



October 2002



## IMAT welcomes the 2002 EMMA's to Toronto

IMAT is proud to be the Executive Producer for this year's International EMMAs and to be Co-Producer with the EMMA Foundation on a series of events for the 2002 EMMAs. A lot goes into organising and producing an event of this size. Forty judges from all over the world make their way to Toronto at their own expense to judge entries from all over the world.

Once they get here, it's IMAT job to take care of them. We will be hosting a group of internationally recognised leaders in their respective fields, providing hotel, food and transportation and taking them to some of Toronto's best night spots and even Niagara Falls for a look at one of the great wonders of the world. IMAT will also host events for them to meet a cross section of the industry and its stakeholders.

This level of excellence in digital media content is something that IMAT has always supported through its various activities at home and abroad; in all our activities from professional development and industry research to export market development and promotion.

Since this is IMAT's tenth anniversary, we felt it was entirely appropriate to mark the occasion with an award, so we have developed the IMAT innovation award, to recognise the best that this country has to offer in digital media. The VIP dinner and award will be a small affair this year but you can dial into the web cast of the keynote speech by The Honourable David Turnbull and the award through the IMAT Web site.

Ontario and Canada have created some of the best interactive and digital media in the world, wildly innovative, technically brilliant and hugely entertaining. The hotbed of new media that exists in this country has faced some huge challenges of late, so come help us celebrate the recognition of that excellence.

IMAT will host an Industry reception of which the Ontario Digital Media Showcase plays an important role. It is our opportunity to demonstrate the high caliber of excellence of the Ontario's digital media companies to our international guests and to develop the relationship that will lead to export development opportunities. I hope you'll take the opportunity to attend the reception and welcome our international guests in the engaging and friendly fashion that Canadian's are renowned for abroad.

IMAT is truly honoured to host such a distinguished group of people, make them comfortable while they judge the entries, and to give them a flavour of our city, our province, and our country.

This event wouldn't be possible without the help and collaboration of a number of individuals, industry associations, and the support of our sponsors and of course the EMMA Foundation.

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