

OUR SPORT TOURISM *HOT* TOPICS

Course Marshal (aka FORE-um Host)



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

Updated October 23, 2018
Subject to Change

1) SPORT TOURISM ASSESSMENT TEMPLATE (STAT)

Table Host:

Grant MacDonald, President,
GM Event Inc.

Topic Sponsor: Marriott International

2) COMMUNITY HOSTING STRATEGIES

Table Host:

Lori Talling, Sport Tourism
Coordinator, Regional Municipality of
Durham

Topic Sponsor: Sport Durham

3) MANAGING EVENT RISK

Table Host:

Angela Kryhul, Editor, ADRENALIN

Topic Sponsor: ADRENALIN

4) STAY TO PLAY

Table Host:

Shelley Crawford, Account Director –
SPORT, Business Events Toronto

Topic Sponsor: Business Events
Toronto

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

Table Host:

Bob O'Doherty, CSTA Consultant

Topic Sponsor: Ottawa Tourism

6) TACTICS FOR MANAGING AN EVENT MEDIA CRISIS

Table Host:

Barb MacDonald, CSTA
Communications Consultant

Topic Sponsor: Sports Tourism
Saskatoon

7) GOVERNMENT SUPPORT FOR EVENTS

Table Host:

Allison Carroll, Senior Program
Officer, Sport Canada

Topic Sponsor: Edmonton Events

8) EVENT SPONSORSHIP & MARKETING

Table Host:

Kyle Johnston, Face Value
Communications

Topic Sponsor: IHG

9) TRANSITIONING FROM BID COMMITTEES TO HOST COMMITTEES

Table Host:

Eric Savard, President, Organisports

Topic Sponsor: Westmont Hospitality
Group

10) BUILDING A COMMUNICATIONS STRATEGY FOR A MAJOR EVENT

Table Host:

Derek Johnston, Face Value
Communications

Topic Sponsor: Face Value
Communications

11) HOSTING AN INDIGENOUS EVENT IN YOUR REGION

Table Host:

Kelsey Dayler, Program-Event
Coordinator, Aboriginal Sport Circle

Topic Sponsor: Infinity Convention
Centre

12) VENUE EVENT READINESS – DELIVERING ON EXPECTATIONS

Table Host:

Valerie Hughes, Director, Major
Events, Ottawa Sports and
Entertainment Group

Topic Sponsor: Broadcast Services
International

13) ECONOMIC IMPACT OF SPORT EVENTS

Table Co-Hosts:

Steven Trainor & Zanth Jarvis,
CSTA Consultants

Topic Sponsor: Hilton



Canadian Sport Tourism Alliance

Alliance canadienne du tourisme sportif

#golfvibes