

## MacSween, Liam

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**To:** Ross Jefferson  
**Subject:** CPED presentation - overview

**From:** Ross Jefferson [mailto:rjefferson@discoverhalifaxns.com]  
**Sent:** March-21-18 9:46 AM  
**To:** MacSween, Liam <macswel@Halifax.CA>  
**Cc:** Angela Petry <apetry@discoverhalifaxns.com>  
**Subject:** FW: CPED presentation - overview

Hi Liam,

I am happy to help. Here is the overview of our presentation.

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**Presenter: Ross Jefferson, President and CEO of Discover Halifax**

**Presentation Subject:**

This 10 minute presentation will provide the committee with a review of the Key Performance Indicators from 2017 and the company's balanced scorecard. The company's balanced scorecard is comprised of 4 focus areas including: 1. Customer Growth, 2. Operational Innovations 4. People and 5. Financial. The presentation will highlight strategic initiatives undertaken in the four focus areas with a focus on key performance metrics.

The presentation will also provide an introduction to the corporation's new Visitor Experience Program. This program is designed to improve the value proposition for businesses and all of the regions across HRM and to improve engagement from these regions in the overall tourism program.

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Sincerely,

Ross Jefferson

**Ross Jefferson**  
President & CEO  
Discover Halifax  
(902) 429-4574