

OUR SPORT TOURISM **HOT** TOPICS

Course Marshall (aka FORE-um Host): Derek Johnston, Face Value Communications

1) ALTERNATIVE REVENUE CHANNELS WITHIN YOUR EVENTS/ORGANIZATIONS

Table Host:

Brent Barootes, President & CEO, Partnership Group - Sponsorship Specialists

Topic Sponsor:

Partnership Group - Sponsorship Specialists

2) COMMUNITY HOSTING STRATEGIES

Table Host:

Grant MacDonald, President, GM Events Inc.

Topic Sponsor:

Fort McMurray Tourism

3) ECONOMIC IMPACT

Table Host:

Heather Bury, Sport and Event Sales Executive, Saskatoon Sports Tourism

Topic Sponsor:

Saskatoon Sports Tourism

4) EVENT SOCIAL MEDIA

Table Host:

TBA

Topic Sponsor:

TBA

5) ATTRACTING UNORTHODOX SPORTING EVENTS

Table Host:

TBA

Topic Sponsor:

TBA

6) HOW TO FULLY ENGAGE YOUR SPORTS ADMIN STUDENT INTERN/EVENT VOLUNTEER

Table Host:

Greg Amiel, Community Events Coordinator, OSEG & recent graduate of uOttawa's Masters in Sport Management program

Topic Sponsor:

Business Events Toronto

7) EVENT RFPs

Table Host:

Bob O'Doherty

Topic Sponsor:

TBA

8) EVENT SPONSORSHIP

Table Host:

TBA

Topic Sponsor:

TBA

9) EVENT MEDIA RELATIONS

Table Host:

Barb MacDonald, CSTA Communications Consultant

Topic Sponsor:

TBA

10) TO BID OR NOT TO BID (INTERNATIONAL EVENTS)

Table Host:

Brian MacPherson, CEO, Commonwealth Games Canada

Topic Sponsor:

Westmont Hospitality Group

11) LEGACY PLANNING

Table Host:

Cheryl Finn, Director, Sport Tourism, Tourism London

Topic Sponsor:

Tourism London

12) SOCIAL IMPACTS OF EVENTS

Table Host:

Wayne Long, Events Development Officer, City of Charlottetown

Topic Sponsor:

SCORE

13) COLLECTING AND ANALYZING ON-SITE DATA AT YOUR EVENT

Table Host:

TBA

Topic Sponsor:

TBA

14) ELEVATING SPORT ON CANADA'S NATIONAL AGENDA

Table Host:

Lindsay Hugenholtz Sherk, Senior Leader, Sport Matters

Topic Sponsor:

Marriot International



Canadian Sport Tourism Alliance

Alliance canadienne du tourisme sportif

#golfvibes