

SEEBBC 2025 (November 21st)

Presented by Richmond Sport Hosting, Toa Consulting, and Sport BC

Attendee > Information Sheet and FAQs

Before You Go

Have you purchased your ticket to SEEBBC 2025 through EventBrite? All attendees must be registered through Eventbrite. If you have not yet registered, please contact Kait Flett at kflett@advantagegoa.com or 204-612-2489 as soon as possible.

Parking registration: Complimentary parking is available for all attendees on Friday, November 21.

Register here: <https://www.offstreet.io/location/5CG3MJ50>

Still need a hotel room? No promises on this one, but the event has a link for a room discount at the Sheraton Vancouver Airport (Richmond). The link was supposed to have been closed a few weeks ago, but a little birdie told us it was still open. Check it out: [Reservation-Link](#)

Event Location

Address: Sheraton Vancouver Airport Hotel - 7551 Westminster Highway, Richmond, BC

Parking: Free parking onsite at **Lot 970 – Richmond Conference Centre**

Map of Venue and Parking Lot:



Attendee Arrival Details and Schedule Information

Join us early for a coffee, breakfast and event registration. Check in at the Registration Desk, located in the main conference lobby. Attendees will receive their SEE BC 2025 lanyard and swag bag.

Event Start and End Times (for SEEBC 2025 overall):

- **7:45 AM – 8:30 AM** > Event Arrival (for all event attendees) / Registration / Breakfast
- **8:45 AM – 9:00 AM** > Opening / Welcome
- **9:00 AM – 9:50 AM** > Keynote Panel: The Power of Sport Hosting in BC
- **9:50 AM – 10:20 AM** > Keynote Speech: Evan Dunfee
- **10:45 AM – 11:35 AM** > Breakout Session #1
- **11:40 AM – 12:30 PM** > Breakout Session #2
- **12:35 PM – 1:30 PM** > LUNCH
- **1:30 PM – 2:20 PM** > Breakout Session #3
- **2:25 PM – 3:25 PM** > FIFA 2026 Panel
- **3:45 PM – 5:15 PM** > Power Play Meetings

Event Schedule: For a full event schedule found on the next page, or online [HERE](#).

Food and Beverage:

- **7:45 AM to 8:45 AM** > Breakfast
- **10:20 AM – 10:40 AM** > Break
- **12:35 PM to 1:25 PM** > Networking Lunch
- **3:25 PM to 3:40 PM** > Break

Dietary restrictions / modification: If you are on the dietary restrictions list, please inform any food service staff of your name. Your prepared meal will be provided.

We sincerely thank you for attending the inaugural SEEBC 2025.

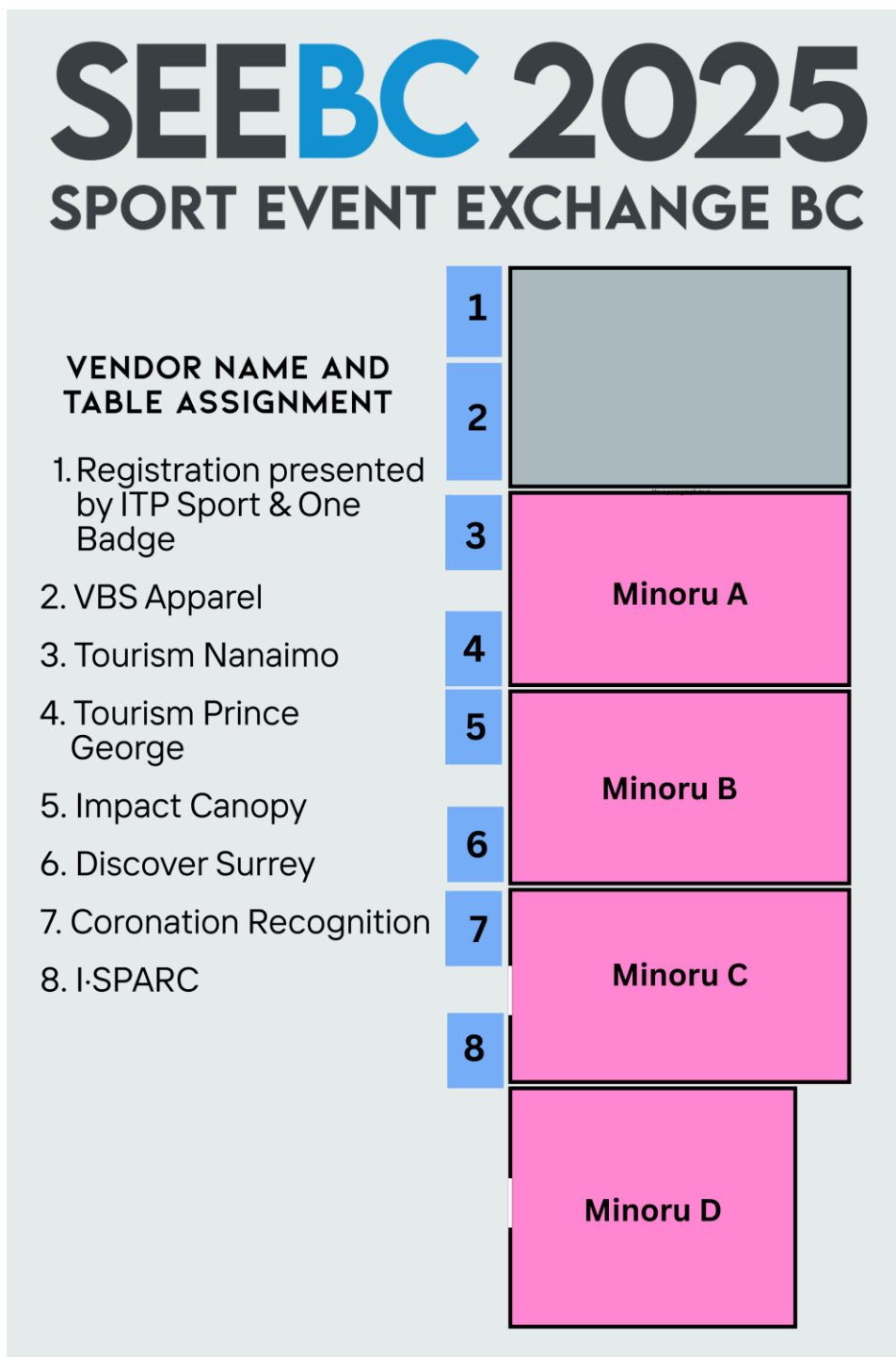
SEE BC 2025 Co-Chairs,

Justine Cheng, Richmond Sport Hosting
Jacquelyn Novak Nayya, Toa Consulting
Akkison Mailer, Sport BC

Event Schedule:

SEEBBC 2025 SPORT EVENT EXCHANGE BC			
7:45am	Registration / Breakfast / Vendor Expo		
8:45am	Opening / Welcome Elder Opening		
9:00am	Keynote Panel: The Power of Sport Hosting in BC		
9:50am	Keynote Speaker: Evan Dunfee (World Champion, Race Walking)		
10:20am	Break / Vendor Expo		
Breakout	Minoru A	Minoru B	Minoru C
10:45am	1A: Developing a Sport Tourism Strategy - Finding Your Niche	1B: Measuring Impact - Telling the Story of Your Event	1C: Volunteers & Workforce - Mobilizing Community Support
11:40am	2A: Sport Philanthropy in BC - Maximizing Impact through the BC Amateur Sport Fund	2B: Sport and Sport Hosting for the Digital Generation	2C: Flawless Event Delivery
12:35pm	Networking Lunch / Vendor Expo		
1:30pm	3A: Event Legacy Planning - Beyond the Final Whistle	3B: Sport Event Bids - Lessons Learned	3C: Rethinking PSO Membership Structures and Growth Models
2:25pm	FIFA2026: What's In It for Me? BC-Wide Strategies for Engagement and Activation		
3:25pm	Break / Vendor Expo		
3:45pm	Power Play Meetings (6 x 12-minute sector partner meetings)		
5:20pm	Closing Remarks		
5:45pm	Bus to Pacific Coliseum		
7:00pm	PWHL Home Opener Game		
9:45pm	Bus back to Sheraton Vancouver Airport Hotel		

Floor Map:



Session Information

Session Description
<p><i>Keynote Panel</i></p> <p>British Columbia stands at the forefront of sport hosting in Canada – where natural beauty, world-class venues, and community passion combine to create unforgettable experiences. This keynote panel brings together leaders from across the province to explore how sport hosting drives economic growth, strengthens community identity, and elevates BC’s reputation on the national and international stage. Attendees will gain inspiration and strategic perspective on how communities of all sizes can contribute to – and benefit from – sport hosting in BC.</p>
<p><i>Session 1A – Developing a Sport Tourism Strategy: Finding Your Niche</i></p> <p>Every destination has its own strengths and unique offerings as a sport host community—but not every destination is suited for every sport or every level / type of event. This session is an interactive session that will explore how to identify, position, and grow your community’s sport tourism offering to maximize economic, social, and brand impact. Through case studies and practical frameworks, industry experts will share how to assess your local assets, infrastructure, and partnerships to uncover unique opportunities—whether it’s emerging sports, seasonal advantages, or community-driven hosting models.</p>
<p><i>Session 1B – Measuring Impact: Telling the Story of Your Event</i></p> <p>Behind every successful sport event lies a powerful story – one that goes beyond visitor numbers and overnight stays. This session explores how municipalities, destination management organizations, and event rights holders can measure, interpret, and communicate the full scope of their event’s impact. Whether you’re making the case for continued investment or showcasing event success to your community, this session will equip you to translate event data, images and stories into a compelling narrative.</p>
<p><i>Session 1C – Volunteers & Workforce: Mobilizing Community Support</i></p> <p>Successful sport event delivery relies on the strength, spirit, and skills of the community and its volunteers. This session focuses on how to attract, train, and retain a motivated volunteer and event workforce to maximize event success. Participants will explore proven models for volunteer engagement, including incentive programs, partnerships with schools and community groups, and strategies for creating inclusive and rewarding experiences. The discussion will also address the growing need for skilled event staff, leadership pipelines, and post-event recognition that sustains involvement over time.</p>
<p><i>Session 2A – Sport Philanthropy in BC: Maximizing Impact through the BC Amateur Sport Fund</i></p> <p>Philanthropy and fundraising are becoming increasingly powerful tools for advancing sport development and event hosting in British Columbia. This session unpacks how municipalities, destination organizations, and event rights holders (host organizations) can leverage the BC Amateur Sport Fund (BCASF), a strategic initiative of Sport BC. The BC Amateur Sport Fund is the exclusive</p>

pathway in B.C. to the province's national sport trust fund – to attract charitable donations, grants from other qualified donees (including public and private foundations, DAFs-donor advised funds) to enhance sport development and program delivery, and unlock new sources of financial support. Participants will gain a clear understanding of how the fund operates, eligibility requirements, and best practices for structuring campaigns that align with donor interests and community priorities. In addition, the session will outline how the BC Amateur Sport fund can increase the likelihood of securing bids to host, leverage other resources, and increase the impact (ROI and SROI) as an enduring benefit. As a strategic initiative of Sport BC, the BC Amateur Sport Fund also opens the door to collaborations between provincial sport organizations (single sport, multi-sport, and disability sport) along with their local clubs, associations, etc.

Session 2B – Sport and Sport Hosting for the Digital Generation

Artificial intelligence and emerging technologies are reshaping how sport is played, managed, and experienced. This session explores how municipalities, destination organizations, and event rights holders can harness digital innovation to enhance sport hosting operations and visitor engagement. From predictive analytics that optimize event scheduling, to immersive fan technologies like augmented reality and real-time data dashboards, to AI applications for content creation and low-budget/high-impact event delivery – participants will gain a practical understanding of what's possible today and what's on the horizon.

Session 2C – Flawless Event Delivery

Behind every memorable sport event is a foundation of meticulous planning, seamless coordination, and strong partnerships. This session focuses on the art and science of delivering exceptional events – from the first bid submission to the final award ceremony. Participants will explore best practices and lessons learned in event logistics, risk management, communication planning, and stakeholder coordination, with real-world examples from successful hosts across British Columbia and Canada. Whether hosting your first provincial championship or a national multi-sport festival, attendees will walk away with strategies to anticipate challenges, deliver excellence, and leave participants and spectators with an unforgettable experience.

Session 3A – Event Legacy Planning: Beyond the Final Whistle

The true value of a sport event extends far beyond the competition itself. This session explores how to design and deliver meaningful legacies that strengthen communities long after the final whistle. Participants will hear from industry leaders about how to integrate legacy planning from the earliest stages of event bidding and strategy development – ensuring that facilities, programs, and partnerships continue to generate impact for years to come. Topics include sustainable infrastructure investments, volunteer and workforce retention, youth and community engagement, Indigenous reconciliation, and aligning legacy goals with broader municipal and tourism priorities.

Session 3B – Sport Event Bids: Lessons Learned

Developing a winning sport event bid is both an art and a science—and every bid offers lessons that other bid committees can learn from. This session brings together experienced hosts, bid committees, and event rights holders to share candid insights on what works, what doesn't, and how

to stand out in a competitive landscape. Participants will explore the full bid lifecycle—from opportunity identification and partnership building to proposal development, presentation, and post-bid evaluation. Real-world examples will highlight how strong storytelling, local alignment, and community readiness can elevate a bid beyond technical requirements.

Session 3C – Rethinking PSO Membership Structures and Growth Models

As the sport landscape in BC evolves, so too must the way Provincial Sport Organizations (PSOs) define, engage, and grow their membership. This session examines innovative approaches to modernizing membership structures and attracting new participants to the sport – from casual and multi-sport athletes to digital communities and non-traditional clubs. Participants will explore models that balance inclusivity with sustainability, including tiered memberships, affiliate partnerships, and service-based value propositions. This session will provide practical insights on how to future-proof your organization’s growth model, enhance member value, and create a more resilient, connected sport network that reflects how Canadians engage with sport today.

FIFA 2026: What’s in It for Me? BC-Wide Strategies for Engagement and Activation during Major Events

The FIFA World Cup 2026 will be one of the largest sport events ever hosted in North America – and British Columbia has a unique opportunity to share in its global spotlight. This panel will explore province-wide activation strategies, from community viewing events and sport festivals to legacy programming and cross-sector partnerships. Participants will gain insights into how municipalities, sport organizations (including sports other than soccer), and destination marketers can align their initiatives with the excitement of the World Cup.