

# Annual Conference

March 8 & 9, 2016

Chatham-Kent Convention Centre  
Chatham, ON

[www.swotc.ca](http://www.swotc.ca)

**\$95.00** per person



2016

**This is**  
Inspired  
Toolkit



## Tuesday March 8, 2016

8:30 am **Registration Opens**

9:00 am **Black History – Buxton Museum/Uncle Tom's Cabin (includes lunch and transportation)**

\*\* this is an optional activity, and requires additional payment of \$25 /person.

Next Stop Freedom!

This will be an educational, informative and at times entertaining tour as you visit and meet descendants from the area where some of the enslaved people sought refuge and solace. You will start the tour in Chatham- which was known as the "Coloured Man's Paris" has a rich history. Drive by the church where John Brown used as a meeting place to recruit Blacks to enlist in the Civil War; visit the Freedom Park and hear the legend of Mary Ann Shadd Cary. Next stop is Buxton which was the largest Black settlement in Ontario for fugitive slaves or free Blacks. At the museum pick up original shackles, visit an 1850 log cabin, 1855 barn and 1861 school. You will also meet staff from Uncle Tom's Cabin Historic Site, Dresden which was founded by Josiah Henson- who was a former slave, abolitionist and author. Hear his story- the escape, the tragedies and triumphs. Finish the morning with a traditional soul food meal and an African libation ceremony.

1:30 pm **Opening Remarks & Welcome**  
**MC: Melissa Schenk | MS2 Productions**

1:45 pm **RTO 1 Update**

2:15 pm **Keynote**  
**Greg Klassen | Twenty 31 Consulting**

3:15 pm **Nutrition Break**

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## Tuesday March 8, 2016

3:45 pm

### BREAKOUT SESSIONS 1A — 1C

1A

#### **Festival & Events: Data = Money**

Performance measurement is important for strategic planning and grant applications - best practices on what you need and how to do it.

1B

#### **Follow the Yellow Brick Road**

**Clark Hoskin | Norfolk County**

**Ala-Dean Naghmouh | Fanshawe College Business Student**

There are lots of ways to get creative to find new business resources so you can do more with less. Panelists will share their stories of success and opportunities for others.

1C

#### **Video Digital Difference 360**

**Melissa Schenk | MS2 Productions**

Understanding online viewers and how their minds work is critically important for increased engagement. This session will teach busy marketers and business owners what tools are an absolute NECESSITY to stand out online and how to develop content that will inspire change, engage effective communication and accelerate their business to the next level -- having their customers take action!

Training will begin to teach individuals how to create high-quality videos for social media, and how to get videos ranked at the top of YouTube and Google to obtain more views instantly, as well as provide the most-up-to-date content, tips & tricks pertaining to online exposure, relevancy, engagement and authority.

4:45 pm

#### **Industry Update**

**Scott Allison | Marriott Hotels & Resorts of Canada**

**Rob Taylor | TIAC**

5:30 pm

#### **Networking Event with Denise Pelley (at the Convention Centre)**

7:30 pm

#### **Event Ends**

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## Wednesday March 9, 2016

7:00 am **Hot Breakfast**

8:45 am **Opening Remarks & Welcome**

9:00 am **Plenary**

### **Kari Westlund | Travel Land County Oregon**

Kari Westlund, President & CEO of Travel Lane County Oregon (doing business as Eugene, Cascades & Coast), will share her experience in marketing a region that, surprisingly, shares much in common with Ontario's Southwest. She has 35 years of experience in tourism in Alaska and Oregon, the past 20 as President and CEO of Travel Lane County. Come hear what she has learned about marketing a region that, like ours, offers a great blend of mid-sized urban attractions, a booming culinary, winery and craft brewery sector.

9:45 am **Nutrition Break**

10:00 am **BREAKOUT SESSIONS 2A — 2C**

### **2A Search & Referral Engine**

#### **Alex Kinninmont | JackRabbit systems**

An overview of the JackRabbit program, its functionality, and how best accommodation providers including Hotels, B&Bs, even Glamping businesses can utilize it to increase overnight stays across the region. Not utilizing online booking yet on your accommodation's website? JackRabbit has a tool to help get you online quickly with minimal effort and its free with the system.

### **2B Tourism IS Economic Development!**

#### **Dan Taylor | Economic Developer**

Giving tourism operators the tools (stats, research, economic impact) to talk to their councils, financial institutions, business partners, etc. to communicate the power of tourism in the economy.

### **2C Moving Beyond First Impressions**

#### **Geoff Evans | Social Media Coach**

Learn how to manage your online reputation with Social Media Coach Geoff Evans, who will go through the good, the bad and the ugly. Strengthen your online relationships on social platforms such as TripAdvisor, Google, and Facebook.

11:00 am **Nutrition Break**

11:15 am **MTCS update & any SWOTC announcements / innovation award winner**

11:45 am **Lunch**

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## Wednesday March 9, 2016

12:30 pm

### Second City Works

Join the team at Second City Works, the innovative B2B solutions arm of the world famous Second City comedy theatre, for an interactive keynote address designed to introduce the philosophy of improvisation, and demonstrate how the tenants of improvisation can be utilized to manage difficult conversations. You'll walk away from this keynote address with valuable lessons on topics such as listening to understand, being others focused, and effective communication -- all in a fun-filled environment with lots of laughs. Join us!

1:45 pm

### Stretch Break

2:00 pm

### BREAKOUT SESSIONS 3A — 3C

3A

#### Ready or Not

**Jillian Dickens | Bannikin Consulting**

Learn about marketing readiness from a tourism perspective, and why it's important for service providers, accommodators, festival & events, DMO's and ultimately guests. Learn about specific niche markets in Ontario's Southwest, and how businesses fit into the larger destination experience.

3B

#### Fresh Perspective on Tourism Opportunities

**Panel: Adriano Ciotoli | Windsor Eats**

**Wendie Dupuis | Lakewood Trailer Estates**

Learn from a panel of entrepreneurs that saw new opportunities in the tourism industry. Hear about their unique stories of getting started and how they are contributing to a vibrant tourism industry in Ontario's Southwest.

3C

#### Optional No More: Why you NEED to Including Facebook Advertising in your Marketing Mix

**Gregg McLachlan | Work Cabin Communications**

This session is aimed at businesses and organizations which haven't jumped into using Facebook advertising on a regular basis. The goal of the introductory session is to have you leave saying "Wow, we need to be doing this!" You'll learn basics about way more powerful options on **Facebook** besides 'Boost a Post'. You'll learn how to reach the right people, at the right time, in the right places, and get great bang for your buck. You'll also learn about

3:00 pm

### Nutrition Break

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## Wednesday March 9, 2016

3:15 pm

**Keynote | ZEROLIMITE ATTITUDE**

### **Martin Latulippe**

"LIFE comes down to inner victories over the years, by our decisions to live each day with passion and our ability to help others without expecting something in return. To be truthful, LIFE should not have a rating scale. A victory should never be but a victory, big or small; a choice should never be but a choice, easy or difficult; and helping should never be a quantifiable act, whether you've helped one person or one million."

Martin hits home talking about:

- The ability to live in the present moment.
- The awakening or reawakening of your full potential, ordinary people who achieve extraordinary results.
- Remaining connected to your passions, objectives and dreams.
- Treasures that are hidden behind action, audacity and FEAR.
- Managing extreme balance: do, have, be.
- The most important choice regarding your life!

He touches base with the ZEROLIMITE ATTITUDE towards:

- Your dreams.
- Your inner victories.
- Your personal and professional stability.
- Your objectives and results.
- You... because your attitude will determine your altitude in life!

4:15 pm

**Closing Remarks**