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## Events & Promotions Board Member Report | 2021 Q1 Board Report

January, 2021 | Submitted: Jordan Myers, Board Member

### Summary of Activities:

- **BC Events & Competitions Attended Q4 (2020 Oct-Jan 2021)**
  - no competitions attended

### Initiatives and Plans:

- **(ongoing)**
  - Monitor & support BC Athletics Staff COVID initiatives and continue to provide support when appropriate and as directed/ asked by BC Athletics staff on regular ongoing work
- **(proposed 2021)**
  - Athlete Development – Clubs/ Committees:
    - assist staff and various committees/ clubs with strategic approach to touch points/ content that engage membership during the continued restrictions on practice & open competition
    - support discussions and messaging to membership/ clubs & schools on pathway of athlete development(JD) tie into the Olympics
    - support ongoing high-performance programs – explore opportunities to promote, story tell, & sponsor
  - Technical Leadership – Race Directors:
    - assist staff with planning 4<sup>th</sup> annual joint PSO (Triathlon BC & BC Athletics) RD Conference (note: delivery will likely pivot to a webinar series, due to COVID)
    - Focus on continued delivery of resources locally and virtually available to race organizations/ directors
  - Competition:
    - Continue to work with permitting bodies and public health advocating for a phased return to sport approach as roll out of the vaccine happens in BC in 2021.
    - Participate in discussion on strategic vision on advertising & educating participants/ clubs/ organizations on the benefits of BCA membership and sanctioning
    - Promote the Olympics
  - Organizational Capacity – PSO Partnerships:
    - continue to assist staff with COVID initiatives and explore regional events/ clubs/ sponsors that can be unified in the event recovery
    - potential year to support staff on a strategic vision of the sponsorship/ partner program and if there are untapped opportunities for events: AGM, Annual Awards, RD Conference