

# OUR SPORT TOURISM *HOT* TOPICS



Course Marshal (aka FORE-um Host)

Greg Amiel, Coordinator, Community Events  
Ottawa Sports & Entertainment Group (OSEG)

## 1) ECONOMIC IMPACT

**Table Host:**

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## 2) COMMUNITY HOSTING STRATEGIES

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## 3) MANAGING EVENT RISK

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## 4) STAY TO PLAY

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## 5) LOSING THE BID: HOW TO PICK UP THE PIECES

**Table Host:**

Bob O'Doherty, CSTA Consultant

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## 6) TACTICS FOR MANAGING AN EVENT MEDIA CRISIS

**Table Host:**

Barb MacDonald, CSTA

Communications Consultant

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## 7) GOVERNMENT SUPPORT FOR EVENTS

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## 8) EVENT SPONSORSHIP & MARKETING

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## 9) ESTABLISHING HOST COMMITTEES

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## 10) HOSTING FEES: IMPACT ON TICKET SALES

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## 11) VISA/E-TRAVEL AUTHORIZATION CHALLENGES

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## 12) VENUE EVENT READINESS – DELIVERING ON EXPECTATIONS

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Canadian Sport Tourism Alliance



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