



THE UNIVERSITY OF BRITISH COLUMBIA

Continuing Studies

Going for Gold: CE Programming and Marketing Strategies When Your City Hosts the Olympic Games

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Languages, Cultures & Travel

- 18 languages offered on both Point Grey and Robson Square campuses
- Understanding Wine Programs
- Culinary Arts Appreciation and Regional Cuisine programs
- Destination and Immersion Travel Programs
- 4 terms a year
- Annual enrollment of 3,000-3,500 students



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Marketing Strategies

Prepare to Meet the World



Creative Concept

- Fall 2006, introduced Olympic related concept to brochure creative
- Create sense of excitement and need for language preparation
- Mindful of copyright infringement
- Started soft, building to a more explicit tie-in
- Created ongoing campaign through to February 2010



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The image shows the cover of a brochure for the UBC Languages, Cultures & Travel program. The background is a light blue and purple gradient with a globe in the lower right corner. The text on the cover is as follows:

the world
prepare
to meet
the world
ore

**UBC Languages,
Cultures &
Travel**

Fall 2006-Winter 2007

 **Continuing Studies**
Languages, Cultures & Travel



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UBC Languages,
Cultures &
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Travel

Spring-Summer 2007

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Fall 2007-Summer 2008
www.languages.ubc.ca

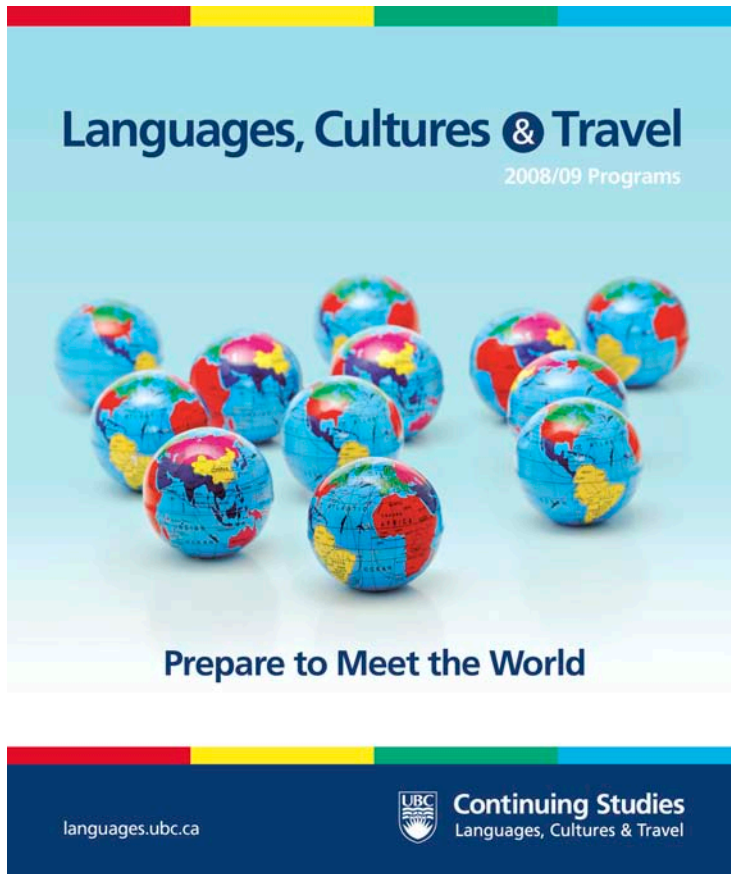
prepare to
meet the world

- 16 languages
- international cuisine
- understanding wine
- immersion travel
- cultural experiences




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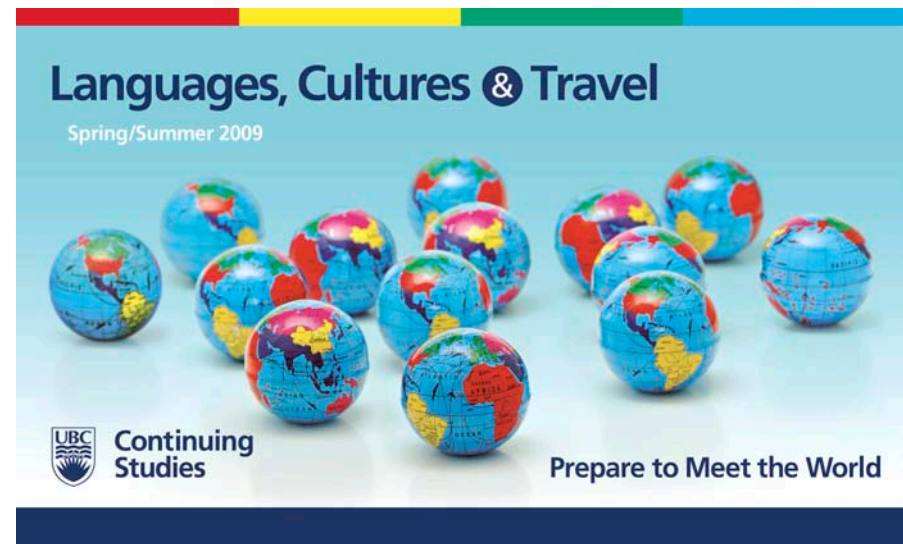
Languages, Cultures & Travel
2008/09 Programs




Prepare to Meet the World

languages.ubc.ca


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Languages, Cultures & Travel
Spring/Summer 2009



Prepare to Meet the World

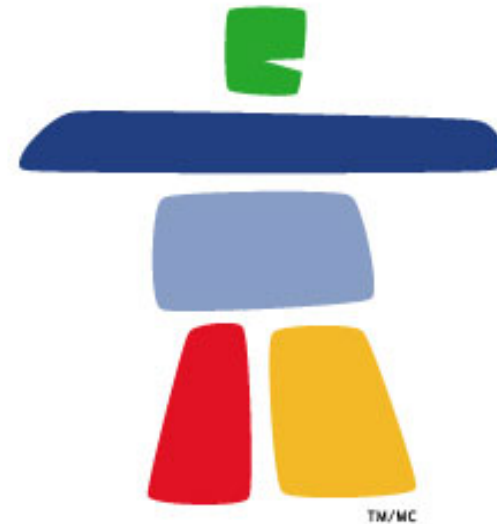
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Meet the World



TM/MC

vancouver 2010





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UBC THE UNIVERSITY OF BRITISH COLUMBIA
Continuing Studies Fall 2009

Lifelong Learning • Career Development • Certificate Programs

Encuentrate con el mundo
 Meet the World
 Bъстрѣчайте свет
 A la rencontre du monde
 Maak kennis met de wereld
 세계와 만나자
 Incontra il mondo
 Encontrar o mundo
 世界，我们在此与你相会
 世界と出会おう
 Occurrete mundo
 世界と出会う
 Παυτρεθού με τον Κόσμο
 Triff die Welt

**Languages,
 Cultures & Travel**
 2009/10 Programs

languages.ubc.ca

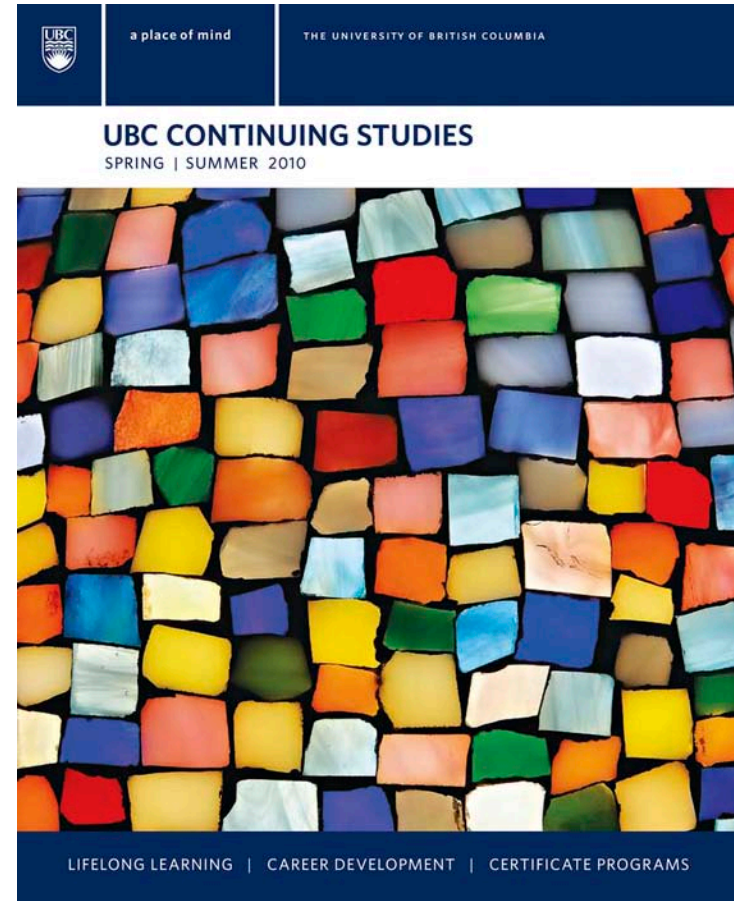
UBC **Continuing Studies**
 Languages, Cultures & Travel



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Impact of Olympics on Calendar Production





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Course Calendar

- Affects all of Continuing Studies
- Produce 35,000 copies, three times per year
- Involves multiple levels of staff across multiple units at multiple physical locations
- Spring/Summer Calendar distributed in late March



Production Schedule Impact

- Normal course calendar production: Jan-Mar
- Challenges
 - Telecommuting
 - Leaves for volunteering
 - Vacation
 - Office relocation
 - Equipment
- Would make normal processes difficult



Solution

- Moving distribution date not an option
- Start process earlier
 - Preproduction and layout: Nov-Jan
 - Printing: early Feb
 - Blackout period: Feb 12-28
 - Distribution: Mar 1
- Finishing Winter while starting Spring/Summer



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Considerations

- Cons:
 - No break between calendars
 - Early completion of programming
 - Marketing juggling two calendars at once
- Benefits:
 - Less stress during Olympic period
 - Extra promotion time for summer programs
 - Calendar out to market early



Communication Strategy

- Plenty of notice
- Opportunity for input and discussion
- Total commitment from all areas

Successful Implementation



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Programming Strategies



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Programming Challenges

- Shutdown of UBC Robson Square campus
- Two week black out at Point Grey campus
 - Olympic venue
 - Reading weeks



Programming Considerations

- Student learning needs
- Instructors' income
- Financial targets
- Tools:
 - Survey from the students
 - Communication with instructors



Program Planning and Implementation

- Early planning
- Front-loading
- Innovative programming before and after the Games
- Enrollment targets met and cost-recovered



Lessons Learned

- Create a strategic long-term plan in face of a major event
- Be bold and innovative
- Plan for the worst case scenario
- Lingering effects of the Games well beyond two weeks
- Lasting benefits for future programming



Conclusion

- » Disruption through hosting a large scale event can lead to innovation in marketing and programming with minimal financial loss provided a timely strategic plan is developed well before the event.