

## THURSDAY, APRIL 27, 2006

5:00 – 7:00 p.m. Registration and Opening Reception (Diamond Tooth Gerties)  
**Sponsored by the Klondike Visitors Association**

## FRIDAY, APRIL 28, 2006

8:00 – 9:00 a.m. Registration & Breakfast Hosted by **Parks Canada** (Palace Grand)  
**Sponsored by Economic Development – Strategic Industries**

9:00 – 9:30 a.m. Welcome & Opening Remarks with TIA Yukon President Rod Taylor and Premier Denis Fentie  
**Plenary** (Palace Grand)

9:30 – 10:15 Demystifying the Internet with keynote speaker Todd Lucier (Palace Grand)  
**Plenary** **Sponsored by Northwestel**

10:15 – 10:45 Refreshment & Networking Break (Palace Grand)  
**Sponsored by GrayLine**

10:45 – 11:30 Going For Gold with Jens Thraenhart, Executive Director, E-Marketing,  
**Plenary** Canadian Tourism Commission. (Palace Grand)

11:40 – 12:20 A) First Impressions from the Front Lines - a Yukon Visitor Information Centres Panel.  
**Concurrent** (Visitors Information Centre)  
B) A "Vision" for Yukon's Aboriginal Tourism with moderator Katie Johnson, Heritage Officer,  
Yukon Tourism & Culture, Meta Williams, Executive Director, Yukon First Nations  
Tourism Association (YFNTA) & Margot Booth, Director, Policy Communications &  
Research, Tourism Industry Association of Canada (TIAC). (Danoja Zho Cultural Centre)  
C) Doing Tourism in Parks with Hillarie Zimmermann of Parks Canada. (Palace Grand)

12:30 – 1:30 12:50 - Lunch & Industry Panel of Best Practices with moderator Dee Enright, Sr. Manager, Na-  
**Lunch** tional Marketing Campaign and former VP Cosette Media, panelists Rod Taylor, Uncommon  
Journeys, Josee Savard, Klondike Kates, Nancy Huston, Midnight Sun Gallery & Gifts.  
(Diamond Tooth Gerties)

1:45 – 2:30 Leveraging Travel Media with Cheryl MacKinnon, Canadian Travel author for the Vancouver  
**Plenary** Sun, and Province Papers and Global BC TV (Diamond Tooth Gerties)  
**Sponsored by Air North**

2:40 – 3:30 D. Managing Risk with Staff and Clients with panelist Melanie Pettefer of Northern Safety  
**Concurrent** Network & Margot Booth, TIAC (Visitors Information Centre)  
E. Web One-on-One with Net Expert Todd Lucier (Palace Grand)

3:30 – 3:55 Refreshment & Networking Break – EXPO (Visitors Information Centre)  
**Sponsored by The Alaska Highway Community Initiative (NRAHTA)**

4:00 – 4:45 p.m. F. How to Leverage the Internet to Market Yukon to the World with Jens Thraenhart,  
**Concurrent** Executive Director, CTC. (Palace Grand)  
G. Media & Ad Buying 101 with Dee Enright, Sr. Manager, National Marketing Campaign  
and former VP Cosette Media (Danoja Zho Cultural Centre)

4:45- 5:10 p.m. Closing Remarks for Day 1 & feature presentation by White Pass & Yukon Route  
**Plenary** (Palace Grand)

5:30 Cocktails and Klondike Krawl. (Diamond Tooth Gerties)  
**Doors open at 5:00** **Sponsored by White Pass and Yukon Route. Doors open at 5:00**

6:30-8:00 Dine Around Featuring the Eldorado, Downtown Hotel, Aurora Inn & Klondike Kates

8:00 – 10:00 The Klondike Krawl concluding at Diamond Tooth Gerties.



## SATURDAY, APRIL 29, 2006

- 8:00 – 8:30**  
**Plenary** Registration, breakfast and networking (Palace Grand)  
**Sponsored by TA Firth & Son Insurance**
- 8:30 – 9:30**  
**Plenary** Brand Yukon - How We Got Here! with Pierre Germain, Tourism Director, Tourism & Culture. and Denny Kobayashi, Manager Marketing North America, Tourism & Culture. (Palace Grand)
- 9:30 – 9:55**  
Refreshment & Networking Break (Palace Grand)  
**Sponsored by Alkan Air**
- 10:00 – 10:45**  
**Concurrent**
- J. Experiential Travel - Delivering Memories with Shannon McNevin, Acting Manager, Research and Product Development, Tourism & Culture. (Visitors Information Centre)
  - K. How to use Tourism Yukon's Websites to Promote Your Business with Pat Nichol and Cathy Lonneberg of the Tourism Branch, Tourism & Culture (Danoja Zho Cultural Centre)
  - L. Implementing the New Yukon Brand with Pierre Germain, Tourism Director, Tourism & Culture. (Palace Grand)
- 11:00 – 12:20**  
**Plenary** TIA Yukon Special General Meeting (Diamond Tooth Gerties)  
**All voting members please attend and bring proxies.**
- 12:30 – 1:30**  
**Lunch** 12:50 - National Marketing Campaign - Building Awareness With Canada with Dee Enright , Manager National Marketing Campaign, and former VP, Cossette Media
- 1:45 – 4:00**  
Experience Dawson City  
1. Hike In Dawson City 2. Art - Oil Workshop 3. Art - Film Screening 4. History Walk  
5. First Nations Workshop  
**Our thanks to contributors Jennifer and Melissa Flynn, KIAC and Artists in Residence, Dawson City Museum, Parks Canada and Freda Roberts with DZ Cultural Centre**
- 5:00 – 5:45**  
Cocktail Hour (Diamond Tooth Gerties)  
**Sponsored by PR Services**
- 5:45-8:00**  
Tourism Awards of Excellence & Gala Dinner Featuring the Honourable Elaine Taylor, Minister of Tourism & Culture. (Diamond Tooth Gerties)  
**Sponsored by Tourism & Culture with Wine Sponsor Westmark Hotels**
- 8:15**  
Closing remarks. (Diamond Tooth Gerties)

## SUNDAY, APRIL 30, 2006

- 10:00am** Fun Bus Departs for Whitehorse.  
**Sponsored by GrayLine Yukon**

**TIA Yukon would like to thank all contributors, participants, sponsors, presenters and volunteers. It takes the sum of all to make a valuable program. Have a great season!**

