

# PEOPLE

## Guy Laflamme

As Senior Vice-President of Capital Experience, Communications and Marketing Branch of the National Capital Commission (NCC), Guy is a member of the Executive Management Committee of this Federal Crown Corporation with a staff of 500 employees and an annual budget of about \$100 Million dollars. The NCC is responsible for the planning, development and animation of Canada's Capital region. Guy leads a series of high impact events such as Canada Day and Winterlude, interpretation programs such as Mosaika that is a world class Sound and Light show projected on the Parliament building, commemoration programs, public art, visitor services, and all support services involved in the delivery of public programs, reaching over 5 million participants every year. Guy's team are also increasing Canada-wide awareness of the Capital by means of national outreach, broadcasting, marketing and communications programs that portray the Capital as a place where all Canadians can experience Canadian heritage, culture and achievements.



### FACTS ON FILE

**Years in the Business:**

20 Years

**Degree:**

MBA, Ottawa U, Diplôme d'Études Supérieures en Commerce, Administration, Finance- École supérieure de commerce, Grenoble, France Pedagogy, Laval U. Geophysics, Ottawa U  
Radio-Television announcer degree, Ecole Radio-Télévision de Québec

**Family:**

2 Children: Christophe and Michael;  
Spouse: Nathalie

**Last book read:**

*Un lézard au Congo*  
by Gil Courtemanche

**Last business book read:**

*Strangers at Our Gates, Canadian Immigration policy, 1540-2006*  
by Valerie Knowles

**Guy Laflamme**

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### IN CONVERSATION

**How did you get into events?**

With undergrad degrees in geophysics, pedagogy and broadcasting as well as a Masters in business management, I started my career as head of nature interpretation programs. My passion for culture gradually led me to the arts and entertainment sector. Since 1990, events and festivals have been a central component of my life. Creating H2K, one of Canada's most successful event to mark the new millennium and seen by over 2 Billion people, was the confirmation that events would be central to the rest of my career.

**What has been your biggest professional challenge?**

Delivering events within a Government environment is a huge challenge. Relevance to Government objectives and priorities has to be maintained while injecting artistic excellence in all our programs. We must respect public administrative policies and procedures while delivering compelling events in a fast evolving competitive environment. In 2004, the very existence of our Branch was questioned but as a result of a team effort, we came out of that review stronger, with better quality and more relevant public programs.

**What do you do to relax?**

Travel the world, spend time on my piece of paradise in the Magdalen Islands, "go wild" with my wife and 2 boys, take pleasure in and appreciate lots of good wine, ingest tons of music, movies and books, participate in lots of sports to burn the extra caloric intake, and yes sit down and relax once every 10 years!

### **Other Background Experience**

I have had the pleasure of teaching at the University of Ottawa in the undergrad and EMBA program for the last 20 years in Marketing, Consumer Behavior, International Business and Corporate Social Responsibility. I was also able to teach in Romania and in the United-States. I started and have managed a Humanitarian program in Niger with business students since 2005.

### **What's the best advice you've ever received?**

Respect others, always be yourself, give back to society and have fun! Happiness index is much more important than GDP!

### **What is your personal philosophy?**

As event planners, we are merchants of dreams. We must set the stage for people to allow themselves to experience some of their most memorable moments in life. We must allow people to experience larger than life adventures, to be moved and to feel their souls expand through our events. We must always innovate, be obsessed by artistic excellence and never do things the same way. We must communicate and express our passion and love for the nature of our programs through all aspects of our delivery, and yes, always find a way to learn and have fun!