

# **ATLANTIC CANADA:** *The Best Event Experience*

2021-2024



# ATLANTIC CANADA:

## *The Best Event Experience*

As an event hosting membership-based organization, Event Atlantic represents 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.

With the increasing recognition of the opportunity for festivals and events to refuel tourism and the economy after a global pandemic, the Board and staff of Event Atlantic recognized the need and timeliness of developing a roadmap for the next three years. The key objectives of this new plan are to bring value to members and the event hosting industry in Atlantic Canada.

Through a strategic planning process that included receiving valuable feedback from industry stakeholders and partners, and with the leadership of the Board and staff, Event Atlantic has developed its new 2021-2024 Strategic Plan, Atlantic Canada: *The Best Event Experience*.



PAUSE



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# Stefanie Turner

## *Engagement & Support Coordinator*



- ✓ Actively engaging with fellow organizations through conference attendance, sponsorship, membership (APA, FAME, STC) raising our profile within Atlantic Canada and beyond
- ✓ Delivered a successful and highly attended “Atlantic Huddle” webinar series (Fall 2020) in partnership with Events NS
- ✓ Supported the Coalition of Hardest Hit Businesses - Letters to Atlantic Canada MP's (32) highlighting the need for continued support for the sector.
- ✓ Membership continues to grow. (NS is still leading that charge). We now have a wider scope of partners and more balance across other provinces.
- ✓ Actively volunteering at members events
- ✓ Summit attendance exceeded expectations with the pandemic still very active in the region
- ✓ Excellence Awards program was launched. Inaugural awards presentation will be later today
- ✓ Event Atlantic Summit Project Coordination (Option A, B, C, D....)

# **ATLANTIC CANADA:** *The Best Event Experience*

***Strategic Planning Process & Methodology***

*Pan Atlantic Financial Support*

*MRSB Consulting*

*360 Degree Sector Engagement (43 organizations)*

*Board Review, Discussion & Approval*





# ATLANTIC CANADA:

*The Best Event Experience*

## VISION

Position Atlantic Canada  
as the best event experience

## MISSION

Inspire and support the growth,  
development and sustainability  
of Event Tourism in Atlantic Canada

## CORE VALUES

- Work together, with **community** at the heart of our industry and the centre of our organization
- Inspire and create **fun** environments with enriching experiences
- Embrace and celebrate the **diversity** of our audiences, events, communities, and stakeholders
- Commit to **excellence** and strive for new ideas, use of best practices, and continuous improvement
- Cultivate **credibility** with members and stakeholders through integrity, transparency, and leadership
- Focus on **sustainability** – economic, social, cultural, and environmental – of our industry and organization

# GOALS

1. Grow event hosting industry in Atlantic Canada
  - Grow existing festivals and events
  - Attract more festivals and events
  - Increase participation (participants, employees, volunteers)
2. Contribute to tourism and economic growth
  - Increase tourism activity
  - Support shoulder season growth
  - Drive economic impact
3. Generate social and cultural impacts
4. Increase government investment and involvement (federal, provincial, municipal)

## PRIORITIES AND STRATEGIES

EDUCATION AND EMPOWERMENT	FACILITATED CONNECTIONS	REGIONAL LEADERSHIP	ORGANIZATIONAL SUSTAINABILITY
<ol style="list-style-type: none"><li>1. Support industry readiness and resiliency of Atlantic Canadian events</li><li>2. Work together to elevate the quality of bid responses and hosting performance</li><li>3. Become the go-to resource for industry-relevant development and resources</li></ol>	<ol style="list-style-type: none"><li>1. Bring together members from diverse areas of the sector and the region to facilitate networking and opportunities</li><li>2. Facilitate the sharing of best practices among members</li><li>3. Facilitate the sharing of provincial priorities and best practices by bringing together representatives of all four provincial governments</li></ol>	<ol style="list-style-type: none"><li>1. Create greater awareness of the importance and success of events in Atlantic Canada</li><li>2. Be ambassadors of industry growth on behalf of the region</li><li>3. Collectively strengthen our voice at the national level</li></ol>	<ol style="list-style-type: none"><li>1. Appropriately resource the organization to best deliver on priorities</li><li>2. Create a longer-term financial model to sustain operations</li><li>3. Ensure a vibrant, diverse and engaged membership</li><li>4. Bring excellence to board governance</li></ol>

## 2021-2024 STRATEGIC PLAN

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### So what does this mean?

Over the next 3 months our Board will be working to operationalize this Strategic Plan into targeted operational goals and actions identified within a sustainable operational budget.

#### Actions will include:

- ✓ Sharing of good news stories, along with best practices.
- ✓ An enhanced member newsletter will be released and become the resource hub for the sector.
- ✓ Creation of sub-committees: Education Committee, Summit Committee, Outreach Committee
  - \* Call for expression of interest to be released soon.
- ✓ Re-start the Atlantic Huddle webinar series; professional development opportunities; creation of several (4) micro-summits specific to regional zones, etc.
- ✓ A commitment to grow our relationship with provincial and federal government



# ATLANTIC CANADA:

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With a clearly defined mission to inspire and support the growth, development and sustainability of event tourism in Atlantic Canada, Event Atlantic will deliver on 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, fun, diversity, excellence, credibility, and sustainability—Event Atlantic will work with members to grow the event hosting industry in Atlantic Canada to increase the contribution to tourism and economic development. Event Atlantic is excited about working together with all stakeholders to build and grow Atlantic Canada's reputation as the Best Event Experience.



# ATLANTIC CANADA: *The Best Event Experience*

2021-2024  
Thank you!

