

WINTER 2006

CANADIAN EVENT



# perspective

REPORTING ON THE BUSINESS OF CANADIAN EVENTS & MEETINGS

**Canadian Special  
Events and Meetings  
Expo**

**Roast Anyone?**

**This is Cool -  
the ICE-Lounge**

**Know Your AQ**

**Events  
ON THE ROAD**

**Producing events off  
your own turf.**

Publications Mail Agreement No. 40039183



# Know Your AQ™



**HAVE YOU EVER WONDERED HOW MANY drinks it would take to achieve .08% BAC? Or even more simply, have you ever wondered what BAC is? Do you know what it means to drink responsibly? Is .08% BAC responsible as long as you're not driving? Welcome to Know Your AQ™.**

Know Your AQ is the ground breaking new program of Ladybug Teknologies Inc. designed to bring about far-reaching and measurable social change by teaching, not preaching, the importance of alcohol awareness. Available as either an event service or experientially-based training program, Know Your AQ exposes participants to the very personal effects of alcohol on their body and challenges individuals' perceptions of their currently held beliefs of intoxication, social norms and personal limits. By combining technology, psychopharmacology and learning, Know Your AQ equips participants with information that supports courageous personal change and becomes the solution to alcohol misuse.

Ladybug's new educational training module will utilize technology and psychopharmacology to introduce participants to the language of the body (biofeedback) in discerning low Blood Alcohol Concentration (BAC) levels and will use a variety of accepted scientific methods i.e. BAC screening, handwriting comparisons, field sobriety tests, etc., to teach participants about the impacts of alcohol. Training programs will be available to the corporate, college, university, hospitality, transportation, etc. sectors commencing this fall.

Ladybug's event service is available to corporate social hosts for golf tournaments and gala events and, as such, makes a great social partner to clients of the event planning market.

## HERE'S HOW IT WORKS:

- Corporate hosts contract with Ladybug Teknologies Inc. to provide Know Your AQ at their gala or special event.

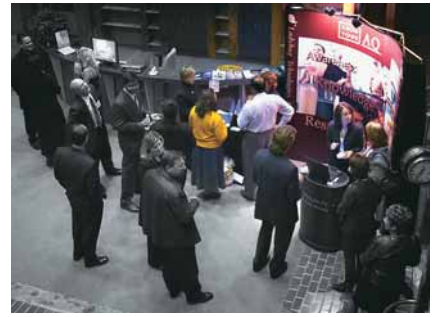
- Guests voluntarily test their breath alcohol level over the course of the evening utilizing approved breath screening devices.
- Real time processing of BAC readings builds awareness and peer accountability encourages guests to take an active and preemptive role in their choices regarding alcohol consumption.
- Education and partnership with nationwide taxi programs provide guests with a socially responsible exit strategy.
- Stakeholders collaborate to provide an exemplary duty of care and mitigate liability for those who take an active role in delivering their duty of care.
- Attitudes and behaviors associated with alcohol consumption start the change process.

Know Your AQ brings the stakeholders of the hospitality industry together in a collaborative way that mitigates liability for all and increases enjoyment. Whether you are a Commercial Host (venue operator), Corporate Host or Individual (guest), there are benefits for everyone who chooses Know Your AQ as their social partner.

## WHY SHOULD I LEARN THIS?

Training individuals to discriminate their BAC level has been shown to reduce errors in BAC estimation (something we do every time we consume alcohol) and to enhance caution about the impairing effects of alcohol. Based on research from such notable establishments as Indiana University's renowned Borkenstein Program, the Traffic Injury Research Foundation and a host of PhDs and scientists, Ladybug's Know Your AQ Training program provides individuals with the skill to discriminate low levels of BAC. ■

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**B.A.Q. Tracker**

**B.A.Q. TRACKER**

Given Name(s): Joe Surname: Smith Accepted?  Water?

Age: 31 Sex: M Ethnicity: Caucasian Height: 5'11" Weight: 170 Smoker?: N

Email Address: jsmith@qmail.com Person's Comments: No read this

New Person | Edit Person | Remove Person | Next Step | Last Person | Update Person

**B.A.C. Readings**

Time Level	Total #	Primary Beverage	Type	B.A.C. Reading	Minutes Since Last Reading
21:05	1	Beer	0.018	0.018	0

Add New B.A.C. Reading | Send Through B.A.C. Printer | Update This Entry



## THE SOBERING TRUTH

Alcohol misuse accounts for \$7.5 billion in annual costs, or \$265 per capita, in Canada alone.

1.4 million Canadians drove when they thought they were over the legal limit in the past year and, of that group, 21% admit to doing so four or more times.

Only 6% of drivers know the alcohol limit in their province at which their license can be immediately suspended for 12 or 24 hours.

Liability is not avoided by structuring an environment such that it is impossible to know whether a patron/guest is impaired.

People who are identified at .14% BAC or above are also significantly overrepresented in other areas of social disorder i.e. rape, domestic violence, etc.