



The Orangeville & Area Small Business Enterprise Centre  
& The Centre for Business and Economic Development present

# 2010 Orangeville & Area Tourism Conference

**WEDNESDAY, JUNE 23, 2010**

**9 AM TO 3 PM**

**BEST WESTERN INN & SUITES, ORANGEVILLE**

Don't miss your opportunity to network with tourism operators while learning about the benefits of branding and packaging a tourism destination.

## AGENDA

**9:00 am to 10:00 am**

**Keynote Address • It's a Brand New World • Roger Brooks**

World-renowned Roger Brooks, the "Dr Phil" of tourism, will demystify and explain the process of branding for both communities and businesses in the tourism industry. Attendees will be engaged in an entertaining presentation and learn what it takes to create a successful brand and how it translates to cash.

**10:15 am to 12:15 pm**

**Twenty Ingredients of an Outstanding Destination Workshop • Roger Brooks**

Roger Brooks spent ten years studying and surveying more than 400 well-branded, vibrant communities in North America to find the common elements that made them so successful. In this workshop, he teaches participants the 20 common ingredients to their success.

**12:15 pm to 1:30 pm**

**Lunch • Networking • Brochure Display.**

**1:30 pm to 1:45 pm**

**Tourism Trends • Paul Samson, Ministry of Tourism • Michele Harris, Hills of Headwaters Tourism Association**

Paul and Michele will provide updates on the trends, changes and activities that are happening in tourism, both locally and across the province and what impact these changes will have.

**1:45 pm to 2:45 pm**

**Panel Discussion • Stepping Up the Experience**

Learn from three prosperous tourism business owners as they discuss how they have created success by delivering excellent customer experiences by building packages and collaborating to entice visitors and promote attractions within the region.

**2:45 pm to 3:00 pm**

**Wrap Up**

**Cost: \$30 pp, includes lunch**

**Space is limited.  
Pre-registration is required by  
June 17, 2010.**

**Contact the Orangeville  
& Area SBEC  
519-941-0440 ext 2286  
or email sbec@orangeville.ca**



**Centre For Business  
and Economic Development**  
A Community Futures Development Corporation

