEAKHOUSE

STARTING BID 25\$. VALUE 50\$

Location: Place Ville Marie, 5 Place Ville Marie, Montréal, QC H3B 2G2

Open for lunch Monday to Friday, and dinner every night. Limited reservations accepted Sunday through Thursday for dinner and Monday through Friday for lunch.

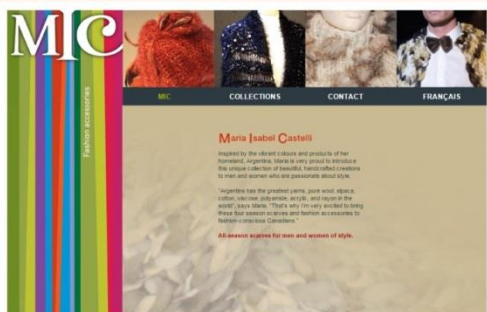


GIFTS CERTIFICATE AT LUF A FARM

STARTING BID 10\$. VALUE 25\$

Lufa Farms is an agricultural and technology company located in the Ahuntsic-Cartierville neighborhood of Montreal, Quebec. It is reputed to have built the world's first commercial greenhouse on the roof of a building.

Montreal, QC H4N 1H5



GIFTS CERTIFICATE AT MIC FASHION ACCESSORIES

STARTING BID 25\$. VALUE 50\$

Cloth accessories

Inspired by the vibrant colours and products of Argentina with a unique collection!!

Products

Hats, scarves, chal, head bands, leg and arm warmers, and more items may be special ordered.

Location: 2300 brookfield avenue, Montreal, QC H3P3N1

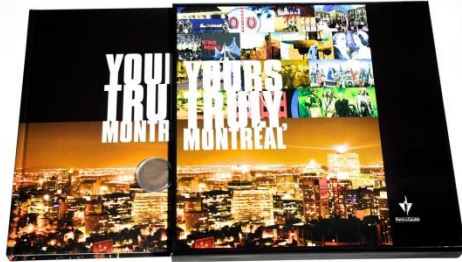


GIFTS CERTIFICATE AT CHAUSSURES MARINO

STARTING BID 25\$. VALUE 50\$

a picture for gucci shoes.

LOCATION: Boul Langelier, Saint-Léonard, QC H1S 1V7



SIGNE' MONTRÉAL BOOK BY POINTE A CALLIERE

STARTING BID 30\$. VALUE 60\$

Montral book that shows Montreal images with descriptions

Pointe-à-Callière Museum is a museum of archaeology and history in Old Montreal, Quebec, Canada. It was founded in 1992 as part of celebrations to mark Montreal's 350th birthday.

LOCATION: 350 Place Royale, Montréal, QC H2Y 3Y5



COUPON AT VACANCES SINORAMA

STARTING BID 10\$. VALUE 20\$

When you a buy a trip from sonorama you get 20\$ off the total price

Address: 998 Boul St-Laurent, Montréal, QC H2Z 9Y9



TOUR TICKETS AT MUSEUM POINTE-A-CALLIERE

STARTING BID 10\$. VALUE 20\$

Pointe-à-Callière Museum is a museum of archaeology and history in Old Montreal, Quebec, Canada. It was founded in 1992 as part of celebrations to mark Montreal's 350th birthday.

LOCATION: 350 Place Royale, Montréal, QC H2Y 3Y5

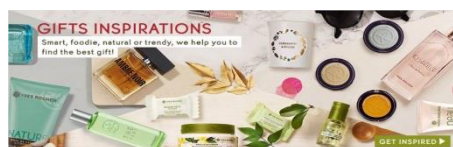


HEADRUSH URBAN BLUETOOTH® SPEAKER - MEDIUM

STARTING BID. 70\$. VALUE 150\$

Speaker Features

- Frequency Response: 100Hz-20kHz
- Wired Connection: Auxiliary jack
- Wireless Connection: Bluetooth® & NFC
- Wireless Range: 10m (33')
- Integrated Speakerphone: Yes, take hands free calls
- Battery Life: Up to 8 hours
- Battery: Rechargeable (micro USB)
- Water Resistant: Yes, IPX7
- Cables Included: 1 x Micro USB, 1 x 3.5mm aux
- Includes power bank for external charging



GIFTS CERTIFICATE AT MARÉ COSMETICS

STARTING BID 20\$. VALUE 50\$

MARÉ Cosmetics is a Montreal based cosmetics company aiming to shed some light on the extraordinary resources Morocco has to offer the world; North American in particular. At the heart of MARÉ Cosmetics is the belief that every individual possesses unique beauty. We have therefore selected Argan and Prickly Pear Seed oils; two precious oils recognized for their anti-aging and moisturizing properties.





Location: 1414 rue Chomedey, H3H 0A2, Montréal, QC, Canada



NINJA PROFESSIONAL BLENDER

STARTING BID 35\$ VALUE 130\$

The Ninja® Professional Blender gives you a professional, hassle-free blender with outstanding performance and a sleek design.

	<p>GIFT CERTIFICATE FOR A COOKING CLASS AT 'MASALA'</p> <p>STARTING BID. 20\$ VALUE 50\$</p> <p>Indian BYOB offering standards like butter chicken & samosas, plus cooking classes.</p> <p>1906 Rue Centre, Montréal, QC H3K 1H9</p>
	<p>TOUS BEAR NECKLACE</p> <p>STARTING BID. 80\$ VALUE 250\$</p> <p>Tous is a jewelry, accessories and fashion firm based in Catalonia, Spain</p>
	<p>TREMBLANT ELEVATE JACKET</p> <p>STARTING BID 40\$ VALUE 90\$</p> <p>A jacket that is up to -10 degrees</p>
	<p>STARTING BID 10\$ VALUE 20\$</p> <p>A gym handbag that can fit all your sport stuff</p>
	<p>PIZZA CERTIFICATE AT BAR SORA GRILL</p> <p>STARTING BID. 20\$ VALUE 50\$</p> <p>Bar & Grill · Sports Bar · Lounge</p> <p><u>Address:</u> 6280 Avenue Somerled, Montréal, QC H3X 2B6</p>



RENAULT EURO DRIVE BACKPACK BAG
STARTING BID 10\$ VALUE 30\$



MAMA SOFIA PIZZA: GIFT CERTIFICATE AT MAMA
STARTING BID 15\$ VALUE 30\$

Address: 6705 Rue Sherbrooke O, Montréal, QC H4B 1P3

Mama Sofia's winning idea is to accommodate everybody by offering high quality products which are prepared right in front of them as they choose and combine the toppings according to their taste. Our goal is to provide a high quality, fresh and tasty yet most importantly a quick solution for the people coming back from work. We offer the opportunity for our customers to get the taste of a high end restaurant coming out of their own oven. The prices are affordable and there is no tax.



LES BEATLES A MONTREAL BOOK MEMORY
STARTING BID 5\$ VALUE 10\$

The Beatles boots with pictures and description of the band

MARCHÉ DES FÊTES

"I BET YOU CAN BID"

THE STUDENTS FROM TOURISM PROGRAM INVITES YOU
TO PARTICIPATE IN OUR SILENT AUCTION

- Bid on the 29th- 30th November
- From 9 am to 6 pm
- At the Mezzanine
- Spectacular gifts !!



Collège LaSalle
Montréal

MARCHÉ DES FÊTES

« FAITES VOS MISES »

LES ÉTUDIANTS DU PROGRAMME DE TOURISME VOUS
INVITENT À PARTICIPER À UNE VENTE AUX ENCHÈRES
SILENCIEUSE

- Faites vos mises les 29 et 30 novembre
- De 9 h à 18 h
- À la Mezzanine
- Cadeaux magnifiques !!



Collège LaSalle
Montréal

PHONE BOOK

PHONE & CONTACT BOOK FOR THE SILENT AUCTION		
Company List	Contact	YES/NO To the event
Musée Point a calliere	Tel: 514-872-9150 info@pacmusee.qc.ca	Say yes to the event
ALT hotel	Tel: 1-855-823-8120 reservation.montreal@ALTHOTELS Eve Lecuyer	Say yes to the event
Winners	Directer Oriana Nadia Umuhire	Say yes to the event
The source	Paige Arkison	Yes to the event
Bell Center	Tel:1-844-854-1450 support@onlinecitytickets.com	Say yes to the event
VACANCES SINORAMA	Address: 998 Boul St-Laurent, Montréal, QC H2Z 9Y9 Phone: (514) 866-6888 Xinyao	Say yes to the event
ACTION 500	Address: 5592 Rue Hochelaga, Montréal, QC H1N 3L7 Phone: (514) 254-4244	Say yes to the event
LUFA FARM	https://lufa.com/en/ Nadia Kosseim	Say yes to the event
MARE COSMETICS	https://www.marecosmetics.com/ Isabelle Hallée	Say yes to the event
MASALA	http://www.masalacuisine.ca/masalacuisine.ca/masala.html 1906 Rue Centre, Montréal, QC H3K 1H9 Ilyas Mirza	Say yes to the event
SOFIA PIZZA	pizzeriasofia.ca Address: 6705 Rue Sherbrooke O, Montréal, QC H4B 1P3 Phone: (450) 445-1005	Say yes to the event

BAR SORA	Phone: (514) 481-7973 Address: 6280 Avenue Somerled, Montréal, QC H3X 2B6	Say yes to the event
FINLANDAIS SPA&HOTEL	http://www.spalefinlandais.com/en/ Location: 124 Boul. Labelle Rosemère (Québec) Canada J7A 2G9 Phone: (450) 971-0005	Say yes to the event
FOOD TRIP	https://www.foodtripto.com/ Location: 160 St Viateur Est, suite 710 Phone: (514) 531-2802	Say yes to the event
THE KEG . STEAK HOUSE	https://www.kegsteakhouse.com/ Location: Place Ville Marie, 5 Place Ville Marie, Montréal, QC H3B 2G2	Say yes to the event
MIC FASHION ACCESSORIES	http://www.micfashionaccessories.com/ Location: 2300 brookfield avenue, Montreal, QC H3P3N1	Say yes to the event

COMPANYS DID NOT ANSWER OR SAY YES TO THE EVENT

Musée Grévin Montreal	Tel: 514-788-5211 contact@grevin-montreal.com	Did not answer
Parc Jean Drapeau/ Biosphère	Email: clientele@parcjeandrapeau.com	Say no to the event
Montreal Museum of Fine Arts	www.mbam.qc.ca/en/ Tel: 514-285-2000	Say no to the event
Expo Media	Coordinatrice des operations Email: sgirard@expomediainc.com Sarah Girard	Did not answer
1000 Gauchetiere	Tel: 5143951000 Info.le1000@ivanhoecambridge.com	Did not answer
i-saute	www.isaute.ca Phone: 514-667-7644	Did not answer

BIBLIOGRAPHY

- ✚ <http://www.fundraiserhelp.com/silent-auction-do-s-and-don-ts.htm>
- ✚ <http://www.thefundraisingauthority.com/fundraising-events/silent-auction/>