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PRE-SEC Monday, March 18, 2019		
Time	Activity	Location
6 pm to 8 pm	Onsite Registration / Welcome Desk Get a headstart on SEC by checking in early at our onsite registration and welcome desk.	Nunavut Room (4th Floor - Westin Hotel)
	Vendor Alley Load-In Part 1 SEC19 Vendor Alley Coordinator: Karen Speers, CSTA	4th Floor - Westin Hotel
8 pm to 10 pm	Partner Appreciation Social hosted by the CSTA (private function) Sponsors of Sport Events Congress and the PRESTIGE awards and Vendor Alley exhibitors are invited to join the CSTA staff, consultants and board of directors for an evening welcome social. Complimentary beverages and snacks will be provided.	Rideau Suite (22nd Floor - Westin Hotel)
DAY 1 Tuesday, March 19, 2019		
Time	Activity	Location
7:30 am to 8 am	Sweatworking: Morning Run Run like a local! Join us for a scenic 5 km run through downtown Ottawa. Bring your own running gear or pack light and take advantage of onsite gear lending program. <i>Sponsored by: Ramada Plaza by Wyndham Calgary Downtown</i>	Meet in the Westin Lobby
8 am to 4 pm	Onsite Registration / Welcome Desk	Nunavut Room (4th Floor - Westin Hotel)
8 am to 9:45 am	Vendor Alley Load-In Part 2 SEC19 Vendor Alley Coordinator: Karen Speers, CSTA	4th Floor - Westin Hotel
8:30 am to 9:45 am	Making the Most of Your CSTA Membership CSTA Members Breakfast & AGM Cheryl Finn, Chair of the Canadian Sport Tourism Alliance, invites members of the CSTA to join her and the CSTA Board of Directors at a members' breakfast followed by a presentation on member benefits and the Annual General Meeting. An annual report and audited financial statements will be presented and elections to the Board of Directors will be conducted. A light continental breakfast will be served. You must be a member of the CSTA to attend. Observers welcome as space permits. Hosted by: The CSTA Board of Directors, Staff & Consultants	Governor General II & III - Room sponsored by Tourism Fort McMurray
9:45 am to 10 am	Official Opening of Vendor Alley - It's All Fun & Games! Refreshments will be served.	4th Floor - Westin Hotel

<p>10 am to 11:15 am (Two sessions running concurrently Choose one)</p>	<p>Sport Tourism 101 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. If you're a first-timer at SEC, grab your rookie ribbon at the registration desk and buckle up to learn more about sport tourism. Presenters: Heather Bury, Saskatoon Sports Tourism & Julie Nadeau, Destination Sherbrooke</p>	<p>Governor General I - Room sponsored by Leduc Sport Tourism</p>
	<p>The Cannabis Conundrum and other Hot Topics in Sports Law This session will address some of the hottest issues in sports law, including the recent cannabis legislation, gambling/match fixing, doping, harassment, labour/athlete unrest. Panelists: Eric Macramalla, Partner, Gowling WLG; TSN and Forbes Legal Analyst; David Goldstein, Chief Operating Officer, U SPORTS; and Paul Melia, President & CEO, Canadian Centre for Ethics in Sport Moderator: Garrett Hamel, Gowling WLG</p>	<p>Governor General II & III - Sponsored by Tourism Fort McMurray</p>
<p>11:15 am to 11:45 am</p>	<p>eHarmony for Events Rights Holders How to Get Lucky (& Other Dating Tips) - presented by SCORE - City of Charlottetown Preparing for a first date is stressful! This session is designed to help events rights holders prep for their hot dates at Sport Events Exchange. Your matchmaking team will offer a quick-hitting presentation including tips to help you sell your event to your prospective matches. It will also include a step-by-step breakdown on what to expect at Sport Events Exchange. This session is reserved for events rights holders who are confirmed to take part in the Exchange. Matchmakers: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA; Gary Curgin, Senior Consultant, Sport-Travel & Eric Savard, CSTA's Director, Transfer of Knowledge</p>	<p>Confederation II-III - Room sponsored by SCORE - City of Charlottetown</p>
<p>11:15 am to noon (Two sessions running concurrently Choose one)</p>	<p>The Sport Tourism Assessment Template (STAT) - How Do You Score? Bring your laptop or tablet to this working session so you can complete the STAT inputs and receive your score before the end of Congress. STAT will provide you with a current state assessment of your city and some comparative metrics. Note: This session is designed for destinations (DMOs). Presenter: Grant MacDonald, President, GM Event Inc.</p>	<p>Governor General I - Room sponsored by Leduc Sport Tourism</p>
<p>11:15 am to noon (Two sessions running concurrently Choose one)</p>	<p>Event Impact Standards: A Global Approach Hosting major events can result in short and long-term impacts which can lead to a net positive benefit to communities from the host area and beyond. Understanding the true value of these benefits, however, can be confusing. The International Association of Event Hosts (IAEH) has worked with experienced event hosts, event owners and industry experts to provide guidance and a set of standard definitions for measuring the economic, social and environmental impacts of events and contributing to global sustainable development goals. Presenter: Olga Correia, Business Manager, International Association of Event Hosts, London (UK)</p>	<p>Governor General II & III - Room sponsored by Tourism Fort McMurray</p>
<p>11:45 am to noon</p>	<p>Vendor Alley - It's All Fun & Games! DMO & ERH Q & A: Sport Events Exchange (aka Speed Dating) Got a case of the pre-date jitters? Come meet-up with dating guru, Jennifer Pulsifer, at CSTA's Vendor Alley booth for any last minute speed dating tips or questions! This is also your chance to pick-up a hard copy of our handy Events Directory.</p>	<p>4th Floor - Westin Hotel</p>
<p>noon to 1:15 pm</p>	<p>Welcome Luncheon featuring Opening Remarks, the GSI Canada Index Announcement & Entertainment <i>Sponsored by Sports Events Montréal / Événements sportifs Montréal</i> Hosts: Sylvie Bigras & Greg Amiel</p>	<p>Provinces & Confederation I Ballroom</p>

	<p>Sport Events Exchange Pre-Game (closed session - for eligible participants only) - sponsored by SCORE - City of Charlottetown This informal opportunity to connect with sport events rights holders is open to accommodations providers who are members of the CSTA and SEC19/PRESTIGE sponsors. Eligible participants are encouraged to roam throughout the room to explore business development opportunities prior to the official start of Sport Events Exchange. Hosted by: Gary Curgin, Consultant, Sport-Travel Coordinated by: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA</p>	<p>Confederation II-III -Room sponsored by SCORE - City of Charlottetown</p>
<p>1:15 pm to 2:15 pm (Three sessions running concurrently Choose one)</p>	<p>Launch of CSTA's Latest Industry Tools This session serves as the launch for two new industry tools available to CSTA members: Pageantry Template for Sport Events and Transition Plan from Bid to Organizing Committee. This session will also present in more details the methodology used for GSI Canada Index Speakers: Adam Mitchell, The Look Company; Krzysztof Kropielnicki & Andrew Horsewood, Sportcal; and Eric Savard, Director, Transfer of Knowledge, CSTA</p>	<p>Governor General I - Room sponsored by Leduc Sport Tourism</p>
	<p>Finding the Balance - Managing facilities for local users and major events while delivering financial and social profit Find out about proven strategies that have helped facilities to manage the complex challenge of dislocation while building the hosting reputation of the local community. Panelists: Mark Allen, President, Allan Leadership (former CEO, Regina Exhibition Association), Matt Moore, Rath Eastlink Community Centre and Aaron Kennedy, Town of Quispamsis. Moderator: Grant MacDonald, GM Event Inc.</p>	<p>Governor General II & III - Room sponsored by Tourism Fort McMurray</p>
<p>2 pm to 6 pm</p>	<p>SEC Photo Studio Head Shots & Team Shots <i>Sponsored by Sport Tourism London</i> Update your professional headshot or take a team shot (max 5 people) at our complimentary onsite SEC photo studio. Our on-site make-up artist and professional photographer will ensure you are presenting your best self. Photos will be delivered digitally post-event. No appointment necessary - first come, first served.</p>	<p>Newfoundland Room</p>
<p>2:15 pm to 2:45 pm</p>	<p>Birthday Party Refreshment Break Celebrating Hilton's 100th Anniversary & Vendor Alley <i>Sponsored by Hilton</i></p>	<p>4th Floor - Westin Hotel</p>
<p>2:45 pm to 4:30 pm (Two sessions running concurrently Choose one)</p>	<p>Sport Events Exchange: Part 1 presented by SCORE - City of Charlottetown Round one of speed dating begins now! This popular business-to-business marketplace involves pre-scheduled 8-10 minute appointments (aka dates) between events rights holders/sport organizations and municipalities. Advance registration is required and all participants must meet the eligibility requirements. Hosted by: Gary Curgin, Consultant, Sport-Travel Coordinated by: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA</p>	<p>Confederation II-III - Room sponsored by SCORE - City of Charlottetown</p>
	<p>The Handoff - From the Sale to Creating the Event Experience Friends and family, fans and athletes are all seeking elevated experiences. Learn from industry experts on how to create a memorable experience while staying within the "sport tourism budget". Panelists: Neal Alderson, Province of Nova Scotia (Events Nova Scotia) and Bob O'Doherty, CSTA Consultant Moderator: Grant MacDonald, President, GM Event Inc.</p>	<p>Governor General I - Room sponsored by Leduc Sport Tourism</p>

6:30 pm to 9:30 pm	RNATION Redblacks Tailgate Party <i>Sponsored by: Ottawa Tourism</i> Enjoy the best part of game day with end zone games and burgers, nachos, poutine and salads served stadium-style! Budweiser beverages will be available at the bar. Wear your favourite team jersey (from any sport) to show your hometown pride. Special appearance by the Ottawa Redblacks' Big Joe.	Horticulture Building (Lansdowne Park) Buses leave The Westin at 6:30 pm and return at 9:30 pm.
9:45 pm to midnight	Karaoke Nightcap <i>Sponsored by: Edmonton Events</i> Karaoke Kaptain: Greg Amiel, Ottawa Sport & Entertainment Group You warmed up your throwing arm at the tailgate party and now it's time to warm up your singing voice for a karaoke nightcap featuring complimentary appetizers and an inventory of classic karaoke songs on stage. Step up to the mic!	Jack Astor's (Lansdowne Park). Buses return to The Westin Hotel at 10:30 pm and 11:30 pm.

DAY 2 | Wednesday, March 20, 2019

Time	Activity	Location
7:30 am to 8 am	Sweatworking: Chair Yoga <i>Sponsored by: Ramada Plaza by Wyndham Calgary Downtown</i> Start the day with some light stretching and yoga poses all done while seated in a chair. All levels welcome and no exercise gear or equipment is required. Come as you are and give chair yoga a try! #dontjudgeme. Yoga Instructor: Jennifer Pulsifer, CSTA's In-House Yogi	NFLD/NS Room
8 am to 4 pm	Onsite Registration / Welcome Desk	Nunavut Room (4th Floor - Westin Hotel)
8 am to 9:15 am	Buffet Breakfast featuring a keynote address by Randy Ambrosie, Commissioner of the Canadian Football league (CFL) <i>Sponsored by Hotels Red Deer</i> Hosts: Sylvie Bigras & Greg Amiel Presenter: Randy Ambrosie, Commissioner, Canadian Football League	Provinces & Confederation I Ballroom
9:15 am to 9:30 am	Vendor Alley - It's All Fun & Games!	4th Floor - Westin Hotel
9:30 am to 10:45 am (Two sessions running concurrently ... Choose one)	The Canadian Sponsorship Landscape Study The Canadian Sponsorship Landscape Study provides comprehensive information on the scope, scale and trends in the sponsorship industry around the world. Presenter: Dr. Norm O'Reilly, University of Guelph/T1 Agency	Governor General I - Room sponsored by Leduc Sport Tourism
	Mayoral Support & Sport Tourism Support by your elected officials at the municipal level is a critical factor in mounting a successful and sustainable sport tourism strategy, especially with so many other local priorities in play. This session will explore a variety of benefits that accrue to host communities and the challenges faced by municipal politicians in moving a sport tourism agenda forward. Moderated by: Clifford J. Lee, former Mayor of Charlottetown Panelists: Pam Mood, Mayor of Yarmouth; Bryan Paterson, Mayor of Kingston; Tara Veer, Mayor, City of Red Deer; & Bob Young, Mayor, City of Leduc.	Governor General II & III - Room sponsored by Tourism Fort McMurray
10:45 am to 11:15 am	Refreshment Break & Vendor Alley <i>Sponsored by InnVest Hotels</i>	4th Floor - Westin Hotel

11:15 am to 12:15 pm (Two sessions running concurrently Choose one)	<p>Sport Events Exchange: Part 2 presented by SCORE - City of Charlottetown</p> <p>A continuation of speed dating - for eligible participants only. Advance registration required.</p> <p>Hosted by: Gary Curgin, Consultant, Sport-Travel</p> <p>Coordinated by: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA</p>	Confederation II-III - Room sponsored by SCORE - City of Charlottetown
	<p>Networking 101</p> <p>Hosted by: Grant MacDonald, GM Event Inc.</p> <p>In today's world, connecting to establish and continue a business relationship can be daunting and for some, a leap into the unknown. This will be a user-driven session with no moderator and all attendees will be encouraged to actively participate!</p>	Governor General I - Room sponsored by Leduc Sport Tourism
12:15 pm to 1:15 pm	<p>PRESTIGE Awards Presentation</p> <p><i>Sponsored by: Saskatoon Sports Tourism</i></p> <p>Host: Alexandre Despatie, Olympian & CBC Broadcaster</p> <p>The best in sport tourism will be honoured in a one-hour presentation of the 13th 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 using #PRESTIGE. Ticket required.</p>	Provinces & Confederation I Ballroom
1:15 pm to 2 pm	<p>PRESTIGE Awards Networking Reception & Luncheon</p> <p><i>Sponsored by: IHG</i></p> <p>Join us for a post-awards luncheon and networking reception for a chance to personally congratulate the award recipients, take photos and enjoy a variety of food stations prepared by the onsite culinary team. Ticket Required.</p>	
2 pm to 2:15 pm	Vendor Alley - It's All Fun & Games!	4th Floor - Westin Hotel
2 pm to 4 pm	<p>Escape Room Reservations</p> <p>If you 'RSVP'd YES for the Escape Room social later tonight, please reserve your timeslot via text message or in-person before 4 pm. Questions about the Escape Room Social? We're here to help. Come see us at CSTA's booth in Vendor Alley (across from the #GotGame Game Zone).</p>	CSTA's Booth in Vendor Alley
2:15 to 3:30pm (Two Sessions Running Concurrently Choose one)	<p>Sport Tourism & eSports</p> <p>Esports has exploded in the sport tourism and hosting landscape over the past number of years. If you are wondering where to begin, this session will help you to gain a better understanding of what esports is all about and how you might be able to make it part of your sport hosting profile.</p> <p>Moderator: Grant MacDonald, GM Event Inc.</p> <p>Panelists: Allain Roy, RSG Hockey; Jenni Brozena, Aqueous Sports Group International & Stacey Poapst, Ross Video</p>	Governor General I - Room sponsored by Leduc Sport Tourism
	<p>Bid Assessment - Shaking the Decision Tree</p> <p>It's a timeless question - to bid or not to bid? With the increasing costs associated with bidding and hosting, making good decisions has never been more important. Find out how some communities are making informed decisions on whether or not to bid and learn about the criteria certain communities are using to make these critical decisions.</p> <p>Moderator: Cheryl Finn, Sport Tourism London</p> <p>Panelists: Victoria Clarke, Discover Saint John; Andréanne Paquet, Sports Events Montreal and Cindy Medynski, Edmonton Events</p>	Governor General II & III - Sponsored by Tourism Fort McMurray

2:15 pm to 4:30 pm	<p>FP/T Hosting Forum (by invitation only)</p> <p>Co-moderators: Ashleigh Cocuzzi, Ontario Ministry of Tourism, Culture and Sport & Elise Smith, Major Games Division, Sport Canada</p> <p>The FP/T Hosting Forum, now in its fifth year, is designed to promote alignment of federal and provincial/territorial hosting programs and policies. This invitation-only session is available to FP/T delegates and other invited guests.</p>	NFLD/NS Room
3:30 pm to 5:30 pm	<p>STAT & GSI Canada Index Rankings Appointments</p> <p>Meet one-on-one with Eric Savard, CSTA's Director, Transfer of Knowledge, and representatives from Sportcal to learn more about the Sport Tourism Assessment Template (STAT), the Global Sport Impact (GSI) Canada Index, and how to improve your destination's score. No appointment necessary.</p>	Prince Edward Island Room
5:15 pm to 9 pm	<p>Escape Room Social</p> <p>Get your sleuth on! Bring your magnifying glass and a sharp mind to solve puzzles and riddles using clues, hints and strategies. You will only escape from your locked room if you successfully unveil the secret plot within a set period of time. If you fail at your mission, you can drown your sorrows with food and drink at the neighbouring SHARE Plates & Drinks pub. This is a ticketed event - RSVP required during online registration (+ all participants must reserve a timeslot onsite).</p>	Jigsaw Escape & SHARE Plates & Drinks (Byward Market - a 9-minute walk from The Westin)
9 pm to midnight	<p>Shhhh It's A Silent Disco Dance Party</p> <p>Hosted by Greg Amiel, Ottawa Sports & Entertainment Group & DJs from Quality Entertainment</p> <p>Are you a dancer or a networker? We've found the perfect compromise for those who love to jam out to their own personal little dance party and those who prefer to chat and network at the bar. Music will be broadcast wirelessly to headsets worn by dancers, while networkers enjoy some casual conversation without having to shout-scream across the room. You've got to see it to understand it! Join us at The Westin's famous 'Venue on 22' for the best view of the city and a unique networking event.</p>	The Westin Ottawa's Venue On 22 (22nd floor)
DAY 3 - Thursday, March 21, 2019		
Time	Activity	Location
7:30 am to 8 am	<p>Sweatworking: Power Walking through Downtown Ottawa</p> <p><i>Sponsored by: Ramada Plaza by Wyndham Calgary Downtown</i></p> <p>Power up, bring your comfiest walking shoes, and join an Ottawa native for a brisk morning stroll through downtown Ottawa that includes some fun facts about Canada's capital city.</p>	Meet in the Westin Lobby
8:30 am to noon	<p>Onsite Registration / Welcome Desk</p>	Nunavut Room (4th Floor - Westin Hotel)
8:30 am to 9:30 am	<p>Buffet Breakfast featuring a Presentation on Calgary 2026: Lessons Learned</p> <p><i>Sponsored by: Destination Canada</i></p> <p>Hosts: Sylvie Bigras & Greg Amiel</p> <p>Presenter: Mary Moran, Calgary Economic Development</p> <p>Although Calgary ultimately decided against mounting a bid for the 2026 Olympic and Paralympic Winter Games, a number of lessons learned and takeaways will serve future bidding opportunities not only for the city, but for the hosting landscape across Canada.</p>	Provinces & Confederation I Ballroom
9:30 am to 9:45 am	<p>Vendor Alley - It's All Fun & Games!</p>	4th Floor - Westin Hotel

<p>9:45 am to 11:45 am (Two sessions running concurrently Choose one)</p>	<p>Xperiential Huddle presented by SCORE - City of Charlottetown Hosted by: Grant MacDonald, President, GM Event Inc. Huddle up in an X-shaped pod for a lively discussion with fellow SEC delegates on a variety of trending hot topics in sport tourism led by subject matter experts:</p> <p><i>Pod #1: Generation "R" - Revenue Generation to Support Bidding and Hosting - hosted by Seamus O'Keefe, STEP St. John's</i> <i>Pod #2: The "A" Team - Stay to Play, Third Party Accomodations and Everything You Need to Know About Heads in Beds - hosted by Kelsey McLean, Best Western International</i> <i>Pod #3: Volunteer Development - hosted by Melissa Pinard, InitLive</i> <i>Pod #4: Social Legacies - Driving ROI Beyond the Dollars and Cents - hosted by Caitlin Pentifallo Gadd, Halcyon Sport and Event Consulting</i> <i>Pod #5: STEAM pro ^{2.0} - hosted by Zanth Jarvis, CSTA Project Coordinator, Economic Impact</i> <i>Pod #6: Event Sustainability - hosted by Kemp Edwards, National Team Collective</i> <i>Pod #7: Ticket Sales Strategies - hosted by Ryan Robins, Hockey Canada</i> <i>Pod #8: Telling Your Packaging & Event Hosting Story - hosted by Melaya Horsten, ADRENALIN magazine</i></p>	<p>Confederation II-III - Room sponsored by SCORE - City of Charlottetown</p>
	<p>Sharing the Benefits of the Shared Economy With the increasaing need to drive revenue that supports future sport tourism business development, the shared economy has created some challenges. Learn from a panel including jurisdictions that have been able to capture this once lost revenue, and from hoteliers that have been long supporters of sport bidding and hosting.</p> <p>Moderator: Michelle Collens, Sport Hosting Vancouver Panelists: Greg Plazek, Marriott International and Barbara Jones, StayBilley and</p> <p>Montreal Worlds 2017 – the Rock Show of Gymnastics + the Olympic Stadium Reinvented Presenter: Jean-Paul Caron, Chief Executive Officer, Unigym Gatineau The 2017 Artistic Gymnastics World Championships in Montreal was a unique experience for the participants, spectators and world wide domestic and international viewers. The Montreal Olympic Stadium was transformed and magnified into a ground-breaking sport amphitheatre format never seen before, creating a template for future sport events at this iconic venue. This session will provide an overview of how this major event left a unique legacy for gymnastics in Montreal, Quebec and Canada, in addition to offering heightened visibility and generating significant economic benefits for the host community.</p>	<p>Governor General I -Room sponsored by Leduc Sport Tourism</p>
<p>11:45 am to 1 pm</p>	<p>Closing Luncheon featuring Remarks from The Honourable Mélanie Joly PC MP, Minister of Tourism, Official Languages and La Francophonie <i>Sponsored by InitLive</i> Hosts: Sylvie Bigras & Greg Amiel Minister Joly will provide an update on the pan Canadian consultations currently underway to support the development of a national tourism strategy and the role that sport tourism plays in the future of the industry.</p>	<p>Provinces & Confederation I Ballroom</p>
<p>1:00 pm to 3 pm</p>	<p>Tear Down and Move Out of Vendor Alley Displays</p>	<p>4th Floor - Westin Hotel</p>

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Get Moving in the #GotGame Game Zone sponsored by Marriott International featuring life-sized KerPlunk!

All presentations will be offered in English unless otherwise noted.