

2018 Sport Tourism FORE-um Round Table Summary

Table #10 | Developing a Communications Strategy for a Major Event hosted by
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Topic Sponsor: Face Value Communications

Tips & Takeaways

#1 *Be crystal clear on your objectives – what does “success” need to look like? What are the measurable results you’re looking for? Examples:*

- Increased awareness & attendance
- Increased website traffic
- Increased social media engagement
- Balanced media coverage
- Formal, reliable, informative evaluation
- Return-on-investment for sponsors
- Intentional, rigorous transfer of knowledge for events that re-occur
- Increased number of participants (for recreational level events)

What are some less tangible outcomes?

- Amplified fan experience
- Consistent messaging, execution and delivery
- High degree of engagement and understanding amongst Local Organizing Committee (LOC), partner organizations, and volunteers
- Maximizing available capacity (i.e., minimal duplication, no wasted effort on less effective tools and tactics)
- Capitalizing on partner networks, channels and platforms
- Capitalizing on the passion and collective reach of the existing fan base

#2 *Get by with a little help from your friends.*

- Piggyback on your partners’ existing communications vehicles and channels (e.g., participating sport organizations, sponsors, government funders, etc.)
- Provide them with clean, compelling and easy-to-share content that they’ll want to share with their key audiences
- Don’t overcomplicate things by scrambling to embrace the latest technology or smart phone app ... rely on tried and true approaches that have been shown to reach your target audiences



#3 *Hope for the best, but plan for the worst.*

- Regular scanning and outreach to identify potential problems early
- Prepare for a crisis in advance (e.g., streamlined approvals process, designated spokespeople, decision-making protocols, distribution lists, etc.)
- Ready access to critical services (e.g. translation and distribution)
- Cover off BOTH external and internal audiences
- Put in place robust monitoring and evaluation mechanisms in advance
- Rehearse your crisis communications response through mock scenarios and table-top exercises

#4 *Don't look past the post-mortem.*

- Make time for a thorough evaluation of how well the strategy worked and where it fell short
- Ask yourself 'Did you achieve your quantitative and qualitative communications objectives?'
- Ask yourself 'Did you reach all the key target audiences? How do you know? What did you learn about those audiences that you didn't know before?'
- Based on this experience, what would you do differently the next time? What steps can you take now to take advantage of the lessons learned?

