

You are invited!

Register today for the inaugural **Partners in Tourism Summit** presented by The Hills of Headwaters and Central Counties Tourism.



THE HILLS OF
HEADWATERS
TOURISM ASSOCIATION



CENTRAL
COUNTIES
TOURISM

This is a must-attend event for tourism operators in the Hills of Headwaters. Learn how you can benefit from the powerful marketing initiatives that this new, dynamic partnership has in-store for 2013.

March 6, 2013

8:30 am - 3:15 pm

The Royal Ambassador Banquet & Event Centre

15430 Innis Lake Road, Caledon, ON L7C 2Z1

Click [HERE](#) to Register Online

Keynote: Terry O'Reilly

Terry is frequently asked to speak to companies and associations on the power of advertising. A very passionate presenter, he has very unique and insightful views on what it takes, what it truly takes, to connect with your customers.

For over 600,000 listeners, O'Reilly, the host of CBC Radio's hit show, Under The Influence, formerly The Age of Persuasion, is literally the voice of advertising - an erudite ad man deconstructing the business, the craft and the business of advertising. Recently named to Marketing Magazines' Power 100, he is co-author with Mike Tennant of The Age of Persuasion: How Marketing Ate Our Culture, the best-selling book published in Canada by Knopf, and in the United States by Counterpoint Press. It will be published in China later this year.

Don't miss your opportunity to hear O'Reilly's Keynote Address at the Summit:

"Why Customers Have to Feel, Not Just Understand"

If you truly want to connect with your customers, if you truly want to attract potential customers - you must make them feel your message, not just understand it. Most decisions are made 20% with the brain, 80% with the heart, yet most advertising is aimed at the head. Discover how the most effective advertising uses emotion, empathy, and an ability to identify obstacles and tear them down with outstanding creativity.

To learn more about O'Reilly, visit his webpage: <http://terryoreilly.ca>

Event Schedule at a Glance:

8:30 - 9:30 am	REGISTRATION & REFRESHMENTS	
9:30 - 9:40 am	Welcome and opening remarks	Ron Munro Chair - Board of Directors Hills of Headwaters
9:40 - 10:10 am	The Hills of Headwaters Tourism Initiatives	Michele Harris Executive Director Hills of Headwaters
10:10 - 10:45 am	Central Counties Tourism Initiatives	Chuck Thibeault Executive Director Central Counties Tourism
10:45 - 11:00 am	BREAK & NETWORKING	
11:00 - 12:00 pm	Keynote Address: Why Customers Have to Feel, Not Just Understand"	Terry O'Reilly
12:00 - 1:00 pm	LUNCH	
1:00 - 1:30 pm	Becoming a Part of the Canadian Tourism Commission's Signature Experience Collection	Al Pace & Lin Ward
1:30 - 3:00 pm	Experiential Tourism: Product Development Presentation and Roundtable Discussion	Richard Innes Brain Trust Marketing & Communications
3:00 - 3:15 pm	WRAP UP	Michele Harris

Click here and Register Today!

This event is free, compliments of Central Counties Tourism