

Communications Update

October 31, 2006



Communications Overview

Communication plan is completed and approved, and now in implementation. Communications staff are currently working on their budget for the Bid book.

Communications Activities

Locally, Halifax 2014's communications efforts have been focused through our local HERE campaign. Separate material and efforts have been developed for international use.

Recently completed the clothing inventory for international staff, and finished clothing inventory list for domestic needs (outlined novelty item list).

Community & Stakeholder Outreach

Communications and Partner Relations Team presentation to Communications Nova Scotia (CNS), November 3.

Halifax 2014 partnering with HRM on Holiday Parade of Lights; athletes will walk alongside the float handing out tattoos and H2014 flags, November 18.

Sport Stakeholder reception, November 21.

Corporate Partners Update:

Signed the first Founding Partner for Halifax 2014 at \$500,000 level (contract and details to follow).

Advertising

- HERE campaign/economic ad featuring Dartmouth convenience store owner, George Habib will be the next advertisement for print.
- Preparing HERE campaign/door hanger for approval and distribution.

Website

We are currently restructuring the News section, updating images and having in-house content management training.

e-Newsletter

October e-newsletter was distributed to primary distribution list last Friday (staff, Board of Directors, corporate partners and was distributed to secondary distribution list Monday morning (the people who have registered their support online).

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Outlines for November and December newsletters are completed and the content is being completed.

Upcoming Announcements

Announcements of Bid Team Members, Consultants & Advisory Committees:

- Venues and Operations Team
- Cultural Advisory Committee
- Board of Directors update

Coordinating with ALC to have a media event to announce results from CWG lottery ticket and Support 4 Sport program.

Media event and announcement of first founding partner agreement.

General 1-year-out release for November 9; release information on Adrienne Power's speaking tour of schools and the Cultural Committee.

Potential announcement of Bid budget and government funding.

Events

- Destination Halifax Open House October 30.
- Breakfast Television segment with Adrienne Power, November 9.
- Parade of Lights, November 18.

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Halifax 2014 Communications & Partner Relations
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