

# 2018 Sport Tourism FORE-um Round Table Summary

## Table #5 | Losing the Bid – How to Pick Up the Pieces Hosted by Bob O’Doherty Topic Sponsor: Ottawa Tourism

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- Comprehensive discussions were held between professionals involved in sport tourism at varying levels of the major stakeholder groups, including representatives from sport organizations (e.g. rights holders), host destination organizations, service providers to the industry (e.g. accommodations, facility owners) and government funding agencies.
- Most of the participants exhibited a fairly good level of experience and knowledge about this stage of the bid process, after the winning bid has been announced.
- The participants generally agreed that:
  - it is expected that the rights holders will provide sufficient and timely documentation to potential Host Communities/Destination Organizations participating in the bid process, including some form of post-bid announcement feedback
  - this stage of the bid process is very important for all key stakeholder groups as there are way more losers than winners; an example to reinforce this statement was that USports recently received 52 bids for 7 events they are about to award
  - all key stakeholder groups need to work closer together to make this stage of the bid process more positive, productive and sustainable, regardless of the scope and size of the event; it was mentioned that feedback during this stage of the bid process needs to be a two-way street and done with a view to keep all parties interested longer term
- The participants agreed that post-bid announcement feedback was an important and necessary part of the bid process for the following reasons:
  - to ensure a fair, open and transparent selection process that makes the rights holder accountable for their decisions, including the sharing of any scoring system results utilized
  - to provide relevant, consistent and timely information to all participating Host Communities/Destination Organizations as a learning tool for future opportunities; it was noted that how could bidders improve if they didn’t know their deficiencies/weaknesses
  - to assist the participating Host Communities/Destination Organizations in continuing to review and validate their own current multi-year strategic plans and game plans to differentiate their bids from the competition
  - to assist all bid participants in continuing to build sustainable partnerships, both internally and externally, for future bid opportunities
  - to ensure future competitive bid environments will drive up competition/value for the event(s)
- The participants were also very open in sharing their experiences with losing bids and what has been good and what has to be improved, including the following:
  - Host Communities/Destination Organizations mentioned that they need to get the rights holders to realize that improving the back end of their bidding process can help build future successes; it was consistently mentioned by bidders that the rights holders are not currently allocating sufficient resources in this area to meet their expectations and those of the marketplace



- Host Communities/Destination Organizations need to make sure that there is a lead person/organization in place post-bid process to ensure good Transfer of Knowledge (TOK) of best practices and key learnings for future bid initiatives
- A face-to-face de-briefing session with the rights holder is the preferred method of receiving feedback for the participating Host Communities/Destination Organizations; Curling Canada was mentioned as a best practices example of a rights holder, as they hold conference calls/face-to-face meetings with bidders post-announcement and provide staff resources as required to liaise with the community and media in order to be as open and transparent in their decision process as possible

