



Yukon Tourism Industry Spring Conference 2010 Conference Agenda

“Learn, Lead, Liaise”

April 29 & 30, 2010

High Country Inn - Whitehorse, Yukon

Thursday, April 29	
9:00 - 4:00	Registration
10:00 - 12:30	<p>Pre-Conference Workshop Social Media One on One</p> <p>Learn how to make social platforms like Facebook and Twitter work for you. This workshop is being offered free of charge and attendance will be capped at 20 on a first come/first served basis. This event is not automatically included with conference registration. To register call TIA Yukon at 668-3331 or email tiayukon@klondiker.com</p>
12:30 - 1:30	Lunch (on own)
1:30 - 1:45	Opening Remarks – <i>“Learn, Lead, Liaise”</i>
1:45 - 3:00	<p>TCMF Workshop</p> <p>Learn all about the TCMF program and how your company can leverage this fund as part of your marketing mix.</p>
3:00 - 3:15	<p>Break</p> <p>Liaise with your peers.</p>
3:15 - 4:30	<p>Bear Pit/Idea Shop</p> <p>This is an opportunity for members to get their ideas out and be heard. Tell the TIA Yukon Board what's on your mind!</p>
5:00 - 7:00	<p>Mapping Our Future Industry to Industry MOU Event <i>(MacBride Museum of Yukon History)</i></p> <p>Learn about what has been happening with the Mining/Tourism MOU over the past year. A new communication tool will be unveiled to connect the two industries.</p>

Friday, April 30	
7:30 - 8:30	Breakfast/Registration
8:30 - 9:30	Keynote Speaker - Stephen Joyce (rezgo.com) Take advantage of the social web to improve your customer relationships, build business and decrease costs to your bottom line.
9:30 - 9:45	Break Liaise with your peers.
9:45 - 10:45	2010 Tourism Activities Presented by TIA Yukon & Tourism & Culture Learn about the tourism marketing activities that took place during the 2010 Olympic Winter Games. See how your industry got involved.
10:45 - 12:15	TIA Yukon AGM Changes to Constitution, Reporting, Financials and Elections. There are four seats up for election this year: *Meetings/Conventions and Sport *Travel Trade/Tourism Services *Transportation *Attractions and Culture Think about how you want to lead your industry and consider nominating someone or letting your name stand.
12:15 - 1:30	Lunch
1:30 - 3:30	Tourism Yukon Implementation Plan Learn about what the plan entails for 2010/11; see where your business can get involved.
3:30 - 3:45	Break Liaise with your peers.
3:45 - 4:45	Concurrents (Choose from one of three different workshops): 1) YESAB Learn about the YESAB process; how you can get involved; at what point can you submit comments in the process; how to proceed if you are a project proponent. 2) CAN NOR Learn about what CAN NOR is; successful projects that have run under the CAN NOR banner; opportunities for our industry to access funding, etc. 3) ECONOMIC DEVELOPMENT Learn about the programs currently offered by Yukon Government's Department of Economic Development; how they can assist you in furthering your business by accessing funding programs, etc; how to leverage existing programs with other government departments to grow your business.
6:00 - 10:00	Gala Dinner & Tourism Awards of Excellence Liaise with your peers; learn about the successes over the past year; lead your industry by earning a Tourism Award of Excellence.