



INDIGENOUS TOURISM ALBERTA
VIRTUAL SUMMIT
AGENDA

NOV 3

Networking Event

Sheldon Elter

5:00 PM

NOV 4

Welcoming/Treaty Acknowledgement

Sheldon Elter - MC

9:30 AM

Opening Prayer

Elder

9:40 AM

ITA Overview COVID strategy

Shae Bird, Indigenous Tourism Alberta

9:45 AM

Keynote Social Impacts of Indigenous Tourism

Donna Webster, Lac La Biche Friendship Centre

10:15 AM

Break Networking/Artisan Marketplace

11:00 AM

Break Out Sessions: Development

Building Business Through Travel Trade
Building a Tourism Business
Shifting Your Business: A Response to COVID
Financial Support for Tourism Businesses
Building Reciprocal Relationships

Lisa Lima, Travel Alberta
Laura McGowan, Government of Alberta
Nadim Chin, Explore Edmonton
Holly Atjecoutay, Business Link
Mackenzie Brown, Indigenous Tourism Alberta

11:30 AM

Lunch Networking/Artisan Marketplace

12:00 PM

Panel

Entrepreneurs: How Have You Shifted Your Business Since COVID?

Amy Willier, Moonstone Creation
Scott Iserhoff, Pei Pei Chei Ow
Juanita Marois, Métis Crossing
Mackenzie Brown (Moderator)

1:30 PM

Break Networking/Artisan Marketplace

2:15 PM

Break Out Sessions: Marketing

Developing Inspiring Content
Leveraging Social Media for Your Business
Selling Your Experience Online

Indigenous Tourism Alberta 2020 Gift Guide
How to Market Indigenous Experiences

Jeff MacDonald, Explore Edmonton
Brian Siddle, Strong Coffee Marketing
Jason Picard-Binnet, Indigenous Tourism Association of Canada
Robin Garret, Meridian Reservation Systems
Mackenzie Brown, Indigenous Tourism Alberta
Maryann Yeomans, Indigenous Tourism Alberta

2:45 PM

Break

Networking/Artisan Marketplace

3:15 PM

Panel

Operator Success Story: Community & Entrepreneur

Matricia Bauer, Warrior Women
Joe Urie, Jasper Tour Company
Shannon Bear Chief, Blackfoot Crossing Historical Park
Mackenzie Brown (Moderator)

3:30 PM

Closing Remarks

Shae Bird, Indigenous Tourism Alberta

4:15 PM