

Sport Events Congress 2016 at the Westin Ottawa Hotel

Presented by: The Government of Ontario

Schedule Updated: Feb 19, 2016

Tentative Subject to change

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DAY 1 - Sunday, March 6, 2016			
Time		Activity	Location
1:30 pm to 6 pm		Onsite Registration / Welcome Desk	Nunavut Room (4th Floor)
2 pm to 3 pm		STEAM ReLaunch <i>Sponsored by SMSNet</i> Are you a new or regular user of CSTA's Sport Tourism Economic Assessment Model (STEAM)? The STEAM model has been updated and features some substantial changes in how the EI results are being calculated. Tony Fisher will explain what the changes are, why they were made and what they mean for you, the end user. Presenter: Tony Fisher, Executive Director, Research & Analytics, CSTA	Provinces Ballroom (4th Floor)
3 pm to 6 pm		Set-Up of Vendor Alley	4th Floor
3 pm to 4 pm (Two Sessions Running Concurrently ... pick one)		Increasing the Exposure of your Sport Event through Online Broadcasting <i>Sponsored by: Sport Brampton</i> This session will explore the ever-changing landscape of online broadcasting. Join Choyal Brown, founder of SportsCanada.TV, Canada's largest online amateur sports network, as he shares best practices & case studies from his eight years of experience broadcasting regional, national and international sport events online. Topics will include webcasting options on a tight budget, video monetization, taking control of your video content and developing a viewership. Presenter: Choyal Brown, Founder, SportsCanada.TV	Les Saisons (3rd floor)
		Sport Tourism 101 <i>Sponsored by City of Leduc</i> 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. Presenter: Rick Traer, CEO, CSTA	Provinces Ballroom (4th Floor)
4 pm to 5 pm		CBC Sports <i>Sponsored by: Tourisme Outaouais</i> Following a successful stint as CEO of the Canadian Curling Association and Chair of the Canadian Sport Tourism Alliance, Greg was named Head of CBC Sports in September, 2015. The CBC recently extended its broadcast deal with the IOC to include the 2022 and 2024 Olympic Games. As well, CBC Sports Weekend has been remade as Road to the Olympic Games, with hosts Scott Russell and Andi Petrillo. Greg will address the CBC Sports' strategy moving forward, with an emphasis on telling the stories of athletes representing Canada here and abroad. Presenter: Greg Stremlaw, Head of CBC Sports	Provinces Ballroom (4th Floor)
4 pm to 5:30 pm		Pick-up of Sport Events Exchange Appointment Schedules	Governor General Foyer (4th Floor)
5:15 pm to 6 pm		CSTA AGM 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 (3rd floor)
Dinner on your own			

7 pm to 10 pm	<p>Winterlude / Bal de Neige (version 2.0) <i>Sponsored by: Tourisme Outaouais</i></p> <p>The Outaouais region is known for its annual winter festival that celebrates the enchanting snow-covered season that takes place in the nation's capital each winter. So, CSTA is offering a taste of Winterlude with a wintery-themed social event on the balcony of the Westin Hotel overlooking Parliament Hill and the Rideau Canal Skateway. Drop by for a campfire, hot toddy, snacks and a scenic photo op. Dress warmly and help us to reboot Winterlude!</p>	Bonaventure Suite (23rd floor)
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DAY 2 - Monday, March 7, 2016		
Time	Activity	Location
8 am to 9:15 am	<p>Welcome Buffet Breakfast featuring Michael Coteau, Ontario Minister of Tourism, Culture and Sport <i>Sponsored by Hotels Red Deer</i></p> <p>In 2015 it was the year of sport and the province of Ontario marked it in a big way. Learn how Game ON – The Ontario Government's Sport Plan builds on milestone events across the province, collaborative partnerships and programming across sport and recreation sectors to set an invigorated course for sport in Ontario in 2016 and years ahead.</p>	Confederation I-II (4th Floor)
8 am to 4:45 pm	<p>Onsite Registration / Welcome Desk</p>	Nunavut Room (4th Floor)
9:15 am to 10:30 am (Two sessions running concurrently Choose one)	<p>Good to Great in Bidding and Hosting <i>Sponsored by Canadian Olympic Committee</i></p> <p>In 2015, 14 National Sport Federations took part in the Canadian Olympic Committee bidding and hosting program within its NSF Enhancement Initiative. Key elements were supported, such as the development of bidding and hosting strategies, bid support in order to attract an Olympic qualifier or World Championship to Canada, and hosting support to boost an event from good to great. The workshop will share some of the key learnings and best practices from the past year.</p> <p>Moderator: Benoit Girardin, President/CEO, LBB Strategies inc Panelists: Patrice Brunet, President and CEO, Montreal Triathlon Coupe du Monde ITU; Janice Dawson, Director of Sport Development, Speed Skating Canada; and Mark Eckert, Executive Director, Volleyball Canada</p> <p>Ticket Sales Panel Discussion – The Financial Base of a Great Event <i>Sponsored by WestJet</i></p> <p>Ticket sales provide the financial backbone for any Event within the sports industry. Depending on the Event in Canada, ticket sales could contribute 10 – 80% of all revenues for the organization operating the Event. Additionally, tickets will drive and directly affect the balance of your revenue model. Sponsorship sales, merchandise sales, ancillary revenue development are all directly correlated with the ability to sell tickets and put bums in seats. This session will focus on selling your event, trends in ticketing and current best practices. If you are an event rights holder looking to maximize sales or a Tourism group looking to maximize local economic impact you cannot afford to miss this session.</p> <p>Moderator: Charmaine Crooks, President/Founder, NGU Consultants & 5-time Olympian & Silver Medalist Panelists: Sandra Gage, Chief Marketing & Communications Officer, FIFA Women's World Cup Canada 2015; Dean McIntosh, Senior Director, Events and Properties, Hockey Canada; Garo Keresteci, CEO, FUSE Holdings Inc.</p>	Provinces Ballroom (4th Floor)
10:30 am to 10:45 am	<p>Refreshment Break & Trade Show <i>Sponsored by Westmont Hospitality Group</i></p>	4th Floor Foyer
10:30 am to 12 pm	<p>Pick-Up of Sport Events Exchange Appointment Schedules</p>	Governor General Foyer (4th Floor)

<p>10:45 am to 11:30 am (Two sessions running concurrently ... Choose one)</p>	<p>V e n d o r</p>	<p>How the Right Service Model Will Lead to Sales Success <i>Sponsored by: Lethbridge Sport Council</i></p> <p>One of the most overlooked aspects of strategic sponsorship sales success is a proper service model. In this session, Rob Mallowney will share five ways your organization can structure your service model that will lead to revenue generation. Since their inception in 2011 the IceCaps have been league leaders in all revenue categories. They have also won more league awards than any other American Hockey League franchise including the Presidents Award as Team of the Year in 2014. They are a two time winner of the Sponsorship Sales Team of the Year and have been recognize by the league for outstanding work in sponsorship activation, community engagement and game operations.</p> <p>Presenter: Rob Mallowney, Vice President of the St. John's IceCaps</p>	<p>Provinces Ballroom (4th Floor)</p>
<p>11:30 am to 12:15 pm (Two sessions running concurrently Choose one)</p>	<p>A l l e y</p> <p>V e n d o r</p>	<p>NSO Bid Evaluation Model</p> <p>This session represents the launch of the newest addition to the CSTA's tool kit, the NSO Bid Evaluation Model. The model, a collaborative effort between the Canadian Olympic Committee and the CSTA, is designed as a decision support tool, assisting National Sport Organizations that are considering to bid for an international sport event in consideration of a variety of factors. The goal of the tool is to provide a quick assessment between the NSO and host community/country's assets and the rights holder's requirements.</p> <p>Presenter: Eric Savard, Director, Transfer of Knowledge, CSTA</p>	<p>Confederation III (4th Floor)</p>
<p>12:30 pm to 2 pm</p>	<p>A l l e y</p>	<p>Sport Canada's Hosting Policy for International Sport Events <i>Sponsored by: Sport Brampton</i></p> <p>The federal government is the largest public sector investor in sport events in Canada, and through the Hosting Program, has contributed significantly to Canada's #2 ranking as a host nation internationally. The Hosting Policy provides the basis for the federal decision-making process with respect to the contributions made under the Hosting Program. It identifies the key conditions for federal funding, and the coordinating mechanisms which shall be implemented to realize the Government of Canada's strategic goals for hosting international sport events.</p> <p>Presenter: Martin Boileau, Director General, Sport Canada</p>	<p>Provinces Ballroom (4th Floor)</p>
<p>12:30 pm to 2 pm</p>	<p>A l l e y</p>	<p>Manufactured Event: 2015 East Coast Games <i>Sponsored by: Adup Displays</i></p> <p>The 1st East Coast Games were held on June 26-28 in Saint John, NB with seven sports on the schedule (Rugby 7's, Soccer, Basketball, Softball, Track and Field, Masters Swimming and Lacrosse). Competition categories ranged from 15 years of age to Masters, including provincial teams participating in lacrosse, basketball and softball. Teams from Eastern Canada and U.S. competed over the three day event, with over 1,500 participants and another 800-1,000+ supporters attending.</p> <p>Presenter: Keith Raynes, Sales Manager, Discover Saint John</p>	<p>Confederation III (4th Floor)</p>
<p>12:30 pm to 2 pm</p>	<p>A l l e y</p>	<p>PRESTIGE Awards Luncheon - 10th Anniversary Celebration <i>Sponsored by Saskatoon Sports Tourism</i></p> <p>Host: Scott Russell, A Gemini Award-winning broadcaster, acclaimed author, and CBC co-host of Road To The Olympic Games</p> <p>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.</p>	<p>Confederation I-II (4th Floor)</p>

2 pm to 5 pm	<p>Provincial/territorial Hosting Forum (restricted to F/P/T government delegates & invited guests)</p> <p>The purpose of the Forum, now in its fourth year, 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.</p> <p>Facilitator: Judy Sutcliffe, Principal, The Sutcliffe Group Inc</p>	BC/Manitoba Rooms (2nd floor)
2:15 pm to 2:45 pm	<p>Briefing Session for Events Rights Holders</p> <p><i>Sponsored by WestJet</i></p> <p>This briefing session for all events rights holders who are participating in Sport Events Exchange will offer an advance insight into how the Exchange will be executed and help events rights holders maximize networking opportunities with tourism organizations throughout the Congress.</p> <p>Presented by: Kelly Michael, Marketing & Events Coordinator, CSTA & Gary Curgin, President CSTT Sports Management International</p>	Governor General I-II-III (4th Floor)
2:15 pm to 3:15 pm	<p>Municipal Hosting Policies/Programs</p> <p><i>Sponsored by Lethbridge Sport Council</i></p> <p>With the rise in popularity of sport tourism as an economic driver at the community level, a number of municipalities have developed hosting policies/programs to attract events to their communities. This session involves presentations from three communities that have invested financial resources and VIK into hosting provincial, national and international sport events and examines the eligibility criteria and process for accessing those funds.</p> <p>Moderator: Brian MacPherson, CEO, Commonwealth Games Canada</p> <p>Panelists: Tanya Foley, Manager, Richmond Sport Hosting; Jeannette Yetman, Sales Manager, Destination St. John's; and Cheryl Finn, Director, Sport Tourism, Tourism London.</p>	Provinces Ballroom (4th Floor)
2:45 pm to 3:30 pm	<p>Sport Events Exchange Pre-Game (closed session for eligible participants)</p> <p><i>Sponsored by: Via Rail</i></p> <p>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 and the PRESTIGE Awards.</p>	Governor General I-II-III
3:30 pm to 4:45 pm	<p>Sport Events Exchange (Part I)</p> <p><i>Sponsored by Visit Lethbridge</i></p> <p>Host: Gary Curgin, President, CSTT Sports Management</p> <p>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 (4th Floor)
3:30 pm to 4:45 pm	<p>Stay to Play in Canada – Maximizing the return for events, destinations and hotel partners</p> <p><i>Sponsored by: Via Rail</i></p> <p>Revenue generation is critical for hotels, host cities and rights holders. This session will examine the opportunities and challenges associated with major sport events and how to generate this much needed revenue while managing the expectations of incoming visitors and guests.</p> <p>Moderator: Grant MacDonald, President, GM Event Inc.</p> <p>Panelists: Jessica Kotsopolous, Sales Manager, Starwood Hotels (Toronto); Rob Kawamoto, Director of Sales, Domestic Market, Tourism Toronto and Mark Eckert, Executive Director, Volleyball Canada</p>	Provinces Ballroom (4th Floor)

5:30 pm onwards	<p>Bash at the Brier <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 (Bus transportation will be provided)
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DAY 3 - Tuesday, March 8, 2016

Time	Activity	Location
8 am to 2 pm	Onsite Registration / Welcome Desk	Nunavut Room (4th Floor)
8:15 am to 9:30 am	<p>Buffet Breakfast: Featuring Peter Montopoli, General Secretary, Canadian Soccer Association</p> <p>Hosted in six cities across Canada from June 6 – July 5, the FIFA WWCC 2015 was the largest single sport event ever hosted in Canada. The competition set a variety of records, including total attendance (1.35 million) and worldwide television audience for a FIFA Women's World Cup. From a tourism perspective, the event attracted 174,000 overnight visitors to host locations, including over 96,000 visitors from the USA. The event contributed over \$249 million to the GDP on an initial spend of \$216 million and involved over 2,500 volunteers who contributed over 153,000 hours of their time to ensure the success of the event.</p> <p><i>Sponsored by Quebec City Business Destination</i></p>	Confederation I-II (4th Floor)
9:30 am to 10:30 am	<p>Room Poaching – Ensuring visitors to your sport events are making reservations through recognized booking engines!</p> <p>With the growth of online discount websites, room pickup within official room blocks is becoming increasingly difficult to manage and track. This session will look at the issue of room poaching and how hotels, host cities and rights holders can more effectively manage this trend.</p> <p>Moderator: Grant MacDonald, President, GM Event Inc.</p> <p>Panelists: Brendan St. Jacques, Key Account Director, IHG; Lindsay Harrison, Director, Edmonton Events and Chris Wilson, Director of Marketing, Swimming Canada</p>	Provinces Ballroom (4th Floor)
9:30 am to 11 am	<p>Sport Events Exchange (Part II) <i>Sponsored by Visit Lethbridge</i></p> <p>Host: Gary Curgin, President, CSTT Sports Management</p> <p>A continuation of the pre-scheduled appointments between events rights holders and municipalities. Advance registration required.</p>	Governor General I-II-III (4th Floor)
10:30 am to 11 am	<p>Winning Business In the Sport Tourism Segment <i>Sponsored by: Tourisme Outaouais</i></p> <p>The sport segment is an important one for hotels. This session will provide case studies of how hotel companies are working strategically to attract and win the sport business.</p> <p>Moderator: Grant MacDonald, President, GM Event Inc.</p> <p>Panelists: William Bos, Associate Director Group Sales, Best Western International and Julie Van Noten, Account Executive, Marriott International, Inc.</p>	Provinces Ballroom (4th Floor)
11 am to 11:15 am	<p>Refreshment Break & Trade Show <i>Sponsored by Hilton Worldwide</i></p>	4th Floor

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<p>e y</p> <p>11:15 am to 12:15 pm</p>	<p>Sport Events Exchange (Part III) <i>Sponsored by Visit Lethbridge</i> Host: Gary Curgin, President, CSTT Sports Management A continuation of the pre-scheduled appointments between events rights holders and municipalities. Advance registration required.</p>	<p>Governor General I-II-III (4th Floor)</p>
<p>12:15 pm to 1:30 pm</p>	<p>Town Hall - On open forum on accommodations issues related to hotels, DMOs and NSOs This session will feature industry experts who will provide answers to questions about trends and opportunities for hotel partners, host cities and rights holders within the accommodations sector. This free flow session will use questions from the floor to generate discussion and ideas and will close off the concurrent sessions. Moderator: Grant MacDonald, President, GM Event Inc. Panelists: Tony Pollard, President, Hotel Association of Canada; Beth Potter, President & CEO, Tourism Industry Association of Ontario and Hugh Vassos, Project Development Consultant, Saskatoon Sports Tourism</p> <p>Closing Luncheon: Canada 150 featuring Andrew Campbell, Senior Executive Director, Canada 150 Federal Secretariat Canada's 150th anniversary of Confederation is a major milestone in the history of our nation. With its celebration comes an exciting opportunity to unite the country, deepen our sense of what it means to be Canadian, and remind residents and visitors alike what remarkable things Canada can offer as a travel destination of choice. Andrew Campbell, Senior Executive Director of the Canada 150 Federal Secretariat at the Department of Canadian Heritage will provide an update on the Government of Canada's preparations and vision for celebrating Canada's 150th. In addition, he will share insights on business and market development opportunities linked to Canada 150 and provide examples of the countless organizations that have recognized the potential benefits and are already engaged. <i>Sponsored by Marriott International</i></p>	<p>Provinces Ballroom (4th Floor)</p> <p>Confederation I-II (4th Floor)</p>
<p>2 pm to 3:30 pm</p>	<p>Tear Down and Move Out of Vendor Alley Displays</p>	<p>4th floor</p>

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 (sponsored by The Look Company) located in Vendor Alley.

All presentations will be offered in English, unless otherwise noted.