



Celebrate Canadian Kinesiology Week  
October 18-22, 2010



**Canadian Kinesiology Alliance**  
**Alliance Canadienne de Kinésiologie**  
**Kinesiology Week 2010**  
**October 18 -22, 2010**

## **Tool Kit for Kinesiologists**

**What's inside...**

- § Event ideas**
- § Planning checklist**
- § Promotional resources**



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### Member Associations

Alberta Kinesiology Association  
British Columbia Association of  
Kinesiologists

Fédération des Kinésiologues du Québec  
Newfoundland & Labrador Kinesiology  
Association

New Brunswick Kinesiology Association  
Ontario Kinesiology Association

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## About Kinesiology Week

Kinesiology Week is a National celebration of the profession and practice of Kinesiology across Canada. It is an opportunity for each and every Kinesiologist to promote the profession of Kinesiology and increase public awareness of our various specialized areas of practice.

## Goals of Kinesiology Week

- o to raise awareness of the practice of Kinesiology across Canada
- o to celebrate the best practices of the profession of Kinesiology
- o to celebrate our National identity, growth and success

## Message from 2010 Kin Week Committee

National Kinesiology Week 2010 is fast approaching and we're looking forward to joining you in a week of celebrating the practice of Kinesiology. National Kinesiology week is an opportunity for Kinesiologists across Canada to join together to promote and increase awareness of our profession. It's easy and fun to participate! Through your participation in Kin Week 2010, we can work together to elevate the exposure of the profession of Kinesiology and celebrate our successes! For years, Kinesiologists have been planning events and activities to promote best practices and highlight various practice areas within the profession.

The following tool kit has been developed to enable you to join in and participate in Kin Week 2010. We look forward to receiving details of your events and awarding our 2010 best event prize(s)! To participate in the contest, please forward details and pictures from your event to the CKA/ACK at [info@cka.ca](mailto:info@cka.ca).



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Célébrons la Semaine de la kinésiologie  
Du 18 au 22 octobre 2010

## Getting Started

**We recommend gathering together with Kinesiologists at your workplace or in your region to plan an event. During your first meeting, have an open brainstorming to develop a list of possible events and activities that would promote your practice and the profession of Kinesiology. Create a plan and assign action items to each member of your group to ensure a successful event. Use the checklist at the end of this document to keep you on track!**

**Good luck and have fun!**



# Ways to Participate

- 1** Access the provided poster and pamphlet templates (members only section of the CKA/ACK website) customize and post in high traffic areas of your workplace.
- 2** Make a presentation within your workplace/region regarding an area of expertise or a topic related to the practice/profession of Kinesiology.
- 3** Send a press release using our template (see the members only section of the CKA/ACK website).
- 4** Write an article for a local newspaper.
- 5** Profile a Kinesiologist and successes in your practice.
- 6** Organize an event/open house to showcase Kinesiology and your practice. Invite local press!
- 7** Attend a Kinesiology education session or provincial event.
- 8** Communicate your event.

# Easy Event Ideas

- Host an open house
- Set up a booth/display
- Offer a presentation/workshop
- Provide specials for services during Kin Week
- Create in-house promotional tools

# Promotional Resources

Please access the member's only section of the CKA / ACK website to obtain our downloadable, customizable Kin Week Promotional Resources. These include; a draft press release, a pamphlet and a poster.



**ACKA**  
LES SPECIALISTES  
DU  
MOUVEMENT

UNIS EN  
MOUVEMENT

**LES KINÉSIOLOGUES**

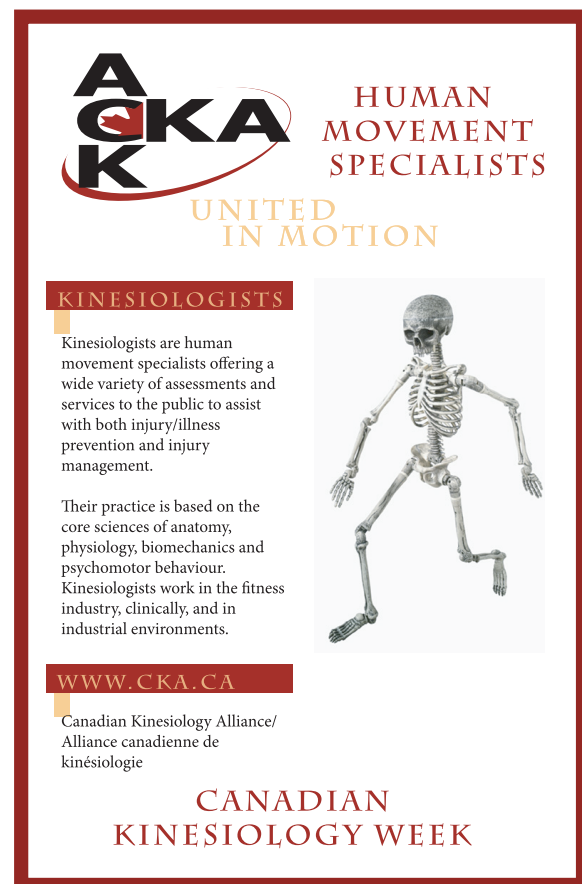
Les kinésiologues sont des spécialistes du mouvement humain qui offrent à la population une vaste gamme d'évaluations et de services visant à prévenir les maladies ou accidents et à traiter les blessures.

Leurs champs de pratique reposent sur les sciences de l'activité physique : anatomie, physiologie, biomécanique et comportement psychomoteur. Les kinésiologues travaillent dans les centres de conditionnement physique, les cliniques ou les entreprises.

**WWW.CKA.CA**

Alliance canadienne de kinésiologie/Canadian Kinesiology Alliance

**LA SEMAINE CANADIENNE  
DE LA KINÉSIOLOGIE**



**CKA**  
HUMAN  
MOVEMENT  
SPECIALISTS

UNITED  
IN MOTION

**KINESIOLOGISTS**

Kinesiologists are human movement specialists offering a wide variety of assessments and services to the public to assist with both injury/illness prevention and injury management.

Their practice is based on the core sciences of anatomy, physiology, biomechanics and psychomotor behaviour. Kinesiologists work in the fitness industry, clinically, and in industrial environments.

**WWW.CKA.CA**

Canadian Kinesiology Alliance/  
Alliance canadienne de  
kinésiologie

**CANADIAN  
KINESIOLOGY WEEK**

# KIN WEEK CHECKLIST

Event name \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

Location \_\_\_\_\_

Back up / Alternate Location \_\_\_\_\_

Goal / Theme: \_\_\_\_\_ Budget: \_\_\_\_\_

Event description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Speakers or Special guests: \_\_\_\_\_

Approximate number of attendees: \_\_\_\_\_

## Primary activity:

- |  |   |
|--|---|
| <input type="checkbox"/> Presentation / Speaking | <input type="checkbox"/> Invite local officials |
| <input type="checkbox"/> Press Release           | <input type="checkbox"/> Internal Newsletters   |
| <input type="checkbox"/> Photo opportunity       | <input type="checkbox"/> Article                |

## 1-2 months prior

- Enlist committee and plan
- Communication
- Confirm location
- Finalize Budget
- Assign tasks
- Send invitations
- Identify requirements

## 1 week prior

- Confirm location / set up
- Communication reminders
- Pre-event marketing

## 1 day prior

- Review arrangements
- Walk through

## Post Event

- Pack and clean up
- Get data / success
- Send thank you's
- Reconcile budget
- Review Event
- Report results
- Enter CKA/ACK contest!



# CANADIAN KINESIOLOGY ALLIANCE MERCHANDISE ORDER FORM

**ITEM #**

**DESCRIPTION**

1. Eco drawstring lunch bag with CKA/ACK logo
2. CKA/ACK Bandaid Holder with 5 bandaids – great for glove box, purse or knapsack.
3. CKA Poster – brighten up your office wall with a splash of colour and advertise “Kin Week”
4. Stress Ball Key Chain

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

| ITEM                                | COST        | QUANTITY | TOTAL |
|-------------------------------------|-------------|----------|-------|
| 001 – Lunch Bag                     | \$4.50 each |          |       |
| 002 – Bandaid Holder                | \$3.00 each |          |       |
| 003 – Poster                        | \$2.50 each |          |       |
| 004 – Key Chain                     | \$2.00 each |          |       |
| <b>MERCHANDISE TOTAL \$</b>         |             |          |       |
| <b>ADD SHIPPING &amp; HANDLING</b>  |             |          |       |
| <b>SUBTOTAL</b>                     |             |          |       |
| HST/GST R#1007796674                |             |          |       |
| AB, SK, MB, QC, PE, YK, NT, NU = 5% |             |          |       |
| BC = 12%                            |             |          |       |
| ON, NB, NL = 13%                    |             |          |       |
| NS = 15%                            |             |          |       |
| <b>ORDER TOTAL</b>                  |             |          |       |

|  |                                |
|--|--------------------------------|
| <u>MERCHANDISE TOTAL</u><br>(Before Taxes) | <u>SHIPPING &amp; HANDLING</u> |
| \$0.00 - \$14.99                           | \$3.00                         |
| \$15.00 - \$50.00                          | \$5.35                         |
| \$51.00 - \$75.00                          | \$8.02                         |
| \$76.00 - \$100.00                         | \$10.70                        |
| \$101.00 - \$125.00                        | \$13.37                        |
| orders over \$125.00                       | \$16.05                        |

Please Find Enclosed My Cheque For \$ \_\_\_\_\_ Made Payable To The Canadian Kinesiology Alliance

I am paying by VISA/Mastercard: # \_\_\_\_\_ Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return your completed order form to: Canadian Kinesiology Alliance  
6519-B Mississauga Road  
Mississauga, Ontario L5N 1A6  
Tel: (905) 567-9200 Fax: (905) 567-7191

\* PLEASE NOTE THAT PRODUCTS WILL NOT BE SHIPPED UNTIL FULL PAYMENT IS RECEIVED \*