



CATCH THE WAVE!

Pawn Wise

Atlantic All-Ages Chess Festival 2020

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OUTCOMES

WHAT'S IN A NAME?

Pawn Wise

- **Two syllables – ww**
Wave!
- **Chess = knowing (game theory)**
Practices mind
- **Child => Senior**
All-ages theme



DREAM BIG!

Atlantic All-Ages Chess Festival 2020

- **Promote Halifax**
Hub for chess in Canada
- **Cultural legacy**
Province-wide programs
- **Brain Health**
Public education



JOUSTING FOR POSITION

Three Tournaments

- **Saint Mary's Scholastic Open**
Inaugural event
- **Canadian Seniors Chess Championship**
First time in Atlantic region
- **Nova Scotia Mayflower Open**
All-Ages



CELEBRATE AND EDUCATE!

Festival Side Events

- **Chess Education Room**
SMU – Continuous with event
- **Scholastic Chess Exhibition**
Meet the Grandmasters, junior-senior blitz
- **Chess Considered – Four Questions**
Panel: international and local scholars



LAYING THE FOUNDATION

Vision 2020

- **Re-branding**
Name, logo
- **New website**
Functionality, appearance
- **Organizational competence**
Skills, preparation (venue)



SETTING THE TRAP

Tactics: Creating Interest

- **Celebrities**

Attract players, media, broader public

- **Imaginative design**

Panel, trophies (NS themes), "experience"

- **Media**

Webcast, trade & mainstream media



HARMONIZING THE PIECES

Strategy: Community Engagement

- **Communities**

Parents & children, Seniors 9

- **Partnerships**

Fountain of Health, universities (panel)

- **Participation**

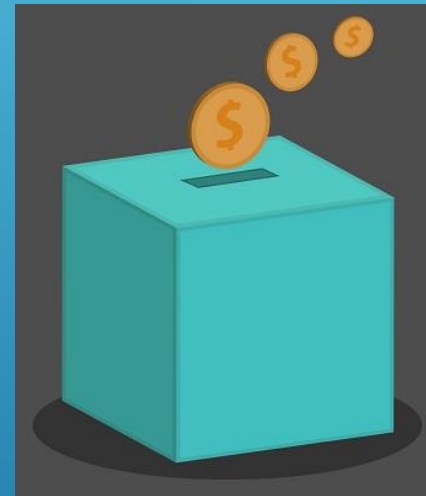
Volunteers, general public



BUILDING A STRONG POSITION

Playing a Combination

- **Individual donations**
CNS members, public
- **Sponsorship levels**
Business, corporations, campaigns
- **Grants**
Department of Seniors, CCH, Halifax



THE LONG GAME

Infrastructure

- **Chess at the Library**
Template, Truro, regional reps
- **Legacy programs**
All-ages recreation, instruction
- **Annual festival**
Anchored to Mayflower Open



BRAIN WAVES

The Nova Scotia After-School Chess Program

- **Concept**

Guided use of Internet, sustainability

- **Outreach**

Start-up sessions, support

- **Partners**

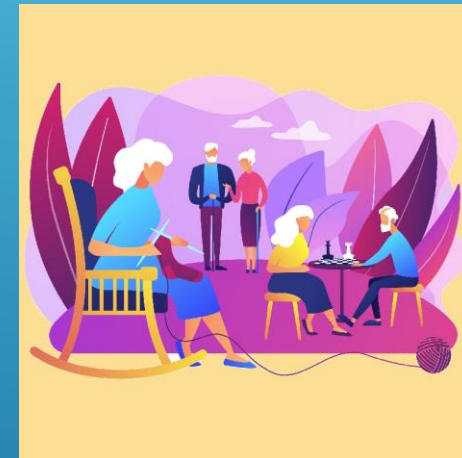
Lichess.org, Chesskids.com, Chess 24



WAVELENGTH

Chess for Seniors

- **Rationale**
Cognitive health, intergenerational
- **Method**
Sustainability, support, Internet
- **Partners**
Fountain of Health



CATCHING THE WAVE!

Endgame

- **Tracking**
Attendance logs, lists, surveys
- **Accountability**
Reporting
- **Building the network**
Social media, feedback



APPENDIX

Website

- **Chess Nova Scotia**

www.chessns.ca

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