

# CHANGE YOUR PERSPECTIVE

MagNet 2017  
APRIL 25–28



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[magnet.magazinescanada.ca](http://magnet.magazinescanada.ca)

## FAQ

### WHERE IS MAGNET 2017 TAKING PLACE?

The Courtyard Toronto Downtown at 475 Yonge Street in Toronto.

### HOW DO I GET THERE?

It's a short walk from the intersection of Yonge and College and easily accessible by public transit.

### HOW WILL I RECEIVE MY BADGE?

Collect your badge and pocket program at the registration table at the Courtyard Toronto Downtown from April 25 at 5 pm through to April 28.

### WHAT IS THE DRESS CODE?

Casual!

### WHERE CAN I FIND THE MAGNET SCHEDULE?

The full schedule is on [magnet.magazinescanada.ca](http://magnet.magazinescanada.ca). Your pocket program will also contain a full schedule of MagNet activities.

### DO I NEED TO REGISTER FOR BUFFET LUNCHEES ON APRIL 26, 27 AND 28?

Yes, buffet lunches are \$40 each. If you haven't registered yet, don't worry! You can register for lunches on site.

### CAN I ACCESS THE SPEAKER PRESENTATIONS AFTER THE EVENT?

Most MagNet session presentations will be posted on [magnet.magazinescanada.ca](http://magnet.magazinescanada.ca) after the conference.

### HOW DO I ACCESS WIFI AT MAGNET?

Network: Courtyard\_CONFERENCE  
Password: MAGNET2017

### WHO SHOULD I CONTACT IF I HAVE A PROBLEM/QUESTION?

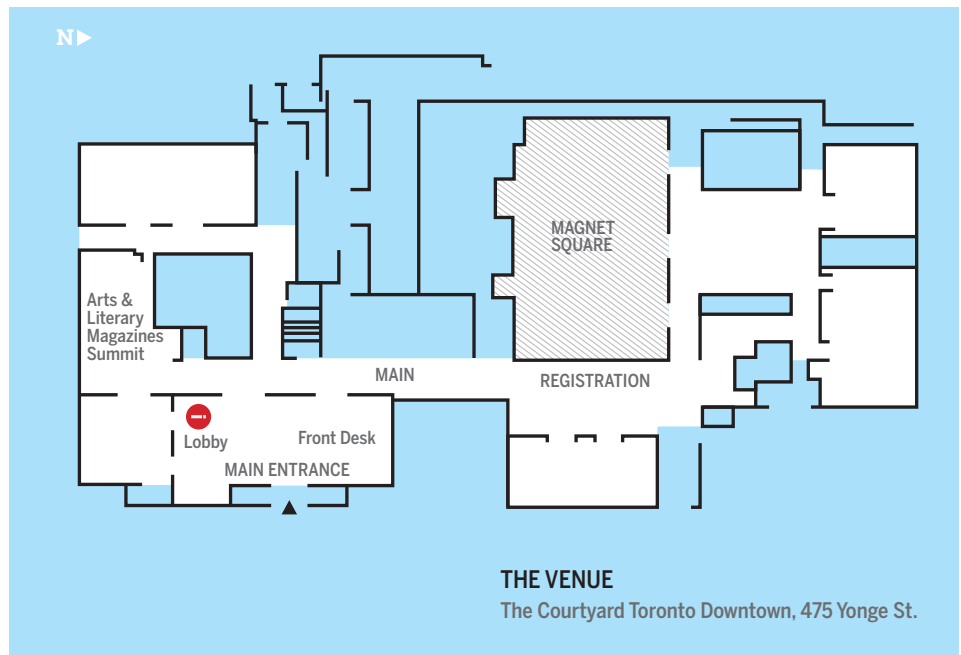
Amanda, Event Manager, at [magnet@magazinescanada.ca](mailto:magnet@magazinescanada.ca), or visit the MagNet information booth in the Courtyard lobby.

### I AM ONLY ATTENDING THE ARTS & LITERARY MAGAZINES SUMMIT ON APRIL 28. SHOULD I STILL PICK UP MY NAME BADGE FROM THE MAIN REGISTRATION TABLE?

No. If you haven't already picked up your name badge before Friday, you can go straight to the Summit room and get your badge there.

### I CAN'T GET TO THE SUMMIT BEFORE THE KICKOFF ICEBREAKER ACTIVITY AT 9:15 AM. CAN I STILL COME?

You're absolutely still welcome to attend, even if you show up late. Just be respectful of the speakers and other attendees by entering quietly and quickly finding a seat.



### THE VENUE

The Courtyard Toronto Downtown, 475 Yonge St.

## GET SOCIAL

### TUESDAY, APRIL 25

#### The MagNet Marquee - 5:30 pm

Kick off your MagNet at the inspirational Marquee presented by Jane Francisco, Editor-in-Chief of *Good Housekeeping*. Hear how she keeps the magazine's heritage readership happy while inspiring modern followers. Presented by the Reader's Digest Foundation.

#### Marquee Soiree - 7:00 pm

The Marquee is followed by a soiree where you can mingle, reconnect and meet new friends to kick off a memorable MagNet. Great food, lots to drink and an inspiring and entertaining evening, presented by Inovva by EquiSoft.

### WEDNESDAY, APRIL 26

#### CDS Global Circulator and CMC Awards - 4:30 pm

Cocktails, delicious nibbles and fine magazine folk shoulder rubbing? Join us for the CDS Global Circulator and the CMC Awards to cap off the first full day of MagNet 2017. Find out who will be recognized for excelling in audience development. Don't miss the industry event of the season, presented by CDS Global!

### THURSDAY, APRIL 27

#### Canadian Magazine Awards / Grands prix du magazine - 6:30 pm

Four Seasons Hotel, 60 Yorkville Avenue  
Find out which magazines and creators produced the year's most innovative, influential and stunning work at the inaugural *Magazine Grands Prix* awards dinner and fête.

### APRIL 26 AND 27

#### MagNet Square

Connect with friends and colleagues in the Square for breakfast, lunch and coffee breaks. Sit down with friends to catch up and fuel up. Plus, check out the hottest technologies, products and market research at the Marketplace.

#### Social Media & Mobile Strategy Clinics

Receive one-on-one care from Social Media Doctor Patricia Kitchen and Mobile Strategy Doctor Zoe Walters. These two expert consultants will be on hand to make sure that you get the most out of your digital activities.

Patricia and Zoe will be available on April 26 and 27 from 10:00 am–1:30 pm and from 2:15–4:00 pm. Stop by MagNet Square and sign up for a 10-minute session on a first come, first served basis.

## PARTICIPATING ORGANIZATIONS

