

# Event Naming Trends: Canada vs. United States

Quick differences & examples by market.

## Canada — Examples & Nuances

- Community & inclusivity often foregrounded (e.g., “Festival of Friends”, “Community Connect”).
- Bilingual sensitivity in some regions — check French meanings in QC.
- Regional pride works: “Toronto Tech Expo”, “Vancouver Startup Sprint”, “Calgary Innovators Night”.
- Non-profit & charitable framing common for fundraisers (clarity over cleverness).

## United States — Examples & Nuances

- Bold, benefit-driven names test well (e.g., “Peak Performance Summit”, “Growth Lab”).
- Alliteration & rhythm are popular (e.g., “Founders Forum”, “Mingle & Meet”).
- City star-power works: “New York Innovators’ Night”, “Austin Maker Mashup”.
- Trademark conflicts more frequent — do a deeper pre-screen.