

2016 Business Conference

AGENDA

April 13-15

OUR PRESENTERS



Keynote Speaker
Theresa Syer
Syer Hospitality



Janet Rouss
Get Real Branding



Kevin Eshkawkogan
GSCT/ATO



David MacLachlan
TNO



Karen Peacock
TEN



Clinton Belcher
CES



Mike Robbins
Tourism Company



Kevin Rose
CANDO



Steven Antoine
GSCT



Stephen Burnett
GL Cruising Coalition



Chris Milner
OTMPC



Virginia McKenzie
Temagami First Nation



Maheengun & Bernadette Shawanda
GL Cultural Camp

WELCOME

We thank you for your participation and commitment to our industries growth and future development. On behalf of the organizers and our sponsors we wish you a successful conference.

Registration Tuesday, April 12, 2016
6:00 – 8:00 p.m.

2nd Annual Business Conference

Industry Growth and Future Development

Thank you to our event sponsors



Platinum Sponsor



Business Conference

Agenda April 13 - 15

Day 1

Morning

9:00 - 9:30 WELCOME ADDRESS

Kevin Eshkawkogan – CEO, GSCT
Kerry Assiniwe, Master of Ceremony

9:30 - 10:00 SESSION 1

**ABORIGINAL TOURISM ONTARIO
UPDATE**

Kevin Eshkawkogan – CEO, GSCT
Clinton Belcher - President & CEO, CES

10:00 - 10:45 SESSION 2

CALLING ALL TRIBE MEMBERS

Janet Rouss - Chief Brand Engineer, Get
Real Branding

10:45 - 11:00

Break (15 min)

11:00 - 12:00 SESSION 3

THE PATH OF GREY OWL

Virginia McKenzie - Temagami First Nation
Chris Milner - OTMPC

12:00 - 1:00

Break (1 hour)

Afternoon

1:00 - 1:30 SESSION 4

**TAKING AIM ON THE FUTURE OF
INDIGENOUS TOURISM**

Clinton Belcher - President & CEO, CES

1:30 - 2:30 KEYNOTE

**DELIVERING THE WOW VISITOR
EXPERIENCE**

Theresa Syer - Syer Hospitality Group
Inc.

2:30 - 2:45

Break (15 min)

2:45 - 3:30 SESSION 5

**THE CRITICAL NEED TO EMPOWER
FIRST NATION, METIS, INUIT
COMMUNITIES THROUGH TOURISM**

Mike Robbins, The Tourism Company

3:30 - 4:30 SESSION 6

CULTURAL SENSITIVITY

Kevin Eshkawkogan – CEO, GSCT
Steven Antoine - Lead Guide, GSCT

*"We are more than the sum of our knowledge, we are the
products of our imagination." - Ancient Proverb*



Industry Growth and Future Development

Day 2

Morning

9:00 - 9:20 WELCOME ADDRESS
RECAP OF DAY 1 & EVENTS FOR DAY 2
Kerry Assiniwe, Master of Ceremony

9:20 - 10:20 SESSION 1
RETHINKING RISK MANAGEMENT, HAVE YOU GOT IT COVERED
Maheengun Shawanda - Great Lakes Cultural Camp

10:20 - 10:30
Break (10 min)

10:30 - 11:20 SESSION 2
GREAT LAKES COALITION UPDATE
Stephen Burnett - Executive Director, The Great Lakes Cruising

11:20 - 12:00 SESSION 3
TOURISM EXCELLENCE NORTH – A TOURISM DEVELOPMENT PROGRAM FOR NORTHERN ONTARIO
Karen Peacock, Tourism Excellence North
David MacLachlan, Executive Director, TNO

12:00 - 1:00
Break (1 hour)

Afternoon

1:00 - 2:20 SESSION 4
HOW TO CREATE AND DELIVER THE WOW VISITOR EXPERIENCE
Theresa Syer - Syer Hospitality Group Inc.

2:20 - 2:30
Break (10 min)

2:30 - 4:15 SESSION 5
HOW TO CREATE AND DELIVER THE WOW VISITOR EXPERIENCE
Theresa Syer - Syer Hospitality Group Inc.

4:15 - 4:30
OVERVIEW OF DAY 2
Kevin Eshkawkogan – CEO, GSCT

"The death of fear is in doing what you fear to do."

- Sequichie Comingdeer

ATO

2016 Business Conference

Day 3

Morning

**9:00 - 9:20 WELCOME ADDRESS
EVENTS FOR DAY 3**

Kerry Assiniwe - Master of Ceremony

**9:20 - 10:20 SESSION 1
IMPORTANCE OF ABORIGINAL
TOURISM IN FIRST NATION
ECONOMIC DEVELOPMENT**

Kevin Rose - Cando Director

10:20 - 10:30

Break (10 min)

**10:30 - 11:15 SESSION 2
BRING IT TOGETHER**

Janet Rouss - Chief Brand Engineer of
Get Real Branding

11:15 - 11:45 CLOSING PRAYER

Door Prize Draw and Farewell Remarks

Thank you for attending our conference by strengthening our industry's growth and opportunity for future development. We wish you a safe journey home and look forward to seeing you next year for our 3rd annual Business Conference.

Meegwetch
Great Spirit Circle Trail Conference Team



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