



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 Senior Marketing Committee Overview
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 four 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. 4) ALASKA TRAVEL INDUSTRY ASSOCIATION Learn about the North to Alaska marketing initiative. The session will focus on a review of past, present and future efforts to cooperatively market the Yukon Alaska to the independent highway travel market.
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.