

Follow us on Twitter: @CSTAEvents #SEC20 #GotGame #sporttourism #PRESTIGE

| PRE-SEC Monday, March 23, 2020 | | |
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| Time | Activity | Location |
| 7 pm to 10 pm | Pre-Event Onsite Registration / Welcome Desk Get a headstart on SEC by checking in early at our onsite registration and welcome desk located at the host hotel. | Westin Edmonton (lobby of the Devonian Room) |
| | Vendor Alley Load-In Part 1 SEC20 Vendor Alley Coordinators: Karen Speers & Greg Amiel | Hall D Foyer (Edmonton Convention Centre) |
| 8:30 pm to 10:30 pm | Welcome Social <i>Sponsored by: Cornwall Tourism / City of Cornwall</i> Early arrivals to SEC are invited to join the CSTA staff, consultants, board of directors and our friends from Cornwall for an informal evening welcome social. Complimentary beverages and snacks will be provided. | Devonian Room (The Westin Edmonton) |
| DAY 1 Tuesday, March 24, 2020 | | |
| 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 Edmonton. Bring your own running gear or pack light and take advantage of onsite gear lending program (for Westin guests). <i>Sponsored by: TBA</i> | Meet in the Westin Lobby |
| 8 am to 4 pm | Onsite Registration / Welcome Desk | Hall D Foyer (Edmonton Convention Centre) |
| 8:30 am to 10:30 am | Vendor Alley Load-In Part 2 SEC20 Vendor Alley Coordinators: Karen Speers & Greg Amiel | Hall D Foyer (Edmonton Convention Centre) |
| 9 am to 10:30 am | CSTA Members Breakfast & AGM Blair McIntosh, Chair of the Canadian Sport Tourism Alliance, invites members of the CSTA to join him and the CSTA Board of Directors at a members' breakfast followed by the Annual General Meeting. An annual report and audited financial statements along with the slate for the 2020-21 Board of Directors. A preview of the new CSTA brand and website will also be unveiled. 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 | Salon 4 at the Edmonton Convention Centre is sponsored by Ottawa Tourism |
| 10:30 am to 11 am | Refreshment Break & Official Opening of Vendor Alley - It's All Fun & Games! <i>Sponsored by: InnVest Hotels</i> | Hall D Foyer (Edmonton Convention Centre) |

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| | <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: TBA</p> | <p>Salon 4 at the Edmonton Convention Centre is sponsored by Ottawa Tourism</p> |
| <p>11 am to 11:45 am (Three sessions running concurrently Choose one)</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>Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown</p> |
| | <p>Session TBA Details to be announced Panelists: TBA Moderator: TBA</p> | <p>Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism</p> |
| <p>11:45 am to 1:15 pm</p> | <p>Welcome Luncheon & GSI Canada Announcement Details to be announced <i>Sponsored by: TBA</i> Co-Hosts: Sylvie Bigras & Greg Amiel</p> | <p>Hall D at the Edmonton Convention Centre</p> |
| <p>1:15 pm to 2 pm (Four sessions running concurrently Choose one)</p> | <p>eHarmony for Destinations How to Get Lucky (& Other Dating Tips) - presented by SCORE - City of Charlottetown Got the pre-date jitters? This session is designed to help destinations 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 destination 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 destinations who are confirmed to take part in the Exchange. Matchmakers: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA; Gary Curgin, Senior Consultant, Sport-Travel</p> | <p>Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown</p> |
| | <p>Session TBA Details to be announced</p> | <p>Salon 4 at the Edmonton Convention Centre is sponsored by Ottawa Tourism</p> |
| | <p>SEC Photo Studio Head Shots & Team Shots <i>Sponsored by TBA</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>Salon 1 at the Edmonton Convention Centre</p> |
| | <p>Session TBA Details to be announced</p> | <p>Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism</p> |

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| 2 pm to 2:15 pm | Vendor Alley - It's All Fun & Games! | Hall D Foyer (Edmonton Convention Centre) |
| 2:15 pm to 3:15 pm (Three sessions running concurrently Choose one) | <p>Sport Events Exchange Pre-Game (closed session - for eligible participants only) - sponsored by SCORE - City of Charlottetown</p> <p>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.</p> <p>Hosted by: Gary Curgin, Senior Consultant, Sport-Travel</p> <p>Coordinated by: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA</p> | Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown |
| | <p>Climate Change & Events: How Global Warming is Impacting Sport Tourism</p> <p>Details to be announced</p> <p>Speakers: TBA</p> | Salon 4 at the Edmonton Convention Centre is sponsored by Ottawa Tourism |
| | <p>SEC Photo Studio Head Shots & Team Shots</p> <p><i>Sponsored by TBA</i></p> <p>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> | Salon 1 at the Edmonton Convention Centre |
| | <p>Session TBA</p> <p>Details to be announced</p> <p>Speakers: TBA</p> | Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism |
| 3:15 pm to 4:30 pm (Three sessions running concurrently Choose one) | <p>Sport Events Exchange: Part 1 presented by SCORE - City of Charlottetown</p> <p>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.</p> <p>Hosted by: Gary Curgin, Senior Consultant, Sport-Travel</p> <p>Coordinated by: Jennifer Pulsifer, Digital Marketing & Events Coordinator, CSTA</p> | Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown |
| | <p>SEC Photo Studio Head Shots & Team Shots</p> <p><i>Sponsored by TBA</i></p> <p>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> | Salon 1 at the Edmonton Convention Centre |
| | <p>Session TBA</p> <p>Details to be announced</p> <p>Speakers: TBA</p> <p>Moderator: TBA</p> | Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism |

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| 6 pm to 7:30 pm | <p>The Warm-Up</p> <p><i>Sponsored by: TBA</i></p> <p>Warm-up for your ICY-y evening with drinks, snacks and more. Details coming soon!</p> | Devonian Room (The Westin Edmonton) |
| 7:30 pm to midnight | <p>Just Add ICE</p> <p><i>Sponsored by Edmonton Events</i></p> <p>Experience the vibrancy of Edmonton's new ICE District with food, beverage and entertainment experiences at three of Edmonton's trendiest restaurants - Mercer Tavern, Baijiu and Rostizado. With themed cocktails, beer, delicious food, a historical building, live music and DJs, you'll be wined and dined courtesy of Edmonton Events.</p> | Mercer Warehouse - The ICE District. Bus transportation will be provided from the lobby of the Westin Hotel |

DAY 2 | Wednesday, March 25, 2020

| Time | Activity | Location |
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| 8 am to 4 pm | Onsite Registration / Welcome Desk | Hall D Foyer (Edmonton Convention Centre) |
| 8 am to 8:30 am | Sweatworking: Chair Yoga <i>Sponsored by: TBA</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 | Salon 1 at the Edmonton Convention Centre |
| 8:30 am to 9:45 am | Buffet Breakfast <i>Sponsored by Hotels Red Deer</i> Co-Hosts: Sylvie Bigras & Greg Amiel | Hall D at the Edmonton Convention Centre |
| 9:45 am to 10 am | Vendor Alley - It's All Fun & Games! | Hall D Foyer (Edmonton Convention Centre) |
| 10 am to 11 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 | Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism |
| | Mayoral Support of 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: TBA Panelists: TBA | Salon 4 at the Edmonton Convention Centre is sponsored by Ottawa Tourism |
| 11 am to 11:15 am | Refreshment Break & Vendor Alley - It's All Fun & Games <i>Sponsored by Hilton</i> | Hall D Foyer (Edmonton Convention Centre) |
| 11:15 pm to 12:30 pm | PRESTIGE Awards Presentation <i>Sponsored by: Saskatoon Sports Tourism</i> Host: TBA The best in sport tourism will be honoured in a 75-minute presentation of the 14th 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. | Hall D at the Edmonton Convention Centre |
| | PRESTIGE Awards Networking Reception & Luncheon <i>Sponsored by: IHG</i> 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. | |
| 12:30 pm to 1:30 pm | | |
| 1:30 pm to 1:45 pm | Vendor Alley - It's All Fun & Games! | Hall D Foyer (Edmonton Convention Centre) |

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| 1:45 pm to 3:15 pm (Four sessions running concurrently ... pick one) | FP/T Hosting Forum (by invitation only) 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. | Salon 3 at the Edmonton Convention Centre |
| | STAT & GSI Canada Index Rankings Appointments - Part 1 Meet one-on-one with Eric Savard, CSTA's Director, Transfer of Knowledge to learn more about the Sport Tourism Assessment Template (STAT), the Global Sport Impact (GSI) Canada Index, | Salon 7 at Edmonton Convention Centre |
| | SEC Photo Studio Head Shots & Team Shots <i>Sponsored by TBA</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. | Salon 1 at the Edmonton Convention Centre |
| | Sport Events Exchange: Part 2 presented by SCORE - City of Charlottetown Round two 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 | Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown |
| | Session TBA | Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism |
| 3:15 pm to 3:30 pm | Themed Refreshment Break & Vendor Alley - It's All Fun & Games <i>Sponsored by: Events Regina</i> | Hall D Foyer (Edmonton Convention Centre) |
| 3:30 pm to 4:30 pm (Two sessions running concurrently ... pick one) | Sport Events Exchange: Part 3 presented by SCORE - City of Charlottetown The 3rd and final round 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. | Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown |
| | Session TBA | Salon 2 at the Edmonton Convention Centre is sponsored by Leduc Sport Tourism |
| 7:30 pm to 10 pm | Game Day in Edmonton: Oilers vs. Avalanche <i>Sponsored by Edmonton Events</i> It's Game Day in Edmonton at Canada's premier arena with the Edmonton Oilers vs. Colorado Avalanche. Game time is 7:30 pm. VIP experiences will be up for grabs featuring seats in the penalty box (during warm-up), visits to the Oilers Hall of Fame Room, and a photo op after the game on the Oilers bench. <i>Note: NHL Tickets are included in SEC registration fees on a first come, first served basis. Delegates must request a game ticket during online registration. Space is limited.</i> | Rogers Place Bus Transportation will be provided starting at 6:30pm |
| 10 pm to midnight | Post-Game Celebration <i>Sponsored by Edmonton Events</i> | Location TBD |

DAY 3 - Thursday, March 26, 2020 - WEAR YOUR FAVOURITE SNEAKERS DAY!

| Time | Activity | Location |
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| 8:30 am to noon | Onsite Registration / Welcome Desk | Nunavut Room (4th Floor - Westin Hotel) |
| 8:30 am to 9:30 am | Buffet Breakfast <i>Sponsored by: Richmond Sport Hosting</i> Kick off Day 3 with a pair of your coolest kicks! More to be announced. Co-Hosts: Sylvie Bigras & Greg Amiel | Hall D at the Edmonton Convention Centre |
| 9:30 am to 9:45 am | Vendor Alley - It's All Fun & Games! | Hall D Foyer (Edmonton Convention Centre) |
| 9:45 am to 10:30am | Sweatworking: TBA | Salon 1 at the Edmonton Convention Centre |
| | STAT & GSI Canada Index Rankings Appointments - Part 2 Meet one-on-one with Eric Savard, CSTA's Director, Transfer of Knowledge 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. | Salon 7 at Edmonton Convention Centre |
| 9:45 am to 11:45 am | 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: <i>Pod #1: TBA</i> <i>Pod #2: TBA</i> <i>Pod #3: TBA</i> <i>Pod #4: TBA</i> <i>Pod #5: TBA</i> <i>Pod #6: TB A</i> <i>Pod #7: TBA</i> <i>Pod #8: TBA</i> <i>Pod #9 - TBA</i> <i>Pod #10 - TBA</i> | Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown |
| 11:45 am to 1 pm | Closing Luncheon <i>Sponsored by Tourism Kingston</i> Co-Hosts: Sylvie Bigras & Greg Amiel | Hall D at the Edmonton Convention Centre |
| 1:00 pm to 3 pm | Tear Down and Move Out of Vendor Alley Displays | Hall D Foyer (Edmonton Convention Centre) |

Visit the Hot Spot Lounge brought to you by Business Events Toronto featuring WiFi access and a charging station for your devices.

Get Moving in the #GotGame Game Zone sponsored by TBA
All presentations will be offered in English unless otherwise noted.

Sport Events Congress