



---

[WWW.CIPRCOMMUNICATIONS.COM](http://WWW.CIPRCOMMUNICATIONS.COM)

# CASE STUDY

## BC WINTER GAMES

---

Through our relationship with Tourism Kamloops, CIPR was tasked with the role of Public Relations Chair of the 2018 BC Winter Games.



403 462 1160



[peter@ciprcommunications.com](mailto:peter@ciprcommunications.com)



[@CIPRCOMS](https://www.instagram.com/ciprcoms)



stronger  
together 40

---

Through our relationship with Tourism Kamloops, CIPR was tasked with the role of Public Relations Chair of the 2018 BC Winter Games. The objective was to execute communications in a phased approach that first drove sponsorships, then drove volunteer recruitment, and finally drove community awareness and support.

---

**Lead generation takes many forms depending on the desired results from the client. In the case of BC Winter Games qualified leads were those interested in supporting the event through volunteering, sponsorship, and fandom.**

**The BC Winter Games has a strong reputation as a champion for youth sport. It was an honour to be able to work alongside them to ensure the positive reputation was maintained in Kamloops and strengthened there.**

# CASE STUDY



Photo Copyright : BC Winter Games

## CIPR STRATEGIC APPROACH

CIPR focused on a strong regional media relations campaign, a rich volunteer communications plan, and a robust approach to social media content that honoured local volunteers, sponsors, and athletes.

CIPR was instrumental in setting the tones and themes that became the focus on the Games - including supporting the development of the tagline: Stronger Together.

# CIPR TACTICS

Tactics that were instrumental in the campaign included:

- Media Relations, Coordination, and Releases
- Key Message Creation
- Speaking Notes and Speech Preparation
- Strategic Social Media Coaching
- Volunteer Management
- Video Creation Oversight
- Content Creation
- Email Marketing

**NELSON STAR** 24°

Read more below

The Whole Free Event

Daniel Loban (at right) celebrates his silver medal at the Kamloops 2018 B.C. Winter Games on Feb. 23. Kelowna's Xander Appels, at left, won the bronze. Kristi Patton/Black Press

### Snowboarders sliding into fresh territory at B.C. Games

Athletes hit the slopes for first appearance as an event at the B.C. Winter Games in Kamloops

KRISTI PATTON / Feb. 24, 2018 3:00 p.m. / SPORTS

Daniel Loban gave his best impression of Olympic snowboarder Sebastian Toutant as he posed on the Kamloops 2018 B.C. Games podium.

Throwing his hands in the air with a medal draped around his neck might be something that is commonplace among the young medal winners participating in the provincial multisport competition, but it is new for this group. As well for the three females who won medals in snowboard cross at Sun Peaks on Friday because for the first time in 40 years snowboarding events are included in the Games.

**Scrap King**  
Auto-wrecking and Towing

**TOWING 24/7**

Our towing services are available across various locations in the Kootenays.

**CONTACT US**

LOCAL NEWS VIDEO CLASSIFIEDS OBITUARIES E-EDITIONS JOBS

**THE NORTHERN VIEW** 13°

## President praises nearly 1,800 volunteers at B.C. Games

Ashley Wadhvani sits down with the Kamloops 2018 B.C. Winter Games President Niki Remesz

JEN ZIELINSKI / Feb. 24, 2018 8:00 p.m. / SPORTS / VIDEO

Volunteering since she graduated university, Niki Remesz is taking on her biggest challenge yet — all with a can-do attitude.

The Kamloops 2018 B.C. Winter Games president has been preparing for this weekend's events for the last 18 months along with a crew of more than a dozen directors and about 1,800 volunteers.

"It was really a labour of love, there are 17 of us as board of directors, myself as president, vice president Maureen McCurdy and then 15 [other] board of directors," Remesz told Black Press Media.

**PROUDLY BUILT WITH TECHNOLOGY THAT HELPS MAKE LIFE EASIER**

F-150

ESCAPE

BUILT Ford PROUD

**N2K IS BACK**

N<sub>2</sub>K

By Chad Klassen

# B.C. Winter Games arrive, bringing \$1.6 million in economic benefits

# CIPR TACTICAL RESULTS

30+

MEDIA HITS

**Resulting in:** Exceptional volunteer and sponsor recruitment; positive reputational benefits for the Games and for the community at large; community pride and momentum.

Home

**Hanks a choke-holding wunderkind judoka bringing healthy message to BC Winter Games in Kamloops**

Marty Hastings / Staff writer  
FEBRUARY 22, 2018 01:04 PM

LOCAL NEWS VIDEO CLASSIFIEDS

**PENTICTON WESTERN NEWS**



**Sticking the landing at the B.C. Games**  
Gymnasts talk competition, B.C. Winter Games, and teamwork in Kamloops

35

REGIONAL SPONSORSHIPS

**Resulting in:** Content marketing and media outreach complimented the face to face outreach enabling identification of qualified leads that lead to secured sponsorships that funded the execution a successful Games.

CFJC TODAY  
Empowering Kamloops

Therapy dogs "athlete's best friends" during B.C. Winter Games

By Chad Klassen February 23, 2018 - 5:52pm



**K**AMLOOPS — As she prepares for her first Special Olympic basketball game, Kayla Polege lays on the floor with her arms wrapped around Skye, an Australian labradoodle therapy dog.

"He's very friendly and he feels like my dog that I have at home. He lets me bury my face in him like my dog does, so that's really nice," noted Polege. "I think dogs are magic. They have magic feel-better powers."

The calming presence of the dogs put those sometimes anxious athletes at ease before they compete.

"It's really good, especially after last night. Last night was really busy and it was really hard, so the dogs are very helpful and calming," said Polege.

BACK TO TOP

1,800

VOLUNTEERS

**Resulting in:** Volunteer recruitment was a key objective of the public relations campaign targeted marketing efforts ensured the identification of leads and increased brand awareness that ultimately assisted in driving volunteer interest and sign-ups; CIPR was instrumental in communicating with all volunteers and ensuring they had access to the resources they needed to execute their roles successfully.

Home

**B.C. Winter Games: Kamloops' curling teams take first draws**

Sean Brady / Staff writer  
FEBRUARY 23, 2018 02:45 PM

Like Facebook Twitter Email Print



Photograph By KAMLOOPS THIS WEEK

If you're looking for a local Kamloops curling team to watch at the B.C. Winter Games this weekend, you've got a few options.

All three Kamloops rinks won their opening draws Friday morning. Two U16 girls teams and one U16 boys team were at the competition being held at the Kamloops Curling Club.

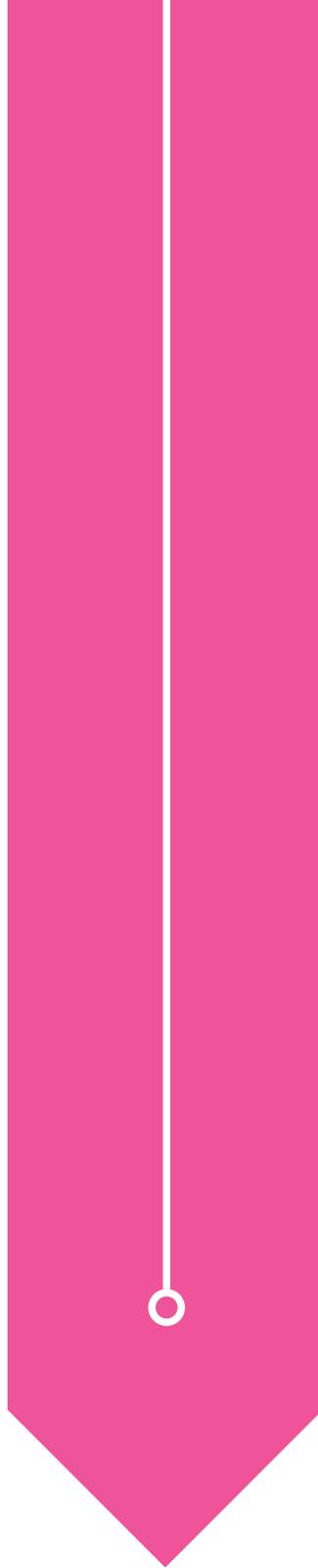
article continues below

# CIPR RECOMMENDATIONS

Looking forward CIPR would recommend the following marketing tactics to Tourism Kamloops in order to ensure the success of future events in the community and continue a successful lead generation and reputation management strategy:

- Retargeting digital marketing strategy to engage sponsors and volunteers in the next events

- Email marketing to volunteer base to keep them opted-in and then engaged with future volunteer options in Kamloops
- Follow-up media releases that continue to show the impact of the event in years to come
- Content marketing through the creation of content that focuses on volunteer stories of welcoming travelers to Kamloops, not necessarily event specific but high level in order to utilize for multiple campaigns



**CIPR**  
COMMUNICATIONS

[WWW.CIPRCOMMUNICATIONS.COM](http://WWW.CIPRCOMMUNICATIONS.COM)