

Welcome

Webinaire pour l'Étude de paysage des ONS (dernière phase)

Webinar of the the Canadian NSOs Landscape Study (final phase)

May 20, 2020
12:00pm-1:00pm

Research team

Profs. Milena Parent, Marijke Taks, Benoit Séguin, Russell Hoye, & Mike Naraine;
Ashley Thompson & Erik Lachance (Research Assistants)

Meet the Team

Prof. Milena Parent



Prof. Marijke Taks



Prof. Benoît Séguin



Prof. Michael Naraine



Prof. Russell Hoye



Erik Lachance



Ashley Thompson



Funding Partners



Social Sciences and Humanities
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Who is with us Today?

- Please put in the Chat which NSO you represent and in which capacity, thank you!

Some housekeeping issues

- **English or French:** use the language of your preference
- **Recording** will be available afterwards (same link as report; e-mail will be sent as reminder)
- Mute your **microphones**, and only unmute them when you have the floor to share your comments, insights or to ask your questions
- To speak: raise your hand click on the Participants list where you will find your name and can click on the **blue hand**
 - Ashley will be monitoring and we will give you the floor to speak
- You can also use the **chat box** to ask your questions;
 - Ashley will monitor the chat box and make the hosts attentive so all questions will be addressed

Purpose

Review the report from the NSO governance, branding, and social media workshop we hosted on February 10th, 2020



GOVERNANCE



BRANDING



SOCIAL MEDIA

Executive Summary (pp. 4&5 of the report)

- Purpose on the **day-long workshop**:
 - **to help identify best practices so NSOs can align their governance, branding, and social media practices to maximize benefits for their various clients and stakeholders and grow their sport**

GOVERNANCE



- **Challenges:**
 - Systemic and capacity challenges
 - Board-related challenges
- **Assets and Resources:**
 - Human resources
 - Knowledge
 - Education and training
 - Processes and procedures

GOVERNANCE



- **Action points:**
 - Developing a **compendium** or database of governance-related, curated resources, best practices, and templates
 - Fostering an NSO **network** to communicate best practices and promote synergies
 - Rethinking the Canadian sport system by focusing on **alignment** across levels, regionalization, stakeholder relationships, resource efficiencies and removal of duplications, and funding that assists with governance – not just sport performance

BRANDING



- **Challenges:**
 - Is more than a logo, it is about a promise, a set of expectations for the stakeholders
 - The need for internal and external stakeholder buy-in
- **Assets and Resources:**
 - A brand document
 - A budget for branding
 - Opportunities for onsite promotion
 - Assistance from the Canadian Olympic Committee (COC)

BRANDING



- **Action points:**
 - Developing a **brand architecture** (i.e., alignment between NSOs, P/TSOs [Provincial/Territorial Sport Organizations], clubs, and athletes)
 - Developing a **strategy** on how to manage brand governance
 - Educating key **stakeholders** about your brand
 - **Co-creating** the brand with corporate partners and other stakeholders
 - Understanding the importance of **values and good governance** for sponsors

SOCIAL MEDIA



- **Challenges:**
 - Capacity (e.g., human, financial)
 - Message control (e.g., hijacking, creativity)
 - Evaluation (e.g., metrics, lack of data)
- **Assets and Resources:**
 - Critical strategic insight
 - Stakeholder relationships
 - Internal capabilities

SOCIAL MEDIA



- **Action points:**
 - **Embedding** social media within the greater strategic marketing and communications plans
 - **Developing goals and objectives** for social media
 - **Segmenting** social content to hit smaller segments and, consequently, to clarify the NSO brand's social personality

IN SUMMARY

- **The Canadian sport system would benefit from a better alignment in terms of governance and branding between the various levels in the system.** This would, in turn, **improve organizations' ability to do more**, including with social media
- **NSOs have been creative** in their efforts to maximize their resource use to meet their goals
- To enhance these efforts, NSOs are encouraged to explore the resources noted in the report (see action points and toolbox sub-sections)

Comments or suggestions on the report?

- Inaccuracies, things you like to see changed?
 - if so, we will amend the document
 - if not, we accept the report as is and this will be the final and approved version

➤ 1



If you think it's OK

➤ 2



Put any comments in the chat

➤ 3



Raise hand to speak

Takeaways from the workshop

- Did you or your NSO obtain any takeaways from the workshop – what did you learn from attending the workshop?



Any progress regarding any action points?



Or did COVID affect your:

- Governance
- Branding
- Social media strategies and communication?

Thanks for your participation and attention!

- Be safe, be healthy, enjoy going out the door!



Please fill out the short exit survey when you leave the meeting using the following link:

<https://www.surveymonkey.ca/r/NSOwebinarexitsurvey>



More questions or suggestions?

Contact Milena Parent:

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For a complete overview of the project go to:

<https://health.uottawa.ca/human-kinetics/research/the-new-sport-system-landscape>

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