



# GOT GAME? SOYEZ DE LA PARTIE!

Virtual Edition | Édition Virtuelle | April 7-8-9 avril 2021

@Events\_STC • #SEC21

## SCHEDULE OF EVENTS

Updated: January 19, 2021 (tentative - subject to change)

### DAY 1 → APRIL 7, 2021

TIME (EST)	Session / Activity
10 AM to 3:15 PM	<b>Help Desk Open (LIVE)</b> <i>Staffed by: Riley Denver &amp; Heather Harcott, Sport Tourism Canada</i>
	<b>Virtual Vendor Alley – It’s All Fun &amp; Games ... online</b> Get to know our event sponsors & exhibitors in the online version of Vendor Alley. Gifts & prizes to be won!
	<b>SEC Swag Shop Open for Business – Shop til you drop!</b> The SEC Swag Shop is online shopping at its best – every item in the store is free (courtesy of our event sponsors). Backpack? Coffee? Coffee Mug? It’s all there for the taking. Limited quantities on certain items (first come first served until the shop sells out). <i>Sponsored by: TBA</i>
Available on-demand starting at 10:30 AM	<b>Sweatworking: Mid-Day Meditation - Relax and Reset! (Pre-Recorded On-Demand)</b> <b>Instructor: Manali Haridas, Spiritual Mindfulness Wellness Coach, Zen for You</b> Take a moment to meditate, cultivate your inner peace, and revive your energy levels. Joining in on this 20-minute meditation session will allow you to pause, center, refresh, and welcome the rest of the day with a happier and more peaceful mind because meditation is a powerful tool for healing and reducing stress. No prior meditation experience needed. All levels are welcome. <i>Sponsored by: TBA</i>
	<b>PRESTIGE Awards Presentation (Pre-Recorded On-Demand)</b> Check out this replay of the announcement of last year’s PRESTIGE recipients. This one-hour show is hosted by Kelly VanderBeek, CBC Sports & Olympian, and highlights all of the program sponsors and the finalists in each award category. If you missed Sport Tourism Canada’s live announcement in February, this is a great re-cap. <i>Sponsored by: Saskatoon Sports Tourism</i>
	<b>Sport Tourism Perspectives Video Series (Pre-Recorded On-Demand)</b> When Sport Tourism Canada reached out to its members to ask the question ‘My vision for the sport tourism industry in 2021 is ...’ they delivered! The result is a compilation of self-recorded video submissions that tie into STC’s Bouncing Back initiative. <i>Sponsored by: Destination Canada</i>
11 AM to 11:15 AM	<b>Day 1 Opening Remarks (LIVE)</b> Join us live for the official opening of SEC21 (Virtual Edition)! Co-Hosts: Sylvie Bigras & Greg Amiel <i>Sponsored by: TBA</i>

11:25 AM to 11:55 AM	<p><b>Keynote Presentation (LIVE)</b> – TBA  <b>Presenter: TBA</b>  Sponsored by: <a href="#">Richmond Sport Hosting</a></p>
Noon to 12:15 PM	<p><b>Live at the Anchor Desk with Co-Hosts + Special Guest TBA</b>  Sponsored by:</p>
5 Sessions Available On- Demand Starting at 1:15 PM	<p><b>Leduc Sport Tourism’s Breakout Session Room (Pre-Recorded On-Demand)</b>  Sponsored by: <a href="#">Leduc Sport Tourism</a></p>
	<p><b>Guaranteeing Success in 2021 and Beyond</b>  The leadership team at IMI International will deliver consumer insights, best practices and strategies that will assist you and your team with driving success for your property, partners, members, and patrons in 2021 and beyond.</p> <p>The fact-based approach will share trended insights from 2018 through March 2021 from a Global, North American, Canadian and Provincial perspective. The presenters will identify strategies for reaching and engaging your audience in relevant, compelling and better ways, while providing a recipe for success that transcends ‘uncertain times’ and sets you up to win now and in the future. Join us for a fast pace – insight focused – 45-minute overview of what to do today and tomorrow to guarantee your success!</p> <p><b>Presenters: Don Mayo &amp; Neal Covant, Consult IMI</b></p>
	<p><b>Now What? The Future of Sport Hosting Post-COVID</b>  The extraordinary events of 2020 have greatly impacted the world of sport hosting, and the still uncertain path of the Covid-19 pandemic has made it almost impossible for destinations to make definitive plans for the future. This panel will share their insights on the state of the event hosting landscape around the world and the factors that destinations need to consider for the future of the event hosting industry post-COVID.</p> <p><b>Panelists: Paul Bush, Director of Events, EventScotland; Susan Sawbridge, Manager, New Zealand Events; and Lars Lundov, CEO, Sport Event Denmark</b>  <b>Moderator: Neal Alderson, Vice President, Sport Tourism Canada</b></p>
	<p><b>Bouncing Back – The Sport Tourism Recovery in Canada</b>  Sport tourism in Canada has been deeply impacted by the COVID-19 pandemic and can rebound to be much stronger and resilient. Get an update on the Bouncing Back recovery process six months following the release of the Recovery Task Force report.</p> <p><b>Presenter: Grant MacDonald, STC Head of Consulting</b></p>
	<p><b>National Hosting Strategy: Creating a Competitive Advantage Internationally</b>  With talks occurring around Olympics, Paralympics, Commonwealths, PanAms, and FIFA World Cup, is it time to come together to develop a bold and aligned long term hosting strategy for Canada? As our world hosting ranking continues to slide, and the international hosting landscape becomes increasingly competitive, Canada may be left out in the cold without a well defined and fiscally supported strategy.</p> <p><b>Panelists: TBA</b>  <b>Moderator: Benoit Girardin, LBB Consulting Inc.</b></p>
<p><b>BOUNCING BACK – Preparing for a Sport Hosting and Economic Reboot</b>  Results will be presented from the recently conducted, most comprehensive, industry-wide research study to date which is inclusive of local, provincial, and national stakeholders from the three major segment groups involved with Sport Hosting and Sport Tourism (Hosts, Rights Holders, and Industry Suppliers).</p>	

	Findings will provide detailed insight into the current state of Sport Hosting / Sport Tourism and will demonstrate the preparation and strategies required to enable the return of sport event hosting and those needed to restart local economies through sport tourism.  <b>Presenter: Derek Mager, Managing Partner, The Data Jungle &amp; STC Economic Impact Consultant</b>
Available on-demand starting at 1:30 PM	<b>Sweatworking: Yoga Stretching (Pre-Recorded On-Demand)</b> <b>Instructor: Manali Haridas, Spiritual Mindfulness Wellness Coach, Zen for You</b> Relax your body and mind by joining us in this beginner level yoga stretching session. Yoga is an ancient technique that not only helps to stretch the body, but also aids in relaxing the mind. We suggest wearing comfy clothes for this 20-minute session and having a mat and/or towel handy (if available). <i>Sponsored by: TBA</i>
1:45 PM to 2 PM	<b>Furbaby Contest Networking Break (LIVE)</b> It's time to show-off your furbaby! Share a cute photo of your pet to be eligible to win prizes. <b>Hosted by: Greg Amiel, Account Manager, Corporate Partnerships at Ottawa Sports &amp; Entertainment Group (and Roscoe)</b> <i>Sponsored by: Hilton</i>
2:15 PM to 2:30 PM	<b>Live at the Anchor Desk with Co-Host, Sylvie Bigras, &amp; Ariane Croteau, Account Executive, Quebec City Business Destination</b> Discussion topic TBA! <i>Sponsored by: Quebec City Business Destination</i>
2:40 PM to 2:55 PM	<b>Behind the Scenes from the SEC Production Studio at the Westin Ottawa (LIVE)</b> Hosted by: <b>Hosted by: Greg Amiel, Account Manager, Corporate Partnerships at Ottawa Sports &amp; Entertainment Group</b> Join Greg for a live walk-through of the behind-the-scenes production set-up at the Westin Ottawa Hotel. It's unscripted and informal and you never know who he might run into or what he may reveal. What happens at the Westin stays at the Westin! <i>Sponsored by: Marriott International</i>
3 PM to 3:15 PM	<b>Daily Closing Remarks (LIVE) + Happy Hour (entertainment)</b> <i>Sponsored by: TBA</i>

Note: All on-demand (pre-recorded) content from Day 1 will be available 24/7 on the platform until 5 pm EST on Friday, April 16, 2021.

## DAY 2 → APRIL 8, 2021

TIME (EST)	Session / Activity
10 AM to 3:15 PM	<b>Help Desk Open (LIVE)</b> <i>Staffed by: Riley Denver &amp; Heather Harcott, Sport Tourism Canada</i>
	<b>Virtual Vendor Alley – It's All Fun &amp; Games ... online</b> Get to know our event sponsors & exhibitors in the online version of Vendor Alley. Gifts & prizes to be won!
	<b>SEC Swag Shop Open for Business – Shop til you drop!</b> The SEC Swag Shop is online shopping at its best – every item in the store is free (courtesy of our event sponsors). Backpack? Coffee? Coffee Mug? It's all there for the taking. Limited quantities on certain items (first come first served until the shop sells out). <i>Sponsored by: TBA</i>
Available on-demand starting at 10:15 AM	<b>Sweatworking: Learn a Tik-Tok Dance (Pre-Recorded On-Demand)</b> <b>Instructor: TBA</b> <i>Sponsored by:</i>

4 Sessions Available On-Demand Starting at 10:30 AM	<b>Tourism Vaughan’s Breakout Session Room (Pre-Recorded On-Demand)</b> Sponsored by: <a href="#">Tourism Vaughan</a>
	<b>Small Town ... Big Stage</b> Sport hosting builds business, sport, communities, and Canada. Learn how small-town Canada is providing a big stage for sport events from the provincial to international levels, and what makes the event experience such a big deal.  <b>Panelists: Janet Guthrie, Sport Tourism Coordinator – City of Leduc; Kristy Jahn-Smith, Executive Director – Cranbrook Tourism; and Kevin Dickie, Executive Director – Acadia Athletics &amp; Destination Acadia</b> <b>Moderator: Grant MacDonald, STC Head of Consulting</b>
	<b>Esports Tourism on the Rise</b> Esports has emerged as a driving force in events, captivating audiences and players in both the virtual and live experience. With a vibrant and engaged young audience, many sport hosting cities are exploring esport events and tournaments as an economic driver to attract grassroots and professional tournaments alike. Join Chris Overholt for a one-on-one, as he explores the esports hosting landscape and shares insights on potential opportunities for cities across Canada.  <b>Presenter: Chris Overholt, President of Overwatch Media and former CEO Canadian Olympic Committee</b> <b>Moderator: Charmaine Crooks, Vice President Global Esports Federation</b>
	<b>STEAM<sup>2.0</sup> – For Dummies (Understanding Economic Impact Assessments)</b> Utilizing the concept of the popular series of instruction / reference books intended to present non-intimidating guides for readers on various topics, we will present all the basic and “need-to-know” information about economic impact assessments and how you can easily conduct a STEAM <sup>2.0</sup> assessment of your property or event utilizing Sport Tourism Canada’s free online tool. This session will include both a presentation as well as a live Q&A session. <b>Presenter: Derek Mager, Managing Partner, The Data Jungle &amp; STC Economic Impact Consultant</b>
	<b>Session #4 - TBA</b>
10:30 AM to 10:55 AM	<b>Caption This Photo Networking Break (LIVE)</b> Our virtual break room features an intriguing photo that needs a creative caption. Submit your caption suggestions for a chance to win an amazing prize courtesy of our break sponsor & Sport Tourism Canada. Don’t forget to order your local Regina coffee and coffee mug in the SEC Swag Shop. <b>Hosted by: Greg Amiel, Account Manager, Corporate Partnerships at Ottawa Sports &amp; Entertainment Group</b> Sponsored by: <a href="#">Events Regina</a>
11 AM to 11:15 AM	<b>Day 2 Opening Remarks (LIVE)</b> We’re kicking off Day 2 of SEC21 (Virtual Edition)! Co-Hosts: Sylvie Bigras & Greg Amiel Sponsored by: TBA
11:20 AM to 11:45 AM	<b>Keynote Presentation (LIVE) – TBA</b> <b>Presenter: TBA</b> Sponsored by: <a href="#">Tourism Kingston</a>
12:30 PM to 12:45 PM	<b>Live at the Anchor Desk with Co-Hosts + Special Guest TBA</b> Sponsored by: TBA
Available on-demand starting at 1 PM	<b>Breakout Sessions (Pre-Recorded On-Demand)</b> Topics and presenters coming soon ... Sponsored by: TBA

1:15 to 1:45 pm	<b>Networking Break – Activity TBD (LIVE)</b> <b>Hosted by: Greg Amiel, Account Manager, Corporate Partnerships at Ottawa Sports &amp; Entertainment Group</b> Sponsored by: TBA
2:30 PM to 3 PM	<b>Congress Closing Remarks + SEC 20<sup>th</sup> Anniversary Birthday Party (LIVE)</b> Details coming soon .... Sponsored by: TBA

*Note: All on-demand (pre-recorded) content from Day 2 will be available 24/7 on the platform until 5 pm EST on Friday, April 16, 2021.*

## DAY 3 → APRIL 9, 2021

### EVENT ACCESS ON DAY 3 IS RESERVED FOR SPORT EVENTS EXCHANGE PARTICIPANTS\*

\*All participants must meet the [eligibility requirements](#) and be pre-confirmed to take part in this speed dating activity in advance. For more information, contact Heather Harcott at [hharcott@sporttourismcanada.com](mailto:hharcott@sporttourismcanada.com).

TIME (EST)	Session / Activity
10:30 AM to 3:30 PM	<b>Help Desk Open (LIVE)</b> Staffed by: Riley Denver, Sport Tourism Canada
11 AM to 11:15 AM	<b>Virtual Sport Events Exchange Opening Remarks (LIVE)</b> Hosted by: Heather Harcott Featuring a Welcome Address by: Wayne Long, SCORE – City of Charlottetown
11:20 to 1 PM	<b>Virtual Sport Events Exchange Appointments – Group A (7 appointments) (LIVE)</b> Sponsored by: SCORE – City of Charlottetown  Appointment #1: 11:20 to 11:30 Appointment #2: 11:35 to 11:45 Appointment #3: 11:50 to 12:00 Appointment #4: 12:05 to 12:15 Appointment #5: 12:20 to 12:30 Appointment #6: 12:35 to 12:45 Appointment #7: 12:50 to 1:00
1:15 to 3:05 PM	<b>Virtual Sport Events Exchange Appointments – Group B (8 appointments) (LIVE)</b> Sponsored by: SCORE – City of Charlottetown  Appointment #8: 1:15 to 1:25 Appointment #9: 1:30 to 1:40 Appointment #10: 1:45 to 1:50 Appointment #11: 1:55 to 2:05 Appointment #12: 2:10 to 2:20 Appointment #13: 2:25 to 2:35 Appointment #14: 2:40 to 2:50 Appointment #15: 2:55 to 3:05
3:15 PM to 4:30 PM	<b>Overtime for Exchange Participants (LIVE)</b> Sponsored by: SCORE – City of Charlottetown Open networking and one-on-one or small group chats on the platform are available for speed daters. Here's your chance to connect with anyone you missed out on meeting with during the formal appointments earlier in the day.