

Pace Group / 2010 Winter Games events at Robson Square

Challenge

When the BC Olympic and Paralympic Winter Games Secretariat (BC Secretariat) of the Ministry of Finance chose to use Robson Square as a central and primarily public venue from which to promote BC during the Vancouver 2010 Olympic and Paralympic Winter Games, it chose the Pace Group to develop and execute a wide range of public programming.

Strategy and Action

The Pace Group provided comprehensive event management services which included: sourcing, scheduling and managing dozens of entertainment performances; managing all operational and staffing aspects of the ice rink and concession zone; and coordinating dozens of athlete celebrations and special events for government, business and tourism events.

Results

Robson Square and the GE Plaza rink attracted 1.5 million people (Nov. 2009 – March 2010) to enjoy daily cultural and musical entertainment, ride the eight-storey high zip-line, take in laser and pyrotechnic shows and skate on the free ice rink.

