

# DELEGATES WELCOME PROGRAM

## BACKGROUND

Following a series of collaborative planning sessions with community, tourism and business organizations in Halifax to shape the ideal Nova Scotia experience for conference visitors, the **Delegate Welcome Committee** was formed. With representatives from **Halifax Convention Centre**, **Halifax Stanfield International Airport**, **Discover Halifax** and **Downtown Halifax Business Commission (DHBC)**, the committee is focused on creating memorable and consistent experiences for visiting delegates.

## GOALS OF PROGRAM

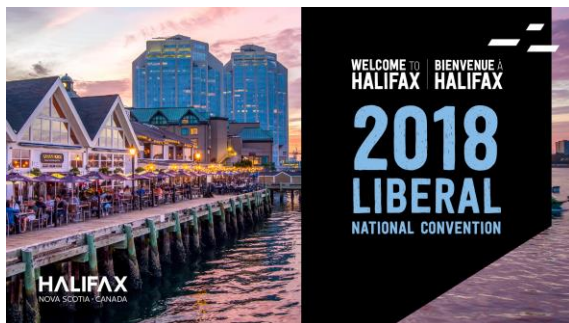
- To give conference visitors a warm Nova Scotia welcome and leave a lasting impression.
- To effectively communicate upcoming conferences and events through our respective channels, helping to ensure local businesses and community know when visitors are coming.
- To encourage, inspire and equip other local organizations to welcome visitors through leadership and demonstrated results.

## TOOLS FOR BUSINESSES

The Delegates Welcome Committee developed a graphic template to create a consistent and identifiable look for the program. Businesses can use the graphics to promote the program and themselves to conference delegates. Elements being designed using the template include:

- **Storefront Signage:** For larger and/or more prominent conferences, custom storefront welcome signs will be created, printed and distributed by DHBC to Downtown businesses.
- **Social Media:** Social media graphics will be created by Discover Halifax and/or DHBC. Businesses can either share or post the graphics on their social platforms with a welcome message from their business using the supplied hashtag and handle for the conference.
- **Digital:** Digital elements for web will be created that can be displayed on your website. These elements could include the conference graphic, a big box and/or leaderboard graphic.

## Graphic Template Example:



## WHERE TO GET INFORMATION

### Partner Websites

Halifax Convention Centre – [halifaxconventioncentre.com/events](http://halifaxconventioncentre.com/events)

Discover Halifax – [discoverhalifaxns.com/meetings-conventions/past-upcoming-conventions](http://discoverhalifaxns.com/meetings-conventions/past-upcoming-conventions)

Downtown Halifax Business Commission – [downtownhalifax.ca/events](http://downtownhalifax.ca/events)

Halifax Stanfield International Airport – [halifaxstanfield.ca/visiting-halifax](http://halifaxstanfield.ca/visiting-halifax)

### Newsletters

Halifax Convention Centre has a quarterly newsletter highlighting upcoming conferences for stakeholders, and will be submitting information to partners (DHBC, Discover Halifax and Halifax Stanfield International Airport) about upcoming conferences on an ongoing basis.

DHBC has included a new section in their members' newsletter called *Upcoming Conventions*. This section will include important information about upcoming conventions including the dates, the number of delegates, the handle and hashtag for the conference (if applicable), and other relevant information for businesses.

Discover Halifax will include conference information in their monthly member newsletters and will send special notices as needed.

### Targeted Emails

DHBC will send out targeted email notices to members with pertinent information regarding upcoming conferences when necessary.

### Information Sessions

DHBC will hold information sessions as needed for Downtown businesses regarding upcoming conferences, updates to the Delegates Welcome Program, and important information on larger and/or more prominent conferences that will be visiting the Downtown core.



## HOW TO GET INVOLVED

### Show Your Badge Program

The *Show Your Badge* program has been rebranded and relaunched by Discover Halifax. The program is a delegate appreciation program where participating businesses provide special offers to visiting conference delegates. Delegates simply 'show their badge' to participating local businesses to receive their offer. For more information, visit [discoverhalifaxns.com/showyourbadge](http://discoverhalifaxns.com/showyourbadge).



### Savour the City Program

The *Savour the City* Program is a new program created by Discover Halifax and RANS. It is a delegate appreciation program for major conferences only. Participating restaurants will provide special menus exclusively for delegates. Delegates will receive the special menus just by showing their badge or card. For more information, visit [discoverhalifaxns.com/savourthecity/](http://discoverhalifaxns.com/savourthecity/).



## Promotion

- Hang the posters in your storefront windows
- Follow the Delegates Welcome Program partners on social media to stay up to date and to share welcome posts. Partner handles are:
  - @DowntownHalifax
  - @MeetHalifax
  - @HfxConventions
  - @HfxStanfield
- Use Delegates Welcome Program hashtags with all social posts regarding conferences:
  - #WelcometoHFX
  - #VisitNovaScotia
  - #DowntownHalifax
- Use conference handle and hashtag(s) when supplied in social media posts
- Post a welcome message or a welcome graphic on your website (if possible) and information about the Show Your Badge program if participating

## Prepare Your Staff

- Brief staff on program
- Brief staff on upcoming conventions and what to expect in terms of numbers, timeframe and 'type' of delegates
- Inform your staff about where to get information about conventions
- Inform staff about receiving and displaying storefront signage

## **UPCOMING NATIONAL & INTERNATIONAL CONFERENCES**

Larger and/or more prominent conferences will receive enhanced promotion including the storefront posters. They are highlighted on this chart. A full list of conferences can be found here: [halifaxconventioncentre.com/events](http://halifaxconventioncentre.com/events).

<b>DATES</b>	<b>NAME</b>	<b># of DELEGATES</b>	<b>TWITTER HANDLE</b>	<b>HASHTAG</b>
Oct 10-13	2018 Diabetes Canada/Canadian Society of Endocrinology and Metabolism Professional Conference	1,750	@DiabetesCanada	#DCAN18Hfx
Oct 11-13	Canadian Bar Association Biannual Construction Law Conference 2018 (National, 120 delegates)	120	@CBA_News	
Oct 16	Bright Business Conference and Awards	250	@efficiencycyns	#BrightBiz18
Oct 18-20	2018 International Conference on Residency Education	1,500	@ICREConf	#ICRE2018
Oct 24	Atlantic Convenience Expo and ACSA Awards Gala	500	@theACSA	



Oct 24	Urban Development Institute of Nova Scotia's Annual Conference	100		
Oct 26-28	Hal-Con Sci-Fi Fantasy Convention	10,000	@Halcon_scificon	#halcon2018
Nov 1	Halifax Chamber of Commerce Fall Dinner	750	@halifaxchamber	
Nov 2	Canadian Celebration of Women in Computing 2018 (CAN-CWIC)	300	@cancwic	#cancwic2018
Nov 2	Dalhousie Fear Memorial Conference	275		
Nov 3-10	STEM-Fest – Festival of Science, Technology, Engineering and Mathematics	500	@STEMFESTHFX18	#STEMFestHFX18
Nov 5-7	International Conference on Power Control and Optimization	450	@STEMFESTHFX18	#STEMFestHFX18
Nov 5-7	World Congress on Safety in Science, Industry and Education	250	@STEMFESTHFX18	#STEMFestHFX18
Nov 6	Skills Canada Launch and Expo	-	@Skills_NS	#Dal200
Nov 6-8	Lean Engineering and Production Conference	300	@STEMFESTHFX18	#STEMFestHFX18

**For more information regarding the Delegates Welcome Program, please contact:**

- Halifax Convention Centre: Erin Esiyok-Prime - [erin.eprime@eventseast.com](mailto:erin.eprime@eventseast.com)
- Downtown Halifax Business Commission: Allana MacDonald Mills – [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca)
- Discover Halifax: Shannon Platt - [splatt@discoverhalifaxns.com](mailto:splatt@discoverhalifaxns.com)
- Halifax Stanfield International Airport: Sherrie Clow – [sherrie.clow@hcaa.ca](mailto:sherrie.clow@hcaa.ca)

