



RBC PLACE  
LONDON



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# STRATEGIC PLAN 2024-2027



# LAND ACKNOWLEDGEMENT

RBC Place London is located on the traditional territory of the Anishinaabek, Haudenosaunee, Huron-Wendt, Attawandaron and Lenape Indigenous peoples. This territory is covered by the Upper Canada Treaties, including Treaty 6, the London Township Treaty.



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# OUR VISION

RBC Place London is nationally recognized as a community connector, adding vibrancy to London's downtown, and supporting the City of London as an economic driver.



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# OUR MISSION

RBC Place London attracts and hosts meaningful experiences, which connects communities, adds vibrancy, and generates an economic benefit for London in a fiscally responsible and sustainable way.

# OUR VALUES

**Above and Beyond:** At RBC Place London we recognize team members who go above and beyond for their guests and their fellow team members. At RBCPL we strive to go above and beyond for every event organizer, their attendees, and our community.

**Collaboration:** It takes the entire community to host a great convention. RBC Place London collaborates with many industry partners and community organizations to host multi-day events which drive the highest economic impact for the community.



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# OUR VALUES

**Excellence:** The entire organization strives for excellence. From the moment our RBC Place London team connects with potential event organizers, to the day the guests walk in the door, our service, culinary and facility teams strive for excellence to ensure a memorable experience.

**Experiences:** Events are about more than just gathering—they're about moments that leave an impression. From arrival to networking to dining, every detail of every experience shapes how people connect, celebrate, and remember.



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# OUR GUIDING PRINCIPLES

Leadership



Inclusion



Prosperity



Sustainability



Innovation



Communication



Teamwork



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# STRATEGIC OUTCOMES

**OPERATING  
WITH EXCELLENCE**

**CONTRIBUTING TO  
LONDON'S PROFILE AS A  
DESTINATION OF CHOICE**

**GROWING ECONOMIC  
IMPACT FOR LONDON**

**ADDING VALUE TO  
LONDON**



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# OPERATING WITH EXCELLENCE

Building on a solid foundation and reputation for exceptional event hosting, RBCPL will strengthen our very capable team, with more diverse professionals across departments, on our continuous improvement journey becoming London's hospitality employer of choice.



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# GROWING ECONOMIC IMPACT FOR LONDON

Executing a leveraged marketing plan and relationship building through direct sales with new partnerships, securing more booked events.



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# CONTRIBUTING TO LONDON'S PROFILE AS A DESTINATION OF CHOICE

Hosting exceptional events that attract community participation and drive positive word of mouth messaging about the appeal of downtown London hosted events, raising community willingness to become event ambassadors.



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# ADDING VALUE TO LONDON

Operate with the highest level of integrity and fiscal responsibility with a focus on increasing the asset value through effective, proactive capital improvements and advocacy for funding support.



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