2015 National Events Seminar

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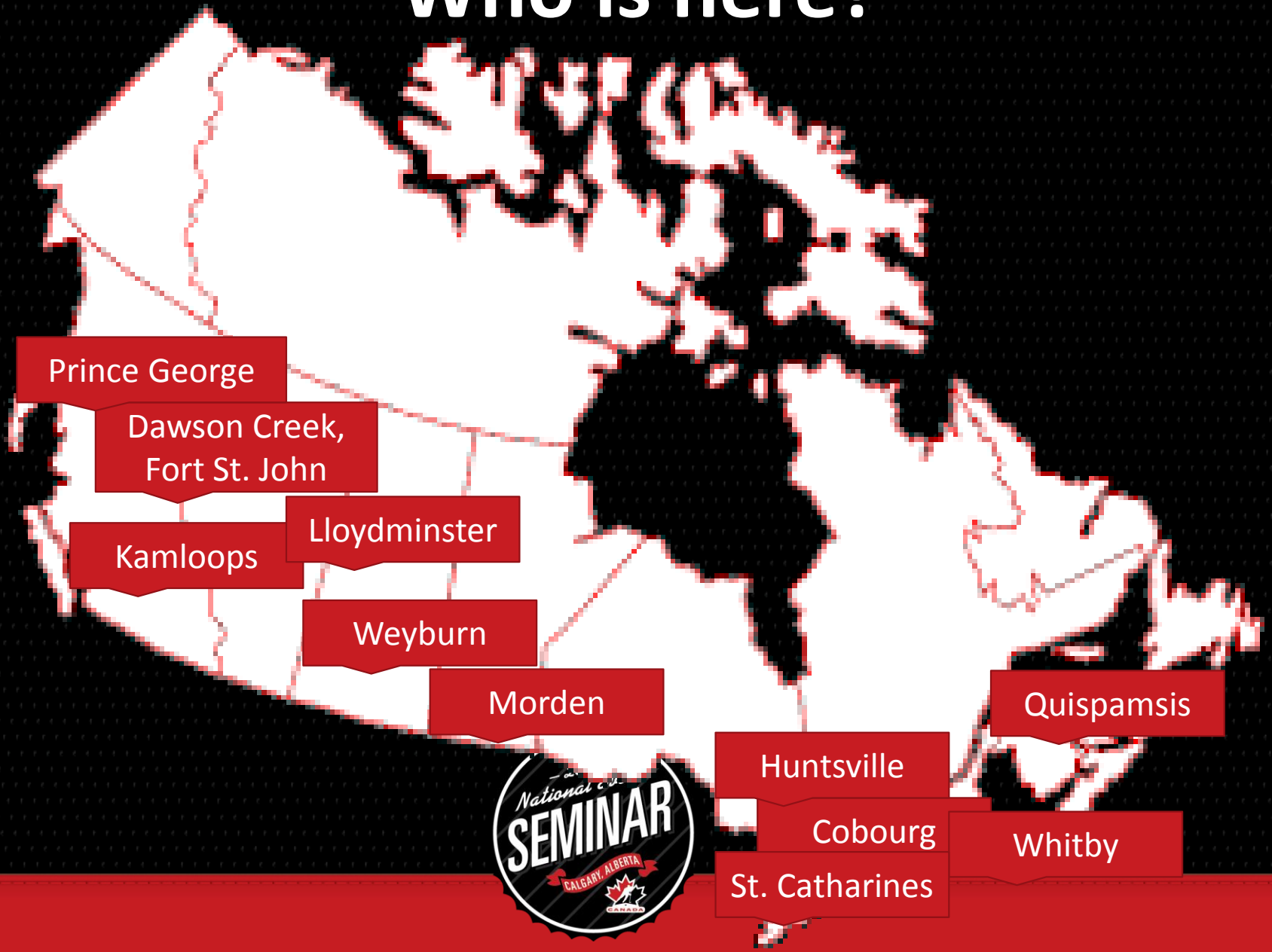
Why Are We Here?

Why are we here? I think many people assume, wrongly, that a company exists solely to make money. Money is an important part of a company's existence, if the company is any good. But a result is not a cause. We have to go deeper and find the real reason for our being.

(David Packard)



Who is here?


Prince George
Dawson Creek, Fort St. John
Kamloops
Lloydminster
Weyburn
Morden
Quispamsis
Huntsville
Cobourg
Whitby
St. Catharines
National
SEMINAR
CALGARY, ALBERTA
CANADA

What Does Hockey Canada Do?

National Teams

Programming

Events



What makes us successful?

On Ice Actions + Off Ice Actions = Excellence, Credibility & Success

What Makes an Event Successful?



Hockey Canada Events Mandate

To Extend Hockey Canada into Communities through World Leading Events

Strategic Pillars	Experience	Execution	Brand	Legacy
Defining the Strategic Pillars	Deliver extraordinary experiences to event stakeholders	Challenge current practices and industry standards to deliver exceptional events	Grow the game of hockey and enhance the perception of Hockey Canada	Enrich and positively impact the long term well-being of the local hockey community



How do you deliver for us

Experience

- At Hockey Canada the Athlete Experience is Job #1
- Volunteers – the lifeblood of what we do
- Fans – You need an audience to create a show

How do you deliver for us

Execution

- **Attention to detail from start to finish**
- **Help us find new ways to be great**



How do you deliver for us

Brand

- **Hockey Canada is investing in you to extend our Brand into communities**
- **You have the ability to build your Brand**



How do you deliver for us

Legacy

- Long term financial investment in the community
- More youngsters involved in the game of hockey
- Future event hosting opportunities

Getting the most of this Experience

- Get to know the people here
- Ask questions
- Utilize the on line resource
- Identify your weaknesses and resolve them this week
- Plan together – time is valuable



Getting the most of this Experience

Success is about creating benefit for all and enjoying the process. If you focus on this & adopt this definition, success is yours.

