

8.0

PUBLIC PRESENTATION & NOTES



8.0

PUBLIC PRESENTATION & NOTES

8.0 Public Presentation & Notes

Additional resources:

- *Sample PowerPoint Presentation (Attachment 8-A)*

8.0 Public Presentation & Notes

As the 2010 Winter Games approach, British Columbians may request information about a variety of Games-related issues. To help facilitate these requests, Spirit of BC Community Committees are encouraged to hold public events to disseminate Games-related information aimed at helping local businesses and other community members. The following information provides insights into how to deliver an effective public presentation.

Creating a presentation:

- Research the audience before creating a presentation
- Ensure that the information is relevant and aligned with the interests of attendees
- Attempt to create broad awareness of Games-related opportunities and available resources
- Formulate a clear message that remains consistent throughout the entire presentation
- Keep in mind that Games-related information should not contradict communication materials and public announcements made by the Vancouver Organizing Committee (VANOC) or any other party to the Multiparty Agreement
- Validate any facts to be used during the presentation
- Avoid using copyrighted images, flashy graphics and fonts that are difficult to read

Adding speaker's notes:

- Prepare speaker's notes that sufficiently elaborate on the topics highlighted in presentation slides and yet are concise and easy to follow
- Arrange the notes to ideally match the information presented on the slides
- Ensure that the speaker is familiar with the notes and can effectively communicate key concept to the audience

Using supplementary materials:

- Use handouts, fact sheets or other supplementary materials to reinforce your presentation or if additional information is required to support the message of the presentation
- Ensure that the structure of accompanying materials match the sequence of the presentation
- Take some time to inform the attendees about the handouts
- Hand out additional materials at the end of the presentation in order not to create unnecessary distractions for attendees

For 2010-related presentation content and structure ideas, please review a sample PowerPoint Presentation available at the end of SECTION 8 (Attachment 8-A).

SECTION 8 – ADDITIONAL RESOURCES

- Sample PowerPoint Presentation (Attachment 8-A)

**INSERT
ORGANIZATION LOGO**
Insert Community Name Here

2010 Opportunities for
BC Businesses

Insert Your Relevant Email Address Here




INSERT ORGANIZATION LOGO

Insert Community Name Here

Spirit of BC Community Committees

What are they:

- Local point-of-contact between community, BC government & 2010-related initiatives
- Develop local programs & events
- Local examples...
- More than 95 Spirit of BC Community Committees around BC



Insert Your Relevant Web Address Here

Notes to Speaker

- Introduce your local **Spirit of BC Community Committee**.
- Introduce key people in your group.
- Provide relevant local examples of activities.

Speaking Notes


- Spirit of BC is a 2010 Legacies Now program that promotes community innovation, pride and excellence to create unique and lasting legacies for British Columbians, leading up to the 2010 Winter Games and beyond.
- The backbone of the program is a network of more than 95 Spirit of BC Community Committees representing over 200 communities across the province.
- The committees, supported by 2010 Legacies Now and the Province of BC, aim to inspire people of all ages to address needs in their community related to sport and recreation, healthy living, arts and culture, literacy and volunteerism.
- They also work to inform the community about opportunities arising from the 2010 Olympic and Paralympic Winter Games.

INSERT ORGANIZATION LOGO

Insert Community Name Here

2010-Related Expenditures

BC Government Investment	\$600 M
Venue Construction	\$ 580 M
Operations	\$ 1.7 B
Sponsors, Media, Teams, Tourists	\$ 2 B
TOTAL EXPENDITURES	\$4 B+



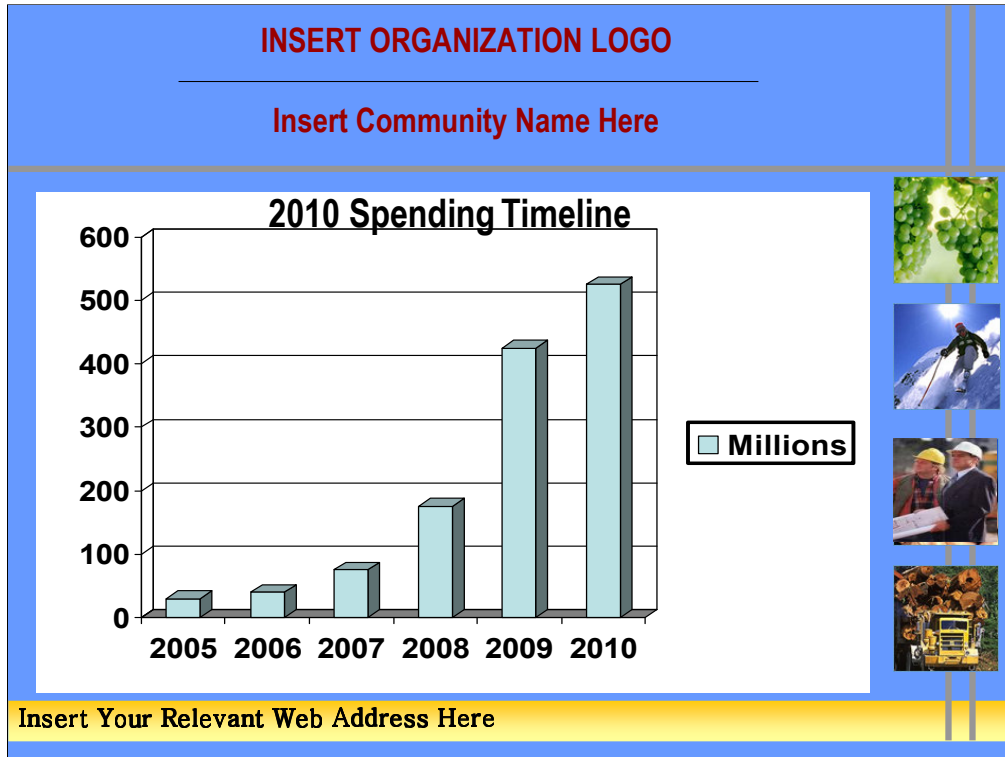
Insert Your Relevant Web Address Here

Notes to Speaker

- Include any local examples

Notes to Speaker

- BC's economic return from 2010 is dependent on BC companies winning their share of 2010 business and leveraging new opportunities for Trade and Investment.
- Hosting the 2010 Olympic & Paralympic Winter Games presents an opportunity for a wide range of companies regardless of their size or location in BC. (Provide relevant local examples of activities.)
- **Venue construction**, renovations, and upgrades will provide approximately **\$580 million** in capital spending.
- Provincial and municipal governments will be **upgrading related infrastructure** within the next 3 years to the tune of another **\$3-4 billion**.
- Related sporting and cultural events will provide significant business opportunity throughout the province. The province considers its **\$600 million** contribution to these Games an **INVESTMENT** that will trigger this economic activity.
- The legacy to the BC economy will be a business community that has gained invaluable experience, exposure and contacts that will be advantageous for decades to come.



Speaking Notes

- 2010 Winter Games business is not just about two weeks in February 2010. It is not even just about the event itself.
- It is not too late for businesses to get involved in preparing for 2010 Winter Games business – the 2010 Commerce Centre has already posted 400 business opportunities and expects thousands more to pass through their website by the end of 2010.
- However, it's also not too early. Significant business opportunity is occurring right now, and will explode after 2008.
- Like athletes, businesses need to strategically prepare themselves to win.
- To maximize your **business success**, think about this as a three year ramp-up that you can use to **significantly advance** your business in the long run.

INSERT ORGANIZATION LOGO

Insert Community Name Here

Finding 2010-Related Opportunities

Direct

- Venue construction
- VANOC operations
- Government operations

Related BC Infrastructure Projects

- Canada Line
- Kicking Horse
- Vancouver Convention Centre expansion
- Regional Sport Infrastructure






Insert Your Relevant Web Address Here

Speaking Notes

- Procurement and business opportunities will come from a variety of sources including:

Direct 2010 Sources

- Venue Construction (Specific to the 2010 Games)
 - Buyers will include VANOC, City of Vancouver, Resort Municipality of Whistler, UBC, City of Richmond, Orca Bay, etc.
- Couriers, consultants, etc.
- Government/Non-Government
 - Buyers will include BC Olympic and Paralympic Winter Games Secretariat, the 2010 Olympic and Paralympic Winter Games Federal Secretariat, Legacies Now, and many other government organizations.

Major Infrastructure Projects

- Canada Line \$1.7B
- YVR Expansion \$1.4B
- Vancouver Convention Centre Expansion Project \$615M
- There are a wide variety of projects, buyers, and these infrastructure projects are taking place in a number of locations.
- More than just VANOC and venues.

INSERT ORGANIZATION LOGO

Insert Community Name Here

Finding Opportunities

“Olympic Family”:

- National Olympic Committees
- Sponsors: Bell, Hbc, RBC etc.
- Media: NBC, CTV, etc.

Major Sporting Events:

- 2008 N. American Indigenous
- 2009 World Police & Fire
- Olympic Test Events



Insert Your Relevant Web Address Here

Notes to Speaker

- Highlight local examples of major sporting events if possible.

Speaking Notes

“Olympic Family” includes:

- Sponsors - Companies that have to become officially recognized sponsors and wish to further promote their business on the world stage.
 - Air Canada, Atos Origin, BC Lottery Corporation, Bell, Birks, Coca-Cola, CPR, GE, Haworth, Hbc, ICBC, Jet Set Sports, McDonalds, Omega, Petro-Canada, RBC, Royal Canadian Mint, Ricoh, Rona, Samsung, Tech Cominco, Visa, Wincor Canada, Workopolis and 3M
- Olympic Committees – Each country that participates in the Olympic Games has a National Olympic Committee.
 - Canadian Olympic Committee + 75 countries
- Media – official designated broadcasters and journalists
 - CTV, NBC
- Other Games – Olympic Games hosted by other countries
 - Beijing 2008, London 2012
- Major Sporting Events & Sports Venue Construction
 - Other opportunities could also be found...
 - Significant sport hosting opportunities
 - 2009 Police & Fire, 2008 North American Indigenous Games, 2007 World BMX Championships
 - Fort St. John Speed Skating Oval, Prince George – Northern Sport Centre, Kimberley Paralympic Sports Centre

INSERT ORGANIZATION LOGO

Insert Community Name Here

2010 Commerce Centre Resources

- **An initiative of the BC Olympic and Paralympic Winter Games Secretariat**
- **Help BC companies win 2010 business**
 - Primary source of information, education and connections for 2010 business
 - Making BC businesses the best prepared in the world to take advantage of 2010
 - Leveraging Games-related opportunities before, during and after 2010



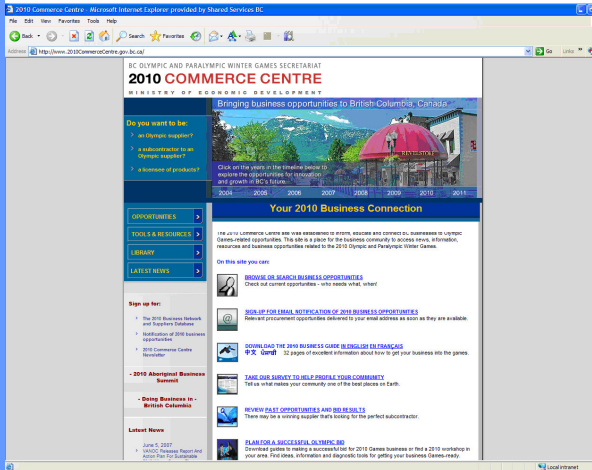
Insert Your Relevant Web Address Here

- Your main source for 2010-related business information is the 2010 Commerce Centre.
- The 2010 Commerce Centre is:
 - The primary source of information, education and connection for 2010 business
 - Making BC businesses the best prepared in the world to take advantage of 2010
 - Leveraging Games-related opportunities before, during and after 2010
- The 2010 Commerce Centre is your **“2010 business connection”**

INSERT ORGANIZATION LOGO

Insert Community Name Here

www.2010CommerceCentre.gov.bc.ca



Insert Your Relevant Web Address Here

- The key information source for business is the 2010 Commerce Centre website, visit them online at – www.2010CommerceCentre.gov.bc.ca

The 2010 Commerce Centre Website

- Online business planning tools provide entrepreneurs a process for determining personal and business strengths, weaknesses, opportunities and threats.
- “How-to” information.
- Practical resources for businesses interested in 2010 Winter Games opportunities, like the **Guide for Business Opportunities in the 2010 Winter Games** sponsored by BC Olympic and Paralympic Winter Games Secretariat and RBC.
- **Success stories** of small businesses from prior Olympic Games, and from 2010 as we move forward.

INSERT ORGANIZATION LOGO

Insert Community Name Here

2010 Commerce Centre Resources

- **Business Opportunities Database**
- **Email Notification Service of Business Opportunities**
- **2010 Business Opportunities Workshop**
 - Advice on 2010 bid programs, policies and procedures
 - Build capacity to respond to 2010-related business opportunities
- **A Guide for Business Opportunities in the 2010 Winter Games**
 - Free publication for business
- **2010 Business Network**
 - Online database of potential Games suppliers
 - An excellent way to network and receive more local and international exposure for products and services



Insert Your Relevant Web Address Here

Business Opportunities Database

- An online list of opportunities
- The 2010 Commerce Centre daily gathers business opportunities from not just VANOC venues and operations, but also from major sponsors, media, and 2010-related infrastructure projects.

Email Notification Service of Business Opportunities

- Individual businesses can register with their selected interests and an email notification will be sent to them every time a potential matching opportunity is added to the database.

2010 Business Opportunities Workshops

- Business Opportunities Workshops and Online Resources are designed to introduce entrepreneurs to the project bidding process.
- These Workshops provide advice on bid programs, policies and procedures.

A Guide for Business Opportunities in the 2010 Winter Games

- This 33 page Guide identifies 2010 Winter Games opportunities for businesses of all sizes and how to take advantage of them.
- It explains the procurement system and spells out how to seek out contracts, subcontracts, sponsorships, and licensing agreements.

2010 Business Network

- The Network has been setup to market businesses to potential buyers.
- Can be used as a resource to network in a secure online environment, promote products and services internationally and meet potential partners.

INSERT ORGANIZATION LOGO

Insert Community Name Here

What Businesses Can Do Today

- **READ** the 2010 Business Guide
- **LEARN** from the tools and resources at www.2010CommerceCentre.gov.bc.ca
- **SIGN UP** for 2010 Commerce Centre Newsletter
- **REGISTER** for Email notification of business opportunities
- **ATTEND** a 2010 Business Opportunities Workshop
- **LOOK** for 2010 Business Network and Winning Bidders Database in 2007



Insert Your Relevant Web Address Here

Notes to Speaker

- These are practical suggestions that businesses can do right now.
- If possible, give examples of how the local Spirit of BC Community Committee can also help.

Speaking Notes

- There is opportunity for **every business**; it is just a matter of finding it.
- Outlined are six things your business can do **right now** to start getting ready.
- The Spirit of BC Community Committee will work with the 2010 Commerce Centre and local businesses to ensure these tools are delivered locally.

INSERT ORGANIZATION LOGO

Insert Community Name Here

2010 Timeline

2007


- Venue construction continues
- Mascot selection
- Vancouver 2010 Test Events and Venue Testing begins

2008

- VANOC begins Games volunteer recruitment
- Olympic and Paralympic Games Ticket Sales begin
- Test events continue
- Venue construction finishes

2009

- Media accreditation
- The Torch Relay (Olympic Flame makes the 114-day journey from Athens to Vancouver)
- Venue preparation for the 2010 Games



Insert Your Relevant Web Address Here

- **VANOC** will be purchasing products and services over the next three years.
- This schedule will inform you of upcoming opportunities and enable your community and/or company to develop an **action strategy** well in advance.

INSERT ORGANIZATION LOGO

Insert Community Name Here

2010 Timeline

2010

- January 15 – Olympic Arts Festival starts
- January 26 – Main Press Centre opens
- February 2 – Olympic Village opens
- February 12 – Olympic Games Opening Ceremonies
- February 12-28 – Olympic Winter Games in Vancouver and Whistler
- February 28 – Olympic Winter Games Closing Ceremonies
- March 2 – Olympic Village closes
- March 4 – Paralympic Village opens (Whistler)
- March 12-21 – Paralympic Winter Games in Whistler
- March 21 – Paralympic Games Closing Ceremonies
- March 23 – Paralympic Village closes



Insert Your Relevant Web Address Here

INSERT ORGANIZATION LOGO


Insert Community Name Here

To stay in the 2010 Information Loop

- For your 2010-related information...
Contact your local Spirit of BC Community Committee at:
Insert your Telephone #
Insert your Website Address

Thank you

Insert Your Relevant Web Address Here



- Local residents and businesses should be actively involved to help create a local strategy to leverage maximum advantage from the 2010 Winter Games.
- Please contact your local Spirit of BC Community Committee to answer your 2010-related inquiries.