



Event Atlantic

Inspire and Elevate
Strategic Plan



2025-2028

Introduction

Event Atlantic is an event-hosting membership-based organization representing the needs of diverse event-hosting industry stakeholders in Atlantic Canada. Members include representatives of tourism; sport; arts, culture and creative industries; economic development; municipal, provincial and federal governments; industry suppliers; marketing partners; and others.

Event Atlantic is dedicated to providing value to all members and is committed to growing and diversifying membership to ensure a stronger representation of the event tourism industry in Atlantic Canada.

Our mission is to collectively **inspire** and **elevate** the growth, development and sustainability of Event Tourism in Atlantic Canada. The intent is to deliver value to members by helping them elevate their ability to deliver or contribute to an authentic event experience. As a collective network, we carry out our work through core activities focused on **education and empowerment** opportunities, **facilitation of connections, regional leadership**, and **organizational sustainability**. Our decisions and actions are guided by our values of community, memorable, excellence, credibility, innovative, and sustainability.

It is through continued leadership, strong member engagement, and appropriate resources that Event Atlantic will be able to carry out our mission and work towards our vision of: **Atlantic Canada is the desired hosting destination and authentic event experience.**

Vision

Atlantic Canada is the desired hosting destination
and authentic event experience

Mission

Collectively **inspire** and **elevate** the growth, development and sustainability of Event Tourism in Atlantic Canada

We carry out this mission through the following core activities:

1. Educate and empower people to be successful in the industry
2. Facilitate connections that grow relationships and partnerships
3. Bring leadership to strengthen and showcase the successes of our region

While staying true to core values – community, memorable, excellence, credibility, innovative, and sustainability – Event Atlantic will work with members and funding partners to grow the event hosting industry in Atlantic Canada to increase the contribution to tourism, economic, and cultural development.

Community

Work together,
with community at the heart
of our industry and the centre
of our organization

Excellence

Commit to excellence
and strive for new ideas,
use of best practices, and
continuous improvement

Innovative

Embrace and celebrate
the diversity of our audiences,
events, communities, and
stakeholders



Memorable

Inspire memorable moments,
enriching experiences,
and lasting legacies

Credible

Cultivate credibility with
members and stakeholders
through integrity, transparency,
and leadership

Sustainable

Focus on sustainability –
economic, social, cultural,
and environmental – of our
industry and organization

Goals

Membership growth and diversification

Overall growth %
Diversification (geographic, sector, culturally, equity-deserving)
Member retention

Improvements in event hosting capacity in Atlantic Canada

Member experience / satisfaction
Alignment with funding partner goals

Enhanced Atlantic region's presence nationally

National event attendance (number of events, participation)
Awareness, connections, and sharing of leading practices
Volume and scale of national and international events hosted in Atlantic Canada

Growth of event hosting industry in Atlantic Canada

Tourism, economic, social, cultural impacts* by events and government partners

Continued government commitment to industry growth, development and sustainability

Provincial, federal and municipal government involvement (e.g., meetings, participation)
Awareness of importance of event industry to Atlantic Canada
Continued support for the growth, development and sustainability of events in Atlantic Canada

* Measurements to be defined working with funding partners/provincial governments and Atlantic Canada Opportunities Agency

Priorities

Inspire and Elevate
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PRIORITY

**EDUCATION AND
EMPOWERMENT**

PRIORITY

**FACILITATED
CONNECTIONS**

PRIORITY

**REGIONAL
LEADERSHIP**

PRIORITY

**ORGANIZATIONAL
SUSTAINABILITY**

Priority 1: EDUCATION AND EMPOWERMENT

Work with members to support individuals with their professional development and to elevate the quality of event hosting in Atlantic Canada.

- 1. Work together to elevate the quality of bid responses and hosting performance.**
 - Facilitate the sharing of expert knowledge and experience in areas of interest to members through various platforms
 - Share good news stories about member successes and the authenticity and uniqueness of Atlantic Canadian events to members, industry, and the public
 - Provide a checklist of guidelines for quality bids, hosting and destination readiness
 - Facilitate the sharing of best practices for bid responses and hosting
- 2. Support members with event decision-making and measurement of impact by fully implementing the Event Atlantic Scorecard.**
- 3. Become the go-to resource for industry-relevant development and resources.**
 - Provide relevant and engaging learning and development opportunities through the Atlantic Huddle webinar series
 - Provide access to valuable information, supports and resources for events at all stages of development and growth (including funding contacts)

Priority 2: FACILITATED CONNECTIONS

Bring together industry stakeholders to build relationships and partnerships that will lead to opportunity for growth, development and sustainability of the industry in Atlantic Canada.

4. **Bring together members from diverse areas of the sector and the region to facilitate networking and opportunities.**
 - Continue to enhance and promote the annual Event Atlantic Summit
 - Facilitate opportunities to network regionally, including during national events and connections
 - Engage representatives of event hosting across various areas, including music, entertainment, culture, and sport
 - Actively engage industry suppliers (a network of suppliers)
5. **Facilitate the sharing of best practices among members.**
 - Establish annual regional site visits throughout Atlantic Canada to build local connections and provide opportunities for networking (existing and potential members)
 - Facilitate accessible and affordable industry-specific best practices mission program for members to experience and learn from the operations of other events, working with the federal government (including regional best practices)
6. **Ensure alignment of priorities with provincial governments and funders to effectively support the growth, development and sustainability of events in Atlantic Canada.**

Priority 3: REGIONAL LEADERSHIP

*Grow opportunity
by representing the
event-hosting industry
in Atlantic Canada,
creating synergy,
showcasing our
successes, and
elevating our
presence nationally.*

7. Create greater awareness of the importance and success of events in Atlantic Canada

- Celebrate quality and leadership within the industry through the Awards program
- Work with government to create a greater understanding and awareness of the importance of event hosting in the region (social media)
- Promote the economic, social, and cultural impacts of event tourism in Atlantic Canada, working with funding partners and members to establish industry data collection and reporting, including potential use of the Event Atlantic Scorecard

8. Be ambassadors of industry growth on behalf of the region

- Implement outreach to key stakeholders throughout the region
- Support each other in being successful with bids and hosting of events, where possible
- Raise the profile of the event tourism industry to post-secondary education institutions
- Establish reciprocal relationships with regional industry associations and groups

9. Collectively strengthen our voice at the regional and national level or levels

- Establish a stronger presence at national tables and industry leadership events
- Establish reciprocal relationships with national industry associations and groups
- Leverage and grow our strong connections nationally to bring greater opportunity to Atlantic Canada (e.g., Sport Tourism Canada)

Priority 4: ORGANIZATIONAL SUSTAINABILITY

Develop and grow a strong, sustainable organization that will bring value to our members and industry throughout Atlantic Canada.

10. Appropriately resource the organization to best deliver on priorities

- Establish a staffing model that will support organizational success
- Effectively empower and support staff to carry out priorities (e.g., student internship, succession planning)

11. Create a longer-term financial model to sustain operations of value to industry and government partners

- Sustain and grow multi-year funding with the support of all levels of government
- Identify and pursue revenue-generating opportunities that align with the organization's mandate and government priorities (e.g., Atlantic Event Summit, best practices missions, project management)

12. Ensure a vibrant, diverse and engaged membership

- Clearly define and deliver value to our members
- Establish strong communications and an engagement plan for all members to benefit
- Grow our membership to represent the diversity and opportunity in event hosting

13. Bring excellence to board governance

- Lead as ambassadors of the industry and organization
- Ensure the diversity of the industry is effectively represented on the Board
- Provide Board engagement, development and succession planning opportunities
- Conduct a review of the current bylaws and implement a periodic review process