

Top 10 Ways to 'Kill' an Event Community

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What is Event Tourism?

Travel that is specifically related to participating in or viewing an event



Why Events?

- Economic impact
- Development of a sector
- Differentiates and/or brands a destination
- Product development
- Pride of place
- Social benefits
- An experience
- Extend the tourism season
- Stabilizing force during times of volatility

Defining Event Marketing

Strategic events link emotion (experience) with outcomes to upgrade a marketing and advertising plan.





Top 10 Ways to 'Kill' an Event Community

Keep In Mind...

1. Ask questions
2. Presentation will be available
3. Is your ultimate goal to 'kill' your event community?

#1 Don't Assess Needs

- Complete an asset inventory to identify event needs and opportunities
- Allows an opportunity for continuous improvement
- Ensures you are delivering what visitors/buyers want

#2 Don't involve youth

- Youth bring new ideas, energy and enthusiasm
- Importance of succession planning
- They are the future success of the event

#3 Ready, Fire, Aim

- Know what you want events to achieve
- Strategy is the key to success
- Ensures informed and evidence based decision making



#4 Don't embrace competition

- Sharing of best practices
- Creative ways to bring in talent and/or supplement events
- Competition makes you better

#5 Sustainability is just a trend

- Importance of supporting local
- More than reduce, reuse & recycle
- Good governance & community champions

#6 Don't cooperate

- ‘Ask not what events can do for you, but what you can do for events’
- Accomplish more with less
- Be like Liverpool

#7 Don't worry about quality

- Think about your attendees experience
- Negative experiences have greater brand impact
- People buy with emotion & rationalize with logic

#8 Don't take risk

- Research guides calculated risk
- Doing nothing is not an option. If you are not moving forwards, you are moving backwards
- Encourages creativity

#9 Blame others

- Importance of taking responsibility
- Learn from your mistakes
- Measuring success & failures

#10 Don't expand your knowledge

- Web allows quick & readily accessible research
- Importance of surveying organizers and/or attendees
- Event industry resources & organizations

Resources & Links

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

EventScotland™

events
NOVA SCOTIA



International Festivals & Events Association

GM
SPORTS • EVENTS • STRATEGIES

CSLS 
Canadian Sponsorship Landscape Study

 PARTNERSHIPGROUP
Sponsorship Specialists
www.partnershipgroup.ca

nsta
Nova Scotia
Tourism Agency

NOVA SCOTIA 

What does 'event ready' look like?

- New visitors, new money
- Evidence based decision making
- Creating a culture of events
- Measurement you can stand behind
- Legacy beyond the event

How can NSTA Help?

- **Programs**

- Festival & Event Marketing Program
- Tourism Experiences Marketing Program

- **Novascotia.com**

- Promote your event on events page

- **Tools & Resources**

- Guide to hosting a festival & event (Revised 2015)

Thank You

Questions?

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