

Canadian Olympic Committee
NSF EI 1.0 Initiatives (March 28, 2017)



NSF	Project
36 NSFs	Sponsor Valuation Project
Alpine	Media & Brand activation
Alpine	Philanthropy Development
Alpine	Club AlpineCanadaAlpin
Alpine	NSF Emerging Leader Program participant
Archery	Registration System
Athletics	Marketing and Digital Development Plan
Athletics	Marketing & Digital Plan Part II
Badminton	Tournament Management Shared Services
Badminton	Strategic Plan development
Baseball	Multi-Sport public service announcement re playing a variety of sports
Basketball	FIBA America's Women's Olympic Qualifier
Basketball	FIBA Americas CW Activation
Basketball	Marketing Enhancement
Basketball	NSF Emerging Leader Program participant
Basketball	NSF CEO Leadership development program participant
Basketball	Multi-Sport public service announcement re playing a variety of sports
Biathlon	Policy Updates
Biathlon	Bidding for World Championships
Bobsleigh Skeleton	Hiring Support, CEO Transition support
Bobsleigh Skeleton	Bidding and Hosting - World Championships
Bobsleigh Skeleton	Key Leader Support CEO Salary
Bobsleigh Skeleton	Financial Strategy
Bobsleigh Skeleton	Sponsorship Support
Boxing	CEO Recruitment and Support
Boxing	National Office Incubation
Boxing	Governance Review
Boxing	NSF CEO Leadership development program participant
Team Handball	Team Uniforms
Canoe Kayak	Organizational Restructure / HR Organizational Review
Canoe Kayak	Bidding and Hosting Strategy Development
Canoe Kayak	Rebranding Project
Canoe Kayak	NSF CEO Leadership development program participant
Cross Country Ski	Professional Development - CEO
Cross Country Ski	Board Orientation and Training
Cross Country Ski	Joint Feasibility Study (Cross Country and Biathlon)
Cross Country Ski	CEO Recruitment support
Cross Country Ski	NSF Emerging Leader Program participant
CSAsurf Canada	New 2020 NSFs On-Boarding (AGM Attendance)
CSAsurf Canada	Mentoring for new NSF President
Climbing	Mentoring for new NSF President
Curling	Membership Structure
Curling	Branding
Curling	Philanthropy
Curling	Bidding and Hosting/ 2015 Men's Worlds Activation
Curling	Selling Research

NSF	Project
Curling	National Advertising Campaign
Curling	NSF CEO Leadership development program participant
Cycling	Branding/Philanthropy
Cycling	CEO Recruitment support
Cycling	NSF CEO Leadership development program participant
Diving	Commercial Partnership/FabIV Marketing Initiative
Diving	Fab IV Marketing Part II
Equestrian	Organizational Structure
Equestrian	Branding
Equestrian	Competition Governance Optimization
Equestrian	Rules Access
Equestrian	NSF CEO Leadership development program participant
Fencing	Registration Systems
Fencing	Risk Management
Field Hockey	Bidding and Hosting
Field Hockey	Branding/Membership
Field Hockey	NSF CEO Leadership development program participant
Figure Skating	Philanthropy Development Project
Figure Skating	Bidding and Hosting
Figure Skating	NSF Emerging Leader Program participant
Figure Skating	NSF CEO Leadership development program participant
Freestyle	Org Restructure
Freestyle	Brand Reimagination
Freestyle	CFSA & CS Competition Alignment
Freestyle	NSF Emerging Leader Program participant
Freestyle	NSF CEO Leadership development program participant
Golf	Web Platform Design
Golf	NSF Emerging Leader Program participant
Gymnastics	New CEO Mentorship
Gymnastics	Communications Plan Development
Gymnastics	Bidding and Hosting/World Gymnastics Championships
Gymnastics	NSF CEO Leadership development program participant
Hockey	Multi-Sport public service announcement re playing a variety of sports
Judo	Joint Feasibility Study
Judo	Policy Review
Karate	Governance Review
Karate	National Office Incubation
Luge	Helmets for Heroes
Luge	Marketing and Sponsorship Professional Support
Luge	NSF CEO Leadership development program participant
Rowing	Philanthropy Development
Rowing	CEO Recruitment support
Rowing	NSF CEO Leadership development program participant
Rugby	Marketing Development
Rugby	NSF Emerging Leader Program participant
Rugby	NSF CEO Leadership development program participant
Sailing	AGM - provincial alignment
Sailing	Sponsorship Support
Sailing	CEO Recruitment support

NSF	Project
Sailing	NSF CEO Leadership development program participant
Skateboarding	Mentoring for new NSF President
Snowboard	Strategic Plan Development & Summit
Snowboard	CEO Recruitment support
Snowboard	Bidding and Hosting Strategy Development
Snowboard	Branding
Snowboard	Providing support for Skateboard Organizational Development & Leadership
Snowboard	Fan Engagement – Digital Marketing
Snowboard	Providing support for Surf Leadership
Snowboard	NSF Emerging Leader Program participant
Snowboard	NSF CEO Leadership development program participant
Softball	Branding
Soccer	Strategic Planning
Soccer	Multi-Sport public service announcement re playing a variety of sports
Speed Skating	Bidding and Hosting/Events Marketing Support
Speed Skating	Marketing Execution
Speed Skating	Broadcasting support
Speed Skating	NSF CEO Leadership development program participant
Squash	Technical Advisor
Swimming	Membership System
Swimming	Graphic Identity Plan/ Brand Development Project
Swimming	NSF CEO Leadership development program participant
Synchro	IT Projects
Synchro	Board Development
Synchro	Strategic Plan development
Synchro	NSF CEO Leadership development program participant
Table Tennis	Bidding and Hosting
Taekwondo	Governance and Operations Review
Taekwondo	Communications Plan Development
Taekwondo	Financial Strategy
Tennis	Alignment of the Tennis Community
Tennis	NSF Emerging Leader Program participant
Triathlon	Bidding and Hosting/ITU World Cup Event Support
Triathlon	Registration System
Triathlon	Marketing Support Personnel
Triathlon	HR Org Review
Triathlon	National Summit Support
Triathlon	Mentoring for new CEO
Triathlon	NSF Emerging Leader Program participant
Volleyball	Membership System
Volleyball	HR Support
Volleyball	IT project
Volleyball	Bidding & Hosting
Volleyball	Branding
Volleyball	Olympic Qualifier Support (bidding & hosting)
Volleyball	Brand Activation
Volleyball	NSF CEO Leadership development program participant
Waterski Wakeboard	Emergency and Risk Plans
Water Polo	Policy Updates

NSF	Project
Water Polo	Business and Events
Water Polo	Bidding and Hosting
Water Polo	NSF CEO Leadership development program participant
Wrestling	Policy Renewal
Wrestling	NSF CEO Leadership development program participant
COC	NSF Leadership Summits
COC	NSF Operational Seminars (x10): HR Tools, Analytics, Philanthropy, Member Management, Social Media measurement, Sponsorship Valuation.
COC	NSF Marketing webinars series
COC	NSF Sharing Centre (nsf.olympic.ca)
COC	HR Boots on the ground
COC	HR Tool Kit, guidelines, templates.
COC	COC NSF Sponsorship Landscape Report and Case Book
COC	Guidelines for Hiring Foreign Coaches (coming soon to the sharing centre)
COC	Best Practices Guide for Financial Management for NSFs Handbook
COC	Recruitment of a pool of corporate directors for NSFs to tap into.
COC	Logo and identity development support
COC	NSF Fundraising Toolkit
COC	NSF Incubator Initiative (Montreal office).
COC	Support for NSF leaders to attend conferences (e.g. NASSM)
COC	NSF Leadership programs (Emerging leaders and CEOs)
COC	Web Platform Design and template
COC & partners	Sport Sector Salary Survey
COC & partners	Provincial Alignment Initiatives
COC & CSTA	NSO Bid Evaluation Model
COC & CSTA	Event Contract Template for Rights Holders