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PRE-SEC Monday, March 23, 2020		
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 Coordinator: TBA	Hall D Foyer (Edmonton Convention Centre)
8:30 pm to 10:30 pm	Welcome Social hosted by the CSTA Early arrivals to SEC are invited to join the CSTA staff, consultants and board of directors 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 Coordinator: TBA	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 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	Salon 4 at the Edmonton Convention Centre is sponsored by TBA
10:30 am to 11 am	Official Opening of Vendor Alley - It's All Fun & Games! Refreshments will be served.	Hall D Foyer (Edmonton Convention Centre)

	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	Salon 4 at the Edmonton Convention Centre is sponsored by TBA
11 am to 11:45 am (Three sessions running concurrently Choose one)	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	Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown
	Session TBA Details to be announced Panelists: TBA Moderator: TBA	Salon 2 at the Edmonton Convention Centre is sponsored by TBA
11:45 am to 1:15 pm	Welcome Luncheon & GSI Canada Announcement <i>Sponsored by: TBA</i> Co-Hosts: Sylvie Bigras & Greg Amiel	Hall D at the Edmonton Convention Centre
1:15 pm to 1:30 pm	Vendor Alley - It's All Fun & Games!	Hall D Foyer (Edmonton Convention Centre)
	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, for any last minute speed dating tips or questions! This is also your chance to pick-up a hard copy of our handy Sport Events Directory.	Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown
1:15 pm to 4 pm	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

1:30 pm to 2:15 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 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</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>Session TBA Details to be announced</p> <p>Speakers: TBA</p>	Salon 4 at the Edmonton Convention Centre is sponsored by TBA
	<p>Session TBA Details to be announced</p> <p>Speakers: TBA</p>	Salon 2 at the Edmonton Convention Centre is sponsored by TBA
2:15 pm to 3:15 pm (Two sessions running concurrently Choose one)	<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>	Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown
	<p>Session TBA Details to be announced</p> <p>Speakers: TBA Moderator: TBA</p>	Salon 2 at the Edmonton Convention Centre is sponsored by TBA
3:15 pm to 3:30 pm	<p>Themed Refreshment Break & Vendor Alley - Grab & Go <i>Sponsored by TBA</i></p>	Hall D Foyer (Edmonton Convention Centre)
3:45 pm to 5:30 pm	<p>Venue Tour Rogers Place Tentative - details TBA</p>	Bus Transportation provided from Westin Edmonton Lobby
5:30 pm to 8 pm	<p>Local Favourites Showcase <i>Sponsored by: Edmonton Events</i> Join Edmonton Events for a showcase of many one-of-a-kind experiences unique to Edmonton. Learn the fine art of chocolate-making or sample local spirits on your journey to become an expert mixologist. Award-winning restauranteurs and chefs will provide culinary flare. Join us to savour the best experiences in the city.</p>	Polar Park Brewery Bus transportation provided from Westin Edmonton Lobby
8:30 pm to midnight	<p>Mind Candy <i>Sponsored by: TBA</i> Details to be announced</p>	Devonian Room (The Westin Edmonton)

DAY 2 | Wednesday, March 25, 2020

Time	Activity	Location
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 TBA</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)	Climate Change & Events: How Global Warming is Impacting Sport Tourism Details to be announced Presenter: TBA	Salon 2 at the Edmonton Convention Centre is sponsored by TBA
	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 TBA
11 am to 11:15 am	Refreshment Break & Vendor Alley - It's All Fun & Games <i>Sponsored by TBA</i>	Hall D Foyer (Edmonton Convention Centre)
11:15 pm to 12:30 pm	PRESTIGE Awards Presentation <i>Sponsored by: TBA</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: TBA</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.	
1:30 pm to 1:45 pm	Vendor Alley - It's All Fun & Games!	Hall D Foyer (Edmonton Convention Centre)
	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

1:30 pm to 4 pm	<p>STAT & GSI Canada Index Rankings Appointments - Part 1</p> <p>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,</p> <p>SEC Photo Studio Head Shots & Team Shots</p> <p><i>Sponsored by TBA</i></p> <p>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 7 at Edmonton Convention Centre
1:45 pm to 3:15 pm (Two sessions running concurrently ... pick one)	<p>Sport Events Exchange: Part 2 presented by SCORE - City of Charlottetown</p> <p>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.</p> <p>Hosted by: Gary Curgin, 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>Session TBA</p>	Salon 2 at the Edmonton Convention Centre is sponsored by TBA
3:15 pm to 3:30 pm	<p>Themed Refreshment Break & Vendor Alley - It's All Fun & Games</p>	Hall D Foyer (Edmonton Convention Centre)
3:30 pm to 5 pm (Two sessions running concurrently ... pick one)	<p>Sport Events Exchange: Part 3 presented by SCORE - City of Charlottetown</p> <p>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.</p>	Salons 8-9-10 at the Edmonton Convention Centre are sponsored by SCORE - City of Charlottetown
	<p>Session TBA</p>	Salon 2 at the Edmonton Convention Centre is sponsored by TBA
7 pm to midnight	<p>Game Day in Edmonton</p> <p><i>Sponsored by Edmonton Events</i></p> <p>Edmonton Events is hosting a private game day party at one of Edmonton's hottest venues. This sophisticated and laid back pub is the perfect spot to eat, drink, socialize.... and cheer as the Oilers take on the Avalanche (game time = 7:30 pm)</p>	Central Social Hall (Bus Transportation will be provided)

DAY 3 - Thursday, March 26, 2020

Time	Activity	Location
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: TBA</i> 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: TBA</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
11:45 am to 1 pm	Closing Luncheon <i>Sponsored by TBA</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



התאחדות עובדי המבחן

