

## What does it cost?

After the application has been submitted and accepted, each agricultural society will be responsible for:

**Participation fee of \$226 (\$200+HST)**

**Passes for visiting volunteers**

**Volunteer travel costs**

The OAAS believes in the value of the “First Impressions” program and wishes to encourage more participation by agricultural societies that may not be able to afford the program!

Once your agricultural society has completed all parts of the program, they will receive a:

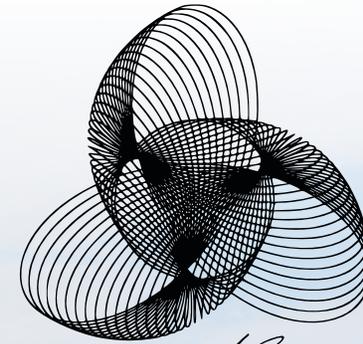
**\$100  
REFUND**

**Presentations/meetings must be completed by December 1 to receive the \$100 reimbursement refund.**

**Questions?  
Contact us today!**



[firstimpressions@oasfairs.com](mailto:firstimpressions@oasfairs.com)



## *The* **FIRST IMPRESSIONS PROGRAM**



**Need change?  
Not sure where to start?  
Looking for a fresh new look?**

***Grasp onto this great opportunity  
& Try something new!***

## What is it?

This unique program offers the opportunity to look at your fair through the eyes of others. It is a tremendous chance to identify areas for improvement that will enhance your guests' experience at your fair.

We all know that first impressions are the ones that last and become memories. Help your fair create positive lasting first impressions by participating in this unique program.

Your agricultural society will be paired with another agricultural society. A team from each agricultural society visits the partner's fair and evaluates specific characteristics based on the visitors "first impressions"

The feedback from these visits helps to validate the areas the society is doing a terrific job at and identifies areas for improvement and where you might grow your fair.

Our program builds strong relationships among fairs and agricultural societies while providing concrete information to support strategic planning.

## Steps to success!

1. Register to participate
2. Meet your coach
3. Review resources given to you
4. Meet your match
5. Tour a fair/event
6. Write & submit your report
7. Attend the feedback meeting
8. Develop an action plan
9. Move forward
10. HAVE FUN!



## How do I sign up?

- 1 Go to [www.oaasfairs.com](http://www.oaasfairs.com)
- 2 Click on the Ag Society Info tab
- 3 Find First Impression & Strategic Planning Program

<https://ontarioagsocieties.com/first-impression-program/>

Here you will find more detailed information, and the application form!

All applications must be emailed to [firstimpressions@oaasfairs.com](mailto:firstimpressions@oaasfairs.com)



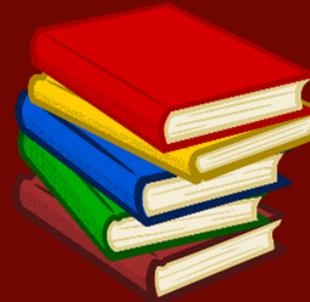
## Resources

The following are the resources that are given to you when you sign up! We are with you every step of the way!

**Training Booklet**

**PowerPoint Template**

**Fair Report Template**



**REGISTRATION  
DEADLINE  
MAY 15**

