



2013 Haywood Ski Nationals

“ationals for ummies”

- Monthly meetings with Event Chairs and WOP
- Some cost savings – also some wrinkles
- Ensured our logo/website design were completed first and they became the template – we controlled the “look”
- Extra strain on volunteers and sponsorship – vollie voucher program



Sea to Sky Nordic Festival

- Brand – logo
- Sponsorship – start at least 12 – 18 months out for major sponsors
- Media
- In kind



Show me the money!

- Wax cabin questionnaire
- Allocation process
- Pre-registration
- Late registration



Number games

- Nylon reusable swag bags
- Nationals buff, coupons, samples, ski tags
- Group work bee
- Pickup system in place and communicated



Getting ready for the show



Photo: jeffmohr.com



Sprint_boards_women_fnl.pdf

- Emergency plan
- Twitter
- Posting
- Carpool



**It's not a plan until you
communicate!**

Visible groups
What's hot
Go To Meeting
Drop box



Team building



Photo: joernroside.com

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- Race day #1 8:45
 - WN and Spud Valley junior racers parading Provincial flags
 - Whistler Mayor Welcome
 - Local Artist – O Canada
 - ...and we're off!!!!



Hospitality and Protocol Opening ceremony



- Skating and Fire and Ice in Whistler Village
- Klister - good CCC visibility into Whistler
- Banners



Community engagement

- Two weeks prior –
Spreadsheets
- (Medals would be nice)
- Food prizes
- Ski industry
- Podium girls
- VIPs
- International vs Canada



Award ceremonies

- Medals for guides
- Rule book vs reality
- Age appropriate prizing
- Factoring in



Para award ceremonies

- Popular if you provide wings and beer!
- Room size
- Sound system
- Bilingual not optional



Team Captain Meetings

- 650 Athletes, Coaches, Parents
- 45 VIPs (CCC, Sponsors, NST)
- Budget a challenge
- Online sales only – no paper ticket
- 6 pm to 10:30 pm
- Cash Bar – wrist bands
- DJ, Photo booth, Swag for sale
- Aggregate awards



The Banquet
