



Conference Agenda

THURSDAY, APRIL 11, 2019

<p>9:30 a.m.</p>	<p>Registration Desk Opens – Pre-function area</p>
<p>10-10:30 a.m.</p>	<p>Opening Greetings – Gallery AB <i>Norm Beug, Chair, Tourism Saskatchewan Board of Directors; Mary Taylor-Ash, CEO, Tourism Saskatchewan</i></p>
<p>10:30-11:30 a.m.</p>	<p>PLENARY SESSION – Gallery AB <i>Presenter: William Bakker, Chief Strategist and Partner, Destination Think!</i> William Bakker will present a plenary session focusing on content marketing success stories. Bakker will include case studies, as well as best practices and strategies for industry, provincial marketing organizations (PMOs) and destination marketing organizations (DMOs) to work together.</p> <p>William Bakker is Chief Strategist and Partner at Destination Think!. He has been active in destination marketing for almost 20 years and has worked with destinations in Canada, the U.S., Europe, Africa and Australia. He is considered a leader in the world of destination marketing and frequently speaks at conferences around the world. Before joining Destination Think! in 2010, Bakker was the eMarketing director at Tourism British Columbia for over 10 years.</p> 
<p>11:45 a.m.-1 p.m.</p>	<p>LUNCHEON AND KEYNOTE ADDRESS – Gallery AB A Recipe for Developing a Taste of Place <i>Presenter: Rebecca Mackenzie, President and CEO, Culinary Tourism Alliance</i> In a dynamic presentation, Rebecca Mackenzie will touch on the history of growing the food tourism industry in Ontario and share Culinary Tourism Alliance accomplishments and successful partnerships. Industry will benefit from facts about current consumer demand for food tourism and developments taking place within the broader tourism industry.</p> <p>Rebecca Mackenzie has been involved in food tourism for more than 20 years and was instrumental in projects, such as the award-winning Taste Trail in Prince Edward County (ON) and the CTA's Feast On® certification program. Her career enables her to explore Canada and the globe, connecting people across the agriculture and tourism industries to grow a "taste of place."</p> 
<p>1:15-2:30 p.m.</p>	<p>BREAKOUT SESSION A – Gallery C Saskatchewan's Tourism Sentiment Index <i>Presenter: William Bakker, Destination Think!</i> In this session, William Bakker will share an analysis of Saskatchewan's Tourism Sentiment Index (TSI) report. He will address possible strategies to improve Saskatchewan's TSI score, including efforts to grow volume and sentiment in specific categories.</p> 



<p>1:15-2:30 p.m.</p>	<p>BREAKOUT SESSION B – Gallery D Indigenous Tourism Panel <i>Panelists: Thomas Benjoe, FHQ Developments; Kevin Seesequasis, Beardy's and Okemasis' Cree Nation; Michela Carrière, Aski Holistic Adventures; Andrew McDonald, Wanuskewin Heritage Park</i> Indigenous tourism is a growing area of economic development and reclamation for Indigenous business owners, communities and peoples. Interest has grown dramatically as more travellers seek to experience authentic, unique and diverse stories and products. This panel will explore the development of Indigenous tourism products that will help share these traditions.</p>
<p>2:45-4 p.m.</p>	<p>BREAKOUT SESSION C – Gallery C Culinary Tourism Panel <i>Moderator: Rebecca Mackenzie, Culinary Tourism Alliance</i> <i>Panelists: Garrett "Rusty" Thienes, Harvest Eatery; Michael Brownlee, Mabel Hill Farm Kitchen and Marketplace; Shawn Moen, 9 Mile Legacy Brewing Company; Barb Stefanyshyn-Cote, Black Fox Farm & Distillery</i> Join Rebecca Mackenzie as she examines the state of food tourism in Saskatchewan. Operators will discuss how local ingredients and collaboration with one another enhance the culinary tourism experience. Mackenzie will provide a "Market Readiness Checklist" as a takeaway for delegates.</p>
<p>2:45-4 p.m.</p>	<p>BREAKOUT SESSION D – Gallery D Events, Festivals and the Visitor Economy <i>Panelists: Kerri Fischer, Ness Creek Music Festival; Ryan Bater, Destination Battlefords; Heather Bury, Saskatoon Sports Tourism; Alan Long, Shakespeare on the Saskatchewan Festival</i> Event tourism is one of the fastest growing forms of tourism. Festivals and events are becoming increasingly popular as a means to revitalize local economies, both rural and urban. This panel will explore the value of events and festivals to community development through strategic planning, well-defined goals, local level partnerships and funding.</p>
<p>5:30-10 p.m.</p>	<p>30TH ANNUAL SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE GALA – Grand Gallery <i>Master of Ceremonies: Jim Bence, Saskatchewan Hotel and Hospitality Association</i></p> <p>Networking Reception: 5:30-6:30 p.m. Dinner and Awards Presentation: 6:30-10 p.m.</p>

Cost and Registration Information

\$179 (plus GST), includes one ticket to the Saskatchewan Tourism Awards of Excellence Gala
To register, contact Nancy Hubenig, Events Specialist, 306-787-9844 or
nancy.hubenig@tourismsask.com.

