

# Sport Events Congress 2016 at the Westin Ottawa Hotel

Presented by: TBA

Schedule Updated: December 21, 2015

Tentative .... Subject to change

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| DAY 1 - Sunday, March 6, 2016 |  |  |  |
|-------------------------------|--|--|--|
| Time                          |  | Activity   | Location   |
| 2:30 pm to 6 pm               |  | <b>Onsite Registration</b>   | Nunavut Room (4th Floor)   |
| 3 pm to 6 pm                  |  | <b>Set-Up of Vendor Alley</b>  | 4th Floor  |
| 3 pm to 5 pm                  |  | <b>STEAM 201</b><br>This session will provide regular users of the STEAM model with more advanced information related to the interpretation and communication of STEAM results to a wide variety of private and public sector partners and other stakeholders<br><b>Presenter: Tony Fisher, Executive Director, Research &amp; Analytics, CSTA</b><br><i>Sponsored by SMSNet</i>   | Confederation III  |
| 4 pm to 5 pm                  |  | <b>Sport Tourism 101</b><br>A quick hitting introductory session designed for first-time Congress delegates. Topics include scope of sport tourism, case studies, trends, issues and opportunities in the fastest growing tourism industry segment.<br><i>Sponsored by Lethbridge Sport Council</i>  | Provinces Ballroom   |
| 5 pm to 6 pm                  |  | <b>CSTA AGM</b><br>The Annual General Meeting is open to members of the CSTA. An annual report and audited financial statements will be presented and elections to the Board of Directors will be conducted. Light refreshments will be served.  | Les Saisons  |
| 4 pm to 6 pm                  |  | <b>Pick-up of Sport Events Exchange Appointment Schedules</b>  | Governor General Foyer   |
| <b>Dinner on your own</b>     |  |  |  |
| 8 pm or 9 pm to midnight      |  | <b>Welcome Hospitality Event</b><br><i>Sponsored by: TBA</i><br>Great beer lives here! Kick off Congress by sharing a few pints at the Mill Street Brew Pub, located in a historic limestone building built in 1842 as the home of the former Thompson-Perkins & Bronson Pulp Mill. With a 14-tap line-up you will be sure to discover a new favourite brew as you enjoy a stunning view of the Mill's ruins and the Ottawa River. | Brewmaster's Room<br>Mill Street Brew Pub<br>(Bus transportation will be provided) |

| DAY 2 - Monday, March 7, 2016  |  |   |                          |
|--|--|---|--------------------------|
| Time   |  | Activity  | Location                 |
| 8 am to 9:15 am  |  | <b>Welcome Buffet Breakfast: Keynote TBA</b><br><i>Sponsored by Hotels Red Deer</i>                   | Confederation I-II       |
| 8 am to 4:45 pm  |  | <b>Onsite Registration</b>  | Nunavut Room (4th Floor) |
| 9:15 am to 10:45 am<br>(Three sessions running concurrently .... Choose one) |  | <b>COC Session - Topic TBD</b><br><i>Sponsored by Canadian Olympic Committee</i><br>Details to follow | Provinces Ballroom       |
|  |  | <b>Concurrent #2 - Topic TBD</b><br><i>Sponsored by WestJet</i><br>Details to follow                  | Confederation II         |
|  |  | <b>Concurrent #3 - Topic TBD</b>  | Les Saisons (3rd floor)  |

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|   |                            | <i>Sponsored by Adup Display</i>   | Les Saisons (3rd floor)   |
| 10:45 am to 11 am   |                            | <b>Refreshment Break &amp; Trade Show</b><br><i>Sponsored by Westmont Hospitality Group</i>  | 4th Floor Foyer           |
| 10:45 am to 1 pm  |                            | <b>Pick-Up of Sport Events Exchange Appointment Schedules</b>  | Governor General Foyer    |
| 11 am to 11:45 am<br>(Three sessions running concurrently ... Choose one)     | V<br>e<br>n<br>d<br>o<br>r | <b>Event Sustainability Session</b><br><i>Sponsored by: TBA</i>  | Provinces Ballroom        |
|   |                            | <b>Concurrent #2</b><br><i>Sponsored by: Sport Brampton</i>  | Confederation III         |
|   |                            | <b>Concurrent #3</b><br><i>Sponsored by: Via Rail</i>  | Les Saisons (3rd floor)   |
| 11:45 am to 12:30 pm<br>(Three sessions running concurrently .... Choose one) | A<br>l<br>l<br>e<br>y      | <b>Concurrent #1</b><br><i>Sponsored by: Sport Brampton</i>  | Provinces Ballroom        |
|   |                            | <b>Concurrent #2</b><br><i>Sponsored by: TBA</i>   | Confederation II          |
|   |                            | <b>Concurrent #3</b><br><i>Sponsored by City of Leduc</i>  | Les Saisons (3rd floor)   |
| 12:30 pm to 2 pm  | V<br>e<br>n<br>d<br>o<br>r | <b>PRESTIGE Awards Luncheon</b><br><i>Sponsored by Saskatoon Sports Tourism</i><br>Host: Scott Russell, A Gemini Award-winning broadcaster, acclaimed author, and CBC co-host of Road To The Olympic Games<br>The best in sport tourism will be honoured with the 10th annual Canadian Sport Tourism Alliance (CSTA) PRESTIGE (Program Recognizing Exceptional Sport Tourism Initiatives, Games & Events) Awards. The PRESTIGE Awards recognize outstanding contributions in the sport tourism industry from individuals, companies and organizations. Live tweet during the Awards luncheon using #PRESTIGE.  | Confederation I-II        |
| 2:15 pm to 2:45 pm  | A<br>l<br>l<br>e<br>y      | <b>Briefing Session for Events Rights Holders</b><br><i>Sponsored by WestJet</i><br>Presented by: Kelly Michael, Marketing & Events Coordinator, CSTA & Gary Curgin, President CSTT Sports Management International  | Governor General I-II-III |
| 2 pm to 5 pm  |                            | <b>Provincial/Territorial Hosting Forum (Closed session by invitation only)</b><br>The purpose of the Forum is to share best practices in approaches to bidding and hosting while learning about experiences with hosting strategies in other P/T jurisdictions; to provide an update/progress report on the Federal Policy for Hosting International Sport Events; and to identify areas of future collaboration at the F-P/T level. This session is restricted to individuals within the sport and tourism departments/ministries in each province/territory and the federal government.<br>Moderator: Judy Sutcliffe, Principal, The Sutcliffe Group Incorporated | BC/Manitoba Rooms         |
| 2:45 pm to 3:30 pm  |                            | <b>Sport Events Exchange Pre-Game</b><br><i>Sponsored by: Via Rail</i>   | Governor General I-II-III |

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|                    | This informal opportunity to connect with events rights holders is open to accommodations providers who are members of the CSTA and companies/organizations who are sponsors of Sport Events Congress (excluding Vendor Alley Participants).  |   |
| 3:30 pm to 4:45 pm | <p><b>Sport Events Exchange (Part I)</b><br/> <i>Sponsored by Visit Lethbridge</i></p> <p>Host: Gary Curgin, President, CSTT Sports Management<br/> This popular business-to-business marketplace involves pre-scheduled 8-10 minute appointments between events rights holders/sport organizations and municipalities. Advance registration is required and participants must meet the eligibility requirements.</p>   | Governor General I-II-III                         |
|                    | <p><b>Session for Accommodations Providers</b><br/> <i>Sponsored by: TBA</i></p>  | Provinces Ballroom                                |
| 5:30 pm onwards    | <p><b>Bash at the Brier</b><br/> <i>Sponsored by Ottawa Tourism</i></p> <p>Ottawa plays host to the 2016 Tim Hortons Brier for the first time since 2001, providing a world-class stage for this national men's championship curling event. Your night will start off with an exclusive social for Congress delegates at TD Place followed by a ticket to the evening draw and concluding with access to the Brier Patch, known as "curling's legendary party place".</p> | TD Place<br>(Bus transportation will be provided) |

| DAY 3 - Tuesday, March 8, 2016 |   |  |                           |
|--------------------------------|---|--|---------------------------|
| Time                           |   | Activity   | Location                  |
| 8 am to 2 pm                   |   | <b>Onsite Registration</b>   | Nunavut Room (4th Floor)  |
| 8:30 am to 9:30 am             |   | <p><b>Buffet Breakfast &amp; Keynote Presentation by Greg StremLaw, Executive Director, CBC Sports</b><br/> <i>Sponsored by Quebec City Business Destination</i></p>   | Confederation I-II        |
| 9:30 am to 11 am               | V<br>e<br>n<br>d<br>o<br>r<br><br>A<br>l<br>l<br>e<br>y | <p><b>Sport Events Exchange (Part II)</b><br/> <i>Sponsored by Visit Lethbridge</i></p> <p>Host: Gary Curgin, President, CSTT Sports Management<br/> A continuation of the pre-scheduled appointments between events rights holders and municipalities. Advance registration required. Participants must meet eligibility requirements.</p>  | Governor General I-II-III |
|                                |   | <p><b>Session for non-Exchange Delegates: Topic TBA</b><br/> <i>Sponsored by: TBA</i></p>  | Provinces Ballroom        |
| 11 am to 11:15 am              |   | <p><b>Refreshment Break &amp; Trade Show</b><br/> <i>Sponsored by Hilton Worldwide</i></p>   | 4th Floor                 |
| 11:15 am to 12:15 pm           |   | <p><b>Sport Events Exchange (Part III)</b><br/> <i>Sponsored by Visit Lethbridge</i></p> <p>Host: Gary Curgin, President, CSTT Sports Management<br/> A continuation of the pre-scheduled appointments between events rights holders and municipalities. Advance registration required. Participants must meet eligibility requirements.</p> | Governor General I-II-III |
|                                |   | <p><b>Session for non-Exchange Delegates: Topic TBA</b><br/> <i>Sponsored by: TBA</i></p>  | Provinces Ballroom        |
| 12:15 pm to 1:30 pm            |   | <p><b>Closing Luncheon: Keynote TBA</b><br/> <i>Sponsored by Marriott International</i></p>  | Confederation I-II        |
| 2 pm to 3:30 pm                |   | <b>Tear Down and Move Out of Vendor Alley Displays</b>   | 4th floor                 |

**Visit the Sport Hosting Lounge brought to you by British Columbia for WiFi access and a charging station for your devices during the Congress! And, don't miss the new Selfie Station (sponsor TBA) located in Vendor Alley.**