

Communications Update

September 1, 2006



Launch of Advertising Campaign

The first stage of Halifax 2014's local campaign will be launched mid-September. Cossette Atlantic has developed a two-phase campaign. The first phase (September-November, 2006) is designed to engage emotions and to reassure rationally. Legacy and community benefits will take centre stage. The second phase (summer 2007), will encourage excitement and demonstration of support. This will demonstrate city's support for incoming delegates. Review of campaigns concepts complete with HRM, the provincial government, federal government representatives, and Commonwealth Games Canada.

Communications Activities

- Nova Scotia Gaming Corporation and ALC launched their *Support 4 Sport* campaign and the Commonwealth Games Super Pack Scratch tickets, August 29th.
- Briefing: with political candidates in the Bedford by-election, Ed McHugh and Gary Martin, August 14th.
- Newsletter Submission: article submitted for the Downtown Halifax Business Commission's Newsletter.

Upcoming:

- Briefing: Mike Savage and Geoff Regan, September 4, 2006.
- Briefing: Keith Colwell and Dianne Whalen, October 2006.
- Newsletter Submission: article being prepared for Peter Stoffer's next householder, promoting Halifax 2014.

Speaking Engagements

Frank Garner: ALC Lottery Ticket Launch – Charlottetown, Sept 7.

Tony Harding: SMU executive MBA class, Sept. 8th, **TBC.**

Frank Garner: ALC Lottery Ticket Launch - St. Johns, Sept 11,

Scott Logan: Financial Executives International - Atlantic Chapter, September 20.

Tony Holding and Steven Higgins: HRM Planning & Development In-Service, Sept 27

Tony Holding: Halifax Marine Advisory Committee, Sept 21.

TBD: Greater Burnside Business Association meeting, Oct 19.

Frank Garner: Recreation Association of Nova Scotia's Annual Conference, October 27, 2006.

Speakers Bureau

Through ACOA funding we will be employing Adrienne Power (local athlete) to be responsible for managing and participating in the Speakers Bureau's (**TBC.**)

Website

Cossette Atlantic is currently updating and enhancing our website to be re-launched mid-September.

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e-Newsletter

Halifax 2014's first e-newsletter is in the final drafting and approval stages; targeted distribution date - mid-September, 2006.

Announcements

Recent announcements include:

August 22, 2006: Community Support Boosts Halifax 2014 Games Bid

August 29, 2006: Nova Scotia Launches Support 4 Sport Lottery Products to Create New Sports Funding from Playground to Podium

Imminent Announcements

- Frank Garner Director of Sport & Sport Committee
- Cultural Committee

The Announceables Calendar (provided in the communication plan) identifies over 50-70 announcements from present till November 2007.

Fall Events

- Rolling Stones Concert: seeking for permission to post promotional materials and other opportunities. We will have volunteers passing our promotional material outside concert grounds.
- Halifax Harbor Festival: Arranging to have Halifax 2014 presence at four of their events, situated in Bedford, Eastern Passage, Dartmouth and Halifax.
- Terry Fox Run: volunteers present to give out tattoos and small flags.
- Healthy You Exhibition Show: Showcasing healthy active living and eating with key note speakers, including Will Njoku. Plans are being made to be a part of the Nova Scotia Health Promotion and Protection booth with promotional material and laptop to encourage online support of bid.

Human Resources

- Nicolle Spagnoli has started work as Halifax 2014 Corporate Partner Relations Officer.
- Suzanne Fougere has been hired as Communications and Partner Relations Officer. She will be starting the week of September 18.
- Discussions are underway with Communication Nova Scotia to provide value-in-kind services for Communications, including: news release distribution; videography; still photography; writing monthly e-newsletter; and management of bid support statements and testimonials.

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Halifax 2014 Communications & Partner Relations

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