



13th Annual **SPRING COACHES CONFERENCE**

SEPT. 9-11, 2022

OTTAWA, CANADA

LOCATION: SHAW CENTRE



© MY SPIRIT MEDIA

“WHERE THE WORLD COMES TO LEARN”

DEAR GYM OWNERS, ALL-STAR DIRECTORS, COACHES & CHEERLEADING ENTHUSIASTS,

The 13th Annual Spring Coaches Conference registration is now underway! We have traditionally held this event in Montreal, Canada but in 2022 we are bringing you a hybrid event taking place in beautiful Ottawa, Canada and available virtually all over the world!

We have had to wait two long years to be reunited and we know that our in person reunion will be a celebration of our sport unlike any other!

Over the last two years we had over 4000 coaches participate in the largest virtual educational opportunity in our sport. We have been overwhelmed by the interest from programs and coaches around the world.

We have spent the last 15 years traveling the world doing the sport we love. So many of you have shared your homes with us and shown us your communities. For this very special conference we are thrilled to welcome you to OUR home... OUR city!

Plans are well underway and we are on track for this to be our BEST conference yet! We are thrilled to welcome some of the best international gym owners, coaches, instructors, choreographers, vendors and spirit industry professionals to our event! This is combined with a number of virtual classes that you can access for 3 months following the event! We will also be filming all live classes so that you won't miss a thing!

Coaches education and training is vital to the growth and development of our industry. Through our conferences across Canada and around the world Spring CDT is committed to helping our industry learn, develop and grow.

Spring CDT is an international instructional cheerleading company based in Canada and the USA. We travel and teach cheerleading over 300 plus days per year and in 42 countries worldwide. We have spent the last decade committing ourselves to the global cheerleading community and we are proud to support over 22 conferences with instructional material!

Our 2022 CONFERENCE will be an event unlike any other. Our mission is to connect, lead, innovate, education & inspire our global cheer family. These values are the very core of our company and something we strive to do every day. Our conference has always been "Where the world comes to learn" and now EVERYONE can come.

We are hosting our conference the weekend of September 9th-11th at the Shaw Centre. Our host hotel is the Westin Ottawa and Les Suites Hotel. Ottawa is the capital of CANADA and is a city filled with vibrant sites and experiences!

Our virtual efforts will be supported by WHOVA and this will be a learning opportunity and sport celebration unlike any other. With over 125 planned speakers and classes spanning every corner of the earth, learning opportunities in multiple languages and disciplines of our sport - this is NOT to be missed!

Conference weekend we will be hosting our Gym Owner party, Runway fashion show, vendors mall, LIVE conversations, country roll call, Spring Send Off and so much more! It will be a true industry celebration! We hope you will join in on some of the fun to make it feel more like a true learning experience. It will also bring us all together and hopefully make up for some of the time we've lost!

Even better, we are proud to offer all classes for 90 Days online! The opportunity for expanded learning and longer conference access means you can attend EVERY class and keep the excitement and motivation of the conference long after the weekend ends.

Cheerleading has been such an important part of our life, and we are so grateful for the opportunity to continue our Spring Conference LIVE once again. We have never been more motivated or committed to bringing our global community together and we hope you will join us for a learning opportunity our industry will NEVER forget!

SINCERELY, LISA AUCOIN & KENNY FEELEY



WELCOME TO OTTAWA

As Canada's capital, Ottawa is the perfect place to experience some of the country's best attractions, celebrations and flavours in one welcoming city. With its unique blend of urban and rural beauty, year-round outdoor activities, and vibrant neighbourhoods, the Ottawa region is best explored over three days or more.

What are some of Lisa & Kenny's favorite things to do?

RESTAURANTS:

- Tavern at the Falls
- Tavern at the Gallery
- Mezzanotte
- Cocoa 70
- Vanitea
- Al's Steakhouse
- Flapjacks
- Zack's Diner
- Canal Ritz
- Zoe - Chateau Laurier (tea)
- Joeys (TD Place)
- Local (TD Place)
- St. Hubert
- Play Wine Bar
- Poutine is a must have!
- Dunn's Smoke Meat
- Beavertails
- 18
- Elgin Street Diner (late night)
- Aulde Dubliner
- Shore Club
- Mill Street Brew Pub
- Kettleman's Bagels
- Oh so good (dessert)
- Social

OTTAWA SMALL BUSINESS:

- Bottega Nicastro
- Salon Fiorella
- Farm Boy (like Whole Foods - started in Ottawa)
- Vodcow
- Marie Antoinette
- Unrefined Olive
- The Papery

ENTERTAINMENT:

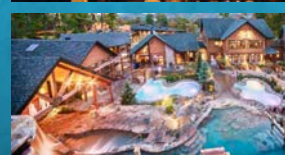
- Le Nordik Spa
- Casino Lac Leamy
- Ottawa REDBLACKS Football Game (CFL)
- Parc Omega (Quebec side)
- Andaz Hotel rooftop bar
- Banksy 360
- Bike Path's - Ottawa Parkway
- Hiking in Gatineau Park
- Calypso Water Park
- Tree Top Adventures & Mountain Coaster - Camp Fortune
- Inter provincial zip line
- Golf
- Canadian Mint
- House of Targ (old style arcade and pierogies)

HISTORY/CULTURE:

- Parliament Buildings
- Notre Dame Church
- National Art Gallery
- Rideau Canal
- War Memorial
- Dow's Lake
- Prime Minister's House
- Governor General's House - Rideau Hall
- Museum of Nature
- Deifembunker - Cold War Bunker
- Supreme Court of Canada
- Canadian Museum History
- Canadian Mint
- Ambassador /Embassy's (all around Ottawa)

SHOPPING:

- Rideau Centre
- Byword Market
- Glebe
- Chelsea Pub (Quebec side)
- Westboro



HOW TO REGISTER



Scan the QR code
or visit:
www.springcdt.com
(Choose Events)



Regular Registration: \$225.00



Late Registration: (from September 1ST) \$250.00

*PLEASE MESSAGE US FOR PROGRAM RATES



Professional Registration: \$1,500.00

*FOR THOSE WHO WORK FOR ALL CHOREOGRAPHY/CAMP/INSTRUCTIONAL COMPANIES



Virtual Access: \$199.00 (Individual)



Virutal Program Access: \$999.00



USING Whova

WHETHER YOU ARE ATTENDING LIVE OR VIRTUALLY, WHOVA WILL STILL BE A BIG PART OF YOUR CONFERENCE EXPERIENCE!

HOW TO GET THE MOST OUT OF CONFERENCE HOW DO I ACCESS THE PROGRAM?

Spring CDT is thrilled to partner with WHOVA for our 4th year in a row! This is such an exciting platform that will make our conference come to LIFE. We strongly urge you to download both the mobile app and the web app in order to maximize your conference experience!

Please visit: <https://whova.com/pages/whova-app-user-guide/>
This package has complete details on how to access the program.

TIMELINE:

September 5, 2022:

If you signed up for the 5 person or program package you will receive a google form that must be completed with ALL attendees from your gym. Single entrants need not worry about this. Once you have submitted your program list **YOU MAY NOT ADD ANY FURTHER ENTRANTS!**

- This is due by Monday September 5, 2022
- NB: Failure to submit these details on time will result in a delay of receiving your conference access!

September 7, 2022:

You will receive an email that will allow you to access the WHOVA app and online platform. Our online discussion boards and schedules will be available. Be sure to check back regularly as the site will be updated throughout the week.

September 9, 2022:

The Conference begins!

Classes run from 9am-5:00pm each day! There will be a series of virtual classes uploaded during conference weekend. All LIVE classes will be uploaded within 7 days. You will have three months access.

I'M ATTENDING LIVE - DO I STILL USE WHOVA?

Yes! The Whova App Will hold our conference schedule, speaker bios, event information, contests, and more! It's your one stop shop for all information during the weekend and once the event is finished! It's also where all of the online videos will be stored and all of the LIVE classes will be added post conference!

HOW LONG CAN I ACCESS THE PROGRAM?

The program will be available for 3 months for all attendees. While we urge you to participate in the conference in real time - once the class is completed on its scheduled time it will be available for the duration.



USING *Whoa* [CONT.]

CAN I PAUSE, STOP OR REWIND CLASSES?

Yes! You can watch the videos however you want! Doing so may impact staying on schedule -so we suggest you write down things that you love or want to revisit!

HOW DO I ACCESS ALL INFORMATION?

The class will have the speaker bio and contact information listed. Each class will appear in video format. We strongly encourage you to use the web app to watch the class and the mobile app to interact with speakers and other conference attendees. If there are any PDFs for the class you can download them directly from the conference site!

HOW TO GET THE MOST OUT OF CONFERENCE (CONT.) UPDATES:

Spring CDT will send you LIVE updates and reminders during the event. They will come through as alerts or notices on the mobile app and as emails for web app users. We will do our best to limit notifications to maximize your viewing experience.

HOW CAN I VIEW THE VENDOR MALL ONLINE?

Our Vendor Mall will have "Booths" for each of our vendors. They will include promotional videos, Optional LIVE product demos, up to 2 handouts/brochures and company information. We will also have a PASSPORT contest for a prize package to those attendees that "visit" every booth and participate.

LIVE EVENT MESSAGING:

You will be able to access the Community Boards, and Discussion topics the week of the event and beyond. You can also schedule your own virtual meetups!

GAMIFICATION:

Be sure to download the mobile app for photo and caption contests and Community Leader Boards! Make your learning come to life!

SESSION FEEDBACK:

We will be having session feedback forms and a post event survey for you to complete. This is our 1st ever hybrid conference and we want to ensure that you have a seamless experience with us.

DOCUMENTS:

Be sure to visit this part of the site for our Vendor Coupon book and other important resources from Spring CDT and our friends!

CONTEST - SPRING GYM CELEBRATION CONTEST:

Did you register your entire program for the Spring Coaches Conference? Have you planned a weekend of FUN for your staff? We want to see how you celebrate the Spring Coaches Conference for a chance to win a FREE virtual program admission in 2023!



TRACKS/CHANNELS



**Getting Down
To Business**



Building



Tumbling



Coaching



Mental Training



**Leadership/
Team Building**



**Dance/
Performance Cheer**



Choreography



International



Scholastic



Collegiate



Tiny/Mini/Youth



Spring LIVE



Spring Lab



Bloom



Cheer District



**Adaptive Abilities/
Paracheer**



Jr. Coach/CIT



Small Gym/D2



**Risk
Management**

WHERE THE WORLD COMES TO LEARN

Learning Styles

At Spring CDT we pride ourselves on offering a number of learning styles.
With over 125 classes there is something for everyone!
Choose the class type that suits you best!



Spring LIVE:

Where learning comes to life!
Simulate a true class environment



Spring Lab:

Hands On practical classes to improve
your gym operations. Bring your laptop!



Spring Panel:

A gathering of top notch speakers
on a specific topic



Fireside Chat:

Interview Style



Spring ONLY:

Classes reserved exclusive for our
global Spring CDT clientele!



Spring Speed Dating Style Class:

5 topics, 15 minutes each, lots of great ideas!



Coffee Break Chats:

Informal, discussion based classes
designed to spark conversation!



Spring Lite:

45 minute classes





where
SPIRIT *&*
STYLE
collide

RUNWAY
FASHION SHOW
2022

SATURDAY SEPTEMBER 10 @ 8PM



VENDOR MALL

Our Vendor Mall is filled with the Spirit Industry's best vendors from all over the world! Meet passionate and invested companies who understand how to service an international clientele!

Our vendor mall is open Friday-Sunday to give you plenty of time to meet each one! We also have a passport contest on Whova for attendees who visit every booth! You could win a chance to have full program access to our 2023 conference!

If you are attending virtually- our vendors will also have a presence on our on-line platform Whova! Visit their virtual booths to learn more about their offerings!

If you are a vendor who would like to attend the Spring Coaches Conference please email us at Lisa@springcdt.com

Vendor Booths are \$750.00



FREQUENTLY ASKED QUESTIONS

WHERE IS THE CONFERENCE TAKING PLACE?

The Shaw Centre in Ottawa, Canada.

WHAT ARE THE HOST HOTELS?

The Westin Ottawa & Les Suites. Please contact us for conference booking codes.

HOW DO I REGISTER?

Online! www.springcdt.com (it's under events)

REGISTRATION IS IN USD - BUT YOU ARE BASED IN CANADA:

The majority of our conference expenses are in US Dollars. We do run an early admission for Canadian gyms to pay in CAD.

DO I NEED TO BE VACCINATED TO COME TO CANADA?

Yes. At this time you do. Please keep checking back as this can change at any time.

DO I NEED A PCR OR ANTIGEN TEST?

No you do not.

IS THE CONFERENCE STARTING ON FRIDAY THIS YEAR?

Yes! Our conference has grown. We will not only run our Getting down to business sessions on Friday but also some classes too!

IS IT TRUE LIVE ATTENDEES ALSO GET ACCESS TO THE CLASSES VIRTUALLY?

Yes. There will be a series of virtual classes uploaded during conference weekend. All LIVE classes will be uploaded within 7 days. You will have three months access.

HOW DO WE ACCESS THE CONFERENCE ONLINE?

We are using WHOVA. You can download the mobile or desktop app. All registered attendees will receive an email September 7th.

HOW DO WE WATCH THE CONFERENCE?

You can watch the videos online according to the LIVE schedule or once the scheduled class time has finished you can watch the videos at any time. The conference videos will be available online for 3 months after the conference until December 11, 2022. All LIVE classes will be uploaded within 7 days. You will have three months access.

HOW MANY CLASSES ARE THERE?

There are over 125 classes - live and virtual



FREQUENTLY ASKED QUESTIONS

WHERE ARE YOUR SPEAKERS FROM?

Our speakers are industry leaders, gym owners, coaches, instructors and leading experts. They are from all over the world.

DO YOU OFFER CLASSES IN OTHER LANGUAGES?

Yes. We are offering classes in English, French, Spanish, and German.

FORTHOSE ATTENDING VIRTUALLY:

WE LOVE THE FEEL OF A LIVE CONFERENCE. HOW WILL THIS BE DIFFERENT?

While we can't replicate the in person feel of our regular events, we are doing EVERYTHING we can to simulate it! Virtual parties, LIVE panel classes, interactive vendor malls, contests and more will make our conference come to life!

HOW CAN WE ASK QUESTIONS?

You can use the WHOVA app to ask questions and interact with speakers and other attendees. NB: Because some of our speakers are on other time zones they may not be able to answer LIVE.

I LIVE IN AUSTRALIA, RUSSIA, ASIA OR EUROPE - HOW CAN I PARTICIPATE?

We suggest participants from these regions watch the conference Saturday, Sunday and Monday. They should follow the Friday schedule on Saturday. The Saturday schedule on Sunday and the Sunday schedule on Monday. It will allow for the most comfortable and seamless experience.

HOW CAN I ACCESS CLASS HANDOUTS?

Any class that has a handout can be accessed directly on the app!

CAN I PRESS PAUSE, RESTART OR STOP THE VIDEOS?

Yes! You can watch the videos however you want!



THEY'RE My World



INAUGURAL VIRTUAL CONFERENCE FOR THE PARENTS OF ALL-STAR CHEER SEPTEMBER 10-11TH, 2022

A BRAND new Virtual Conference JUST for the PARENTS of all star cheer! Hear from a wide range of experts, industry leaders and more on how to best support your cheer athlete thru their journey! Brought to you by Spring CDT - Where the World Comes to Learn!
3 month digital access via Whova Platform

Coping with Pressure
Goal Setting & Decision Making
Mental Health Matters
Effective communication
Athlete Nutrition
The Road to Worlds
Respect & Accountability
Social Media & the All-Star Athlete
Champion Mindset
Athlete Protection & Safety
How to cultivate Grit & Resilience
Expectations & young athletes
What your coach wants you to know
Injury Prevention
We never lose - we learn
Cheer for life: post all-star opportunities
From the judges stand - scoring explained
Let's hear it for the boys - supporting your male athlete
Cheer for everyBODY
And more!



Individual Parent: \$75.00
Small Gym - Full Program: \$300.00
Conference Add On - Full Program: \$500.00
Full Program (not attending Spring Conference): \$750.00

Spring SEND OFF



SUNDAY, SEPT. 11

5:00PM-5:30PM

Don't miss our annual Spring Send Off! It's the perfect way to celebrate the end of conference!

Win incredible prizes from our amazing Vendors! You have to be present to win!

DESIGN BY © MY SPIRIT MEDIA.

A large, three-dimensional sign spelling out the word 'SPRING' in capital letters. Each letter is filled with a bright blue light and has numerous small white lights (like marquee lights) embedded within it. The sign is set against a dark background, and the floor in front of it is also illuminated with blue light.

THANK YOU FOR ATTENDING THE
13TH ANNUAL SPRING COACHES CONFERENCE