



Presentation to Regional Council
July 16, 2019



Mission:

We connect the world to Nova Scotia by creating memorable event experiences.

Vision:

Our people and our community make us the favoured event destination for our guests.

Strategic Pillars



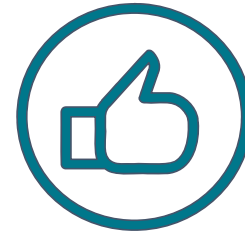
Guest
Experience



Community
Connection



Business
Growth



Talent and
Culture



Accountability
and Sustained
Performance

Our Impact



270

EVENTS



538,458

GUESTS



\$97.7M

IN DIRECT
EXPENDITURES

Scotiabank
CENTRE

NLL HALIFAX
'19-20

HALIFAX
'19-20



NLL NATIONAL
LACROSSE
LEAGUE

NATIONAL
LACROSSE
LEAGUE

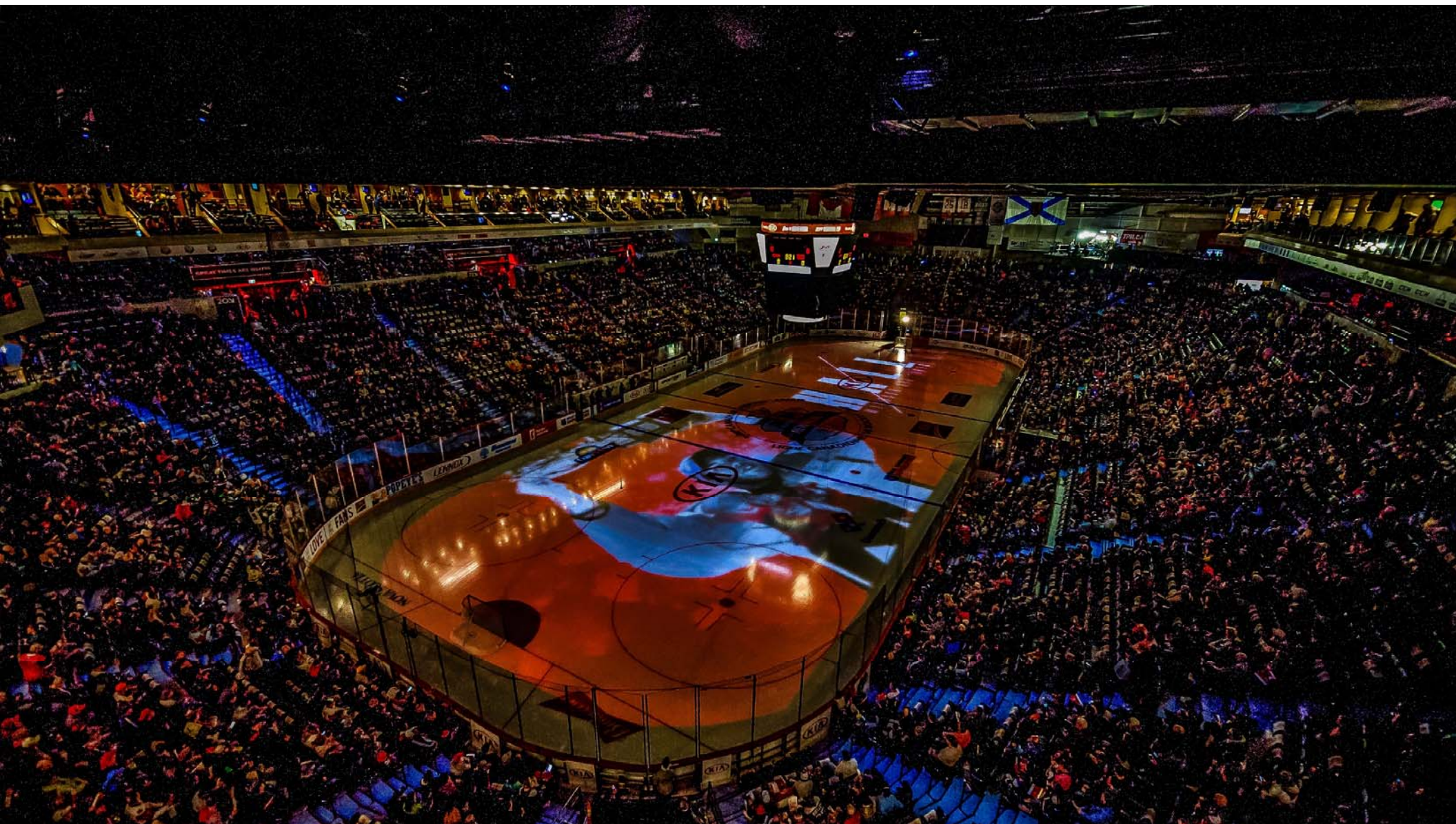












2019 MEMORIAL CUP

MAY 16-26 2019

Scotiabank Centre and Halifax Convention Centre - at the heart of it all.

10 DAYS - 2 CITY BLOCKS - \$11.2M ESTIMATED DIRECT EXPENDITURES



OVER 10 DAYS

150,000

FANS DOWNTOWN



OVER 3 DAYS

2,600

VISITING STUDENTS



OVER 9 DAYS

90,000

FANS IN
SCOTIABANK CENTRE

3,000+



EVENTS EAST STAFF SHIFTS
AT HALIFAX CONVENTION CENTRE
AND SCOTIABANK CENTRE

18 NOVA SCOTIA ARTISTS

+1500 FEET SYNTHETIC ICE IN OUR BALLROOM

3 DAYS OF RINK ICE MAKING

1 MEMORIAL
CUP 







Appels à l'action des jeunes
pour l'éducation des Premières
Nations



HALIFAX
CONVENTION
CENTRE







Canadian Nurses Protective Society

CNPS SPIC



Professional legal support for you!



Professional legal support for nurses

Des services juridiques professionnels spécialement pour vous

www.cnps.ca www.spic.ca

Holding the future to a higher

Canadian Operating Room Leaders Association

FORGE
JOBS • EMPS







HALIFAX CONVENTION CENTRE

1650

International Bridge, Tunnel & Turnpike Association – *September 15-17*

- 800 attendees
- Back after 20 years
- Discussion on innovative projects from around the world, including the Big Lift.



Transportation Association of Canada – *September 22-25*

- 1,200 attendees
- Over 70 sessions planned including focus on Smart Cities, public transportation and new mobility



ArcticNet Annual Scientific Meeting

December 2-5

- 1,200+ attendees
- Attendees include Arctic researchers and Inuit/First Nations/Métis and Northern Community representatives



Canadian Chemical Engineering Association

October 20-23

- 1,000 attendees
- Led by Dalhousie University, focus is *Synergy and Innovation through Community Engagement*





IN 2019

WE'RE HOSTING:

25+ Health Related Events



8 National



10,500+ Delegates







NOVA SCOTIA

20

IHLF

HALIFAX

20

IHLF

TRURO

20

IHLF

eastlink
All Smartphones 50 Down

MN

Steele

B

Scotiabank CENTRE

2013

2013



The 44th President of the United States

Barack Obama

Live in Halifax

November 13 at the Scotiabank Centre











The background is a solid teal color. In the bottom-left corner, there are several overlapping, semi-transparent teal geometric shapes, including triangles and parallelograms, creating a layered effect. The text 'events east' is centered in the upper half of the image. The 'e' is lowercase and has a white triangle pointing downwards from its top-right corner. The rest of the text is in a clean, white, sans-serif font.

events **east**