

The Client

The Business of Performance three-city Canadian tour was created to motivate and inspire and support organizations dedicated to moving their people and their businesses towards elite performance. Canadian Sport Centre Calgary (CSCC), an organization that supports high performance professional athletes to achieve podium performances in international competition, organized the tour. CSCC already had a strong network of contacts that included business leaders from large and small organizations, but they wanted to reach a broader audience that included the business community for this inaugural event.

The Challenge

CSCC hired Chess to create a social media marketing campaign to increase public and media interest in the tour, and increase event attendance through social networking channels and social media press releases.

The Results

The result of the event allowed our Olympic level-presenters to engage with more than 35 Canadian companies with the hopes of sharing the value in the parallels between high performance sport and business.

Individuals and businesses alike positively received the campaign. Media coverage included local and national daily newspapers and business publications.

The campaign's success was due in part to the relationships built and interactions created because of social media efforts and activities.

"Chess Media Group was efficient and great to work with. They presented strategies and tactics which are proving helpful to progress our social media strategy."

– Netty Kim, Marketing Coordinator, Canadian Sport Centre Calgary