

Events
NOVA SCOTIA



Who We Are

In Nova Scotia we understand that hosting successful events is no longer about simply delivering the technical demands. In Nova Scotia we aim to exceed those demands and that's why we continue to set new major event hosting standards.

Events Nova Scotia assists communities in bidding and attracting new major events in the sporting, culture and entertainment sectors. We also work to share best practices, continually enhancing our ability to host major events across our entire province.



What We Do ●○

Our goal is simple. Nova Scotia will become a desired destination in the global event-hosting community because of our reputation for a higher standard of hospitality. To reach that goal we're focused on four objectives:

1. To attract and host new events in sport, entertainment and cultural sectors
2. To establish consistent measures to evaluate the economic return from major events
3. To share best practices to build major event hosting expertise around the province
4. To promote Nova Scotia as a major event host destination

● Staging Success

We have the know-how, infrastructure and technological capacity to host world-class events. Our helpfulness and professionalism give our clients the peace of mind they need to enjoy their events with confidence.

From major cultural and sporting events to regional, national and international summits, Nova Scotia has proven itself time and again as an event destination of choice.

We continue to set new standards. From breaking event attendance records to setting new event standards, Nova Scotia knows what it takes to produce a successful event. You'll connect with a powerful, collaborative network of event professionals, promoters, volunteers and spectators who are committed to taking events to the high water mark.

Our Activities

Working with national and international sport and cultural organizations, we match communities with the right types of events. We offer support and resources to organizations and communities by helping them to bid for, plan and stage major sporting, cultural and entertainment events in Nova Scotia.

Bid Development and Presentations

Events Nova Scotia helps organizations and communities create winning bids for provincial, national and international sporting, entertainment and cultural events.

Community Event Strategies

Major events deliver more than just economic impact. We work with communities that are using major events to enhance tourism, utilize infrastructure, create profile and engage the community as a whole.



Site Inspections

Our staff can help organize professional site visits for an increasing number of events and bids that require advance site inspections of communities and venues.

Economic Impact Assessment

Major events have a direct impact on the provincial economy. Events Nova Scotia is working with the industry to assess the value of major events to the province. As well, we are training communities and event organizers in the collection of event survey information and on impact evaluations.

Promote Nova Scotia

We're working to promote Nova Scotia as a leading event hosting destination by letting event rights holders know the advantages of staging events in Nova Scotia.



Online Resources

My Events Tool

A unique major event planning tool developed by Events Nova Scotia and open to any community or major event organizer in the province.

NS Facilities Tool

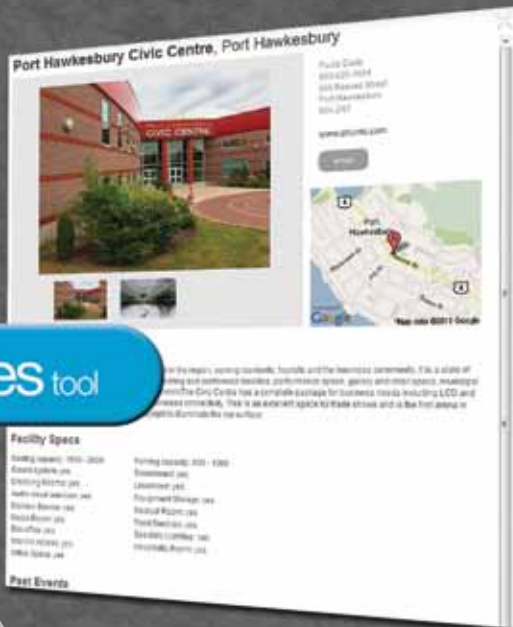
Designed for communities and community facilities to highlight their hosting capacities. It is also designed to act as a resource for major event organizers who are looking for potential host facilities.

NS Volunteer Tool

Provides major event organizers access to a database containing thousands of dedicated and skilled volunteers.



My events tool



NS facilities tool



NS volunteers tool

Our Results

Bidding and Attracting Events

We have submitted over 25 national and international bids in the past year for Nova Scotia.

Economic Impact

Major events make a significant contribution to the provincial economy. We're working with provincial and community partners to understand the value of major events. This event evaluation will assist the province and communities make informed decisions on future investment in major events.

Around The Province

HALIFAX

2010 Tim Hortons Brier generated an estimated \$11.3 million in economic activity for the Province of Nova Scotia

TRURO

The Dutch Mason Blues Festival resulted in an increase in net economic activity (GDP) of \$1.6 million in the Province

YARMOUTH

Music Nova Scotia Music Week generated \$1.3 million in total economic activity throughout Nova Scotia

Partnerships

We've engaged over 100 partners in the major event industry. We'll continue to foster and develop relationships that position Nova Scotia as a leader.

Provincial Conference

Our annual provincial conference continues to offer dedicated sessions and resources on the provincial major event industry.

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info@eventsnovascotia.com
eventsnovascotia.com

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staging success