

AGENDA

THURSDAY, NOVEMBER 25

MORNING SESSIONS

07:00 – 16:00

Registration & Artisan Marketplace
Event Centre Foyer

07:00 Morning Coffee
Event Centre Foyer

08:00 Opening Ceremony: Grand Entry & Elder Prayer
Event Centre Plenary
Opening Remarks from ITA Board Chair and Government Partners

09:00 Keynote: Building a Resilient Indigenous Tourism Industry
Event Centre Plenary
Shae Bird, INDIGENOUS TOURISM ALBERTA

10:00 Coffee Break
Event Centre Foyer

10:30 BREAKOUT SESSIONS

**Getting Grass Roots
Tourism Started in Your
Community**
Event Centre A
Clinton Belcher
CES

Grassroots Tourism Development is an inspiring and engaging session for participants who are looking for strategies to develop sustainable community-based tourism.

**Sustainability & Resiliency
Post COVID-19**
Event Centre C
Teresa Ryder
ITAC

The impact of COVID-19 has been devastating for tourism businesses across Canada. Indigenous tourism has been disproportionately affected by the pandemic. In this session, join Teresa to learn about building a resilient Indigenous tourism industry for the future.

**Working with the Travel
Trade**
Big Plume Room
Rhonda Hughes
TRAVEL ALBERTA
Mito Ota
TOURISM CALGARY

This session will provide you with an overview of travel trade booking channels, how to ensure your business is 'trade ready', and will explore the benefits of working with this vital channel to capitalize on reaching new international customers.

**Building Relationships
& Strategic Partnerships
Between Indigenous &
Non-Indigenous**
Crow Flag Room
Greg Hopf
Frank Antoine
MOCCASIN TRAILS INC.

Moccasin Trails will go into detail about how and why to build healthy relationships/partnerships with our non-Indigenous communities to help build a stronger tourism industry in your region.

MARKET PREPAREDNESS LEVEL



THURSDAY, NOVEMBER 25

AFTERNOON SESSIONS

07:00 – 16:00

Registration & Artisan Marketplace
Event Centre Foyer

11:15 Lunch
Event Centre Plenary

12:30 Keynote
Event Centre Plenary
Brigette Lacquette, CHICAGO BLACKHAWKS

13:30 Coffee Break
Event Centre Foyer

14:00 Keynote: Stronger Together
Event Centre Plenary
David Goldstein, TRAVEL ALBERTA

As Travel Alberta's mandate has expanded, partnering to build Canada's leading authentic Indigenous experiences is central to our province-wide plan.

15:15 BREAKOUT SESSIONS

Finding Your Target Market
Event Centre A
Yvonne Chau
TRAVEL ALBERTA

This 45-minute session helps you get to know the types of customers that are most likely to bring revenue to your business through target marketing.

Moving to Digital Marketing
Event Centre C
Jillian Hale
TRAVEL ALBERTA

Discover how to create a successful digital marketing plan for your business to seize growth opportunities and boost revenue.

Strategic Partnerships & Itinerary Packaging
Big Plume Room
Shae Bird
ITA

By taking the guess work out of creating itineraries, you can create piece of mind for your visitors. In this session, learn about the process of creating strategic planning and itineraries for visitors.

Authentically Marketing Indigenous Tourism
Crow Flag Room
Ryan Rogers
ITAC

Through research, learn the key insights, digital tools and how to become a better digital storyteller in a very competing environment.

18:30 Taste of Alberta and Awards Gala

MARKET PREPAREDNESS LEVEL

Industry

Export-ready

In Development/
Visitor-ready

Market-ready

FRIDAY, NOVEMBER 26

MORNING SESSIONS

07:00 – 15:30

Registration & Artisan Marketplace
Event Centre Foyer

07:00 Morning Coffee
Event Centre Foyer

08:00 Opening Remarks
Event Centre Plenary
Minister Rick Wilson, INDIGENOUS RELATIONS OF ALBERTA

08:10 Indigenous Tourism Association of Canada Panel
Event Centre Plenary
Teresa Ryder

09:00 Keynote: Knowledge Keepers Panel
Event Centre Plenary

In this session, join Knowledge keepers and Elders from across the province to learn about how to include Cultural Authenticity and protocol within the Indigenous Tourism Industry.

10:15 Coffee Break
Event Centre Foyer

10:45 BREAKOUT SESSIONS

Content Development
Event Centre A
Tom Babin
ITA

In this session, we'll discuss the building blocks of great content: finding your own story, growing a community of people who care, and choosing the right platform in ways that are sustainable, effective and fun.

Labour Force: Hiring, Training & Sustaining Staff
Event Centre C
Leon Hunter
METIS CROSSING

Metis Crossing will share its work force development journey including establishing the fundamentals about building a winning team, funding opportunities, attracting staff, creating leaders, training and retaining, and engaging community to ensure culture and traditions are respected.

Online Booking Systems: Increasing Sales & Expanding Businesses
Big Plume Room
Jason Picard Bennet
ITAC

Join Jason to demystify the tourism ecosystem, understand how travel trade and online booking works and how to optimize and diversify your sales in order to get the results you deserve.

Licenses, Certificates & Registration
Crow Flag Room
Holly Atjecoutay
BUSINESS LINK ALBERTA

Join Holly on a session about common licenses, certificates and registrations your business needs to operate in the tourism industry.

MARKET PREPAREDNESS LEVEL





FRIDAY, NOVEMBER 26 AFTERNOON SESSIONS

07:00 – 15:30

Registration & Artisan Marketplace
Event Centre Foyer

11:30 Lunch
Event Centre Plenary

12:30 Keynote
Event Centre Plenary
Teara Fraser, ISKWEW AIR

13:30 Grand Exit & Conference Wrap Up

SUPPORTED BY



Prairies Economic
Development Canada

Développement économique
Canada pour les Prairies



Indigenous Services
Canada

Services aux
Autochtones Canada

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

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