

AGENDA

Monday, December 5

14:00 - 18:00 REGISTRATION

18:00 - 20:30 RIVER CREE BALLROOM

CULTURAL EXPERIENCES

1. Indigenous Tourism Artist Showcase
2. River Cree Food Tour
3. Enoch Traditional Grounds Experiences (offsite)

Tuesday, December 6 MORNING SESSIONS

07:30 - 12:00 REGISTRATION

08:00 - 08:30 MAIN STAGE EVENT CENTRE
BREAKFAST

09:00 - 09:45 MAIN STAGE EVENT CENTRE
OPENING CEREMONIES
Emcee: Lance Cardinal

Opening prayer, Grand Entry

Opening remarks: Brenda Holder Chair of ITA, Shae Bird CEO of ITA, Ministers

09:45 - 10:30 MAIN STAGE EVENT CENTRE
OPENING KEYNOTE
Shae Bird & Tom Babin

10:30 - 10:45 BREAK

10:45 - 11:30 MAIN STAGE EVENT CENTRE
PARTNERSHIP PANEL
Shae Bird, Chelsey Quirk, Angela Avery & Traci Bednard
Moderator: Teresa Ryder

ITA, EIA, WestJet and Explore Edmonton

11:30 - 12:00 LUNCH



AGENDA

Tuesday, December 6 AFTERNOON SESSIONS

12:00 - 12:45 **MAIN STAGE EVENT CENTRE**
LATERAL VIOLENCE TO LATERAL KINDNESS IN TOURISM
Marilyn Jensen & Thomas Shepherd

12:45 - 13:00 **BREAK**

13:00 - 13:45 **RIVER CREE 1**
DEFINING AND PRICING YOUR PURCHASEABLE EXPERIENCE
Juanita Marois & Leon Boychuk-Hunter

Breakout Session

RIVER CREE 2
LEARNING/WORKING MORE WITH TRAVEL TRADE PANEL DISCUSSION: HOW TO CREATE NET-RATES/ FLAT SHEETS
Darlene Redoroshyn, Matricia Bauer & Brenda Holder

Breakout Session

RIVER CREE 3
WORKING WITH TRAVEL MEDIA
Erica Richardson

Breakout Session

RIVER CREE 4
MEANINGFUL ENGAGEMENT
Jim Dehart & Rod Taylor

Breakout Session

13:45 - 14:00 **BREAK**

14:00 - 14:45 **RIVER CREE 1**
NORTHERN REGIONAL NETWORKING SESSION
Facilitated by: ITA

RIVER CREE 2
CENTRAL REGIONAL NETWORKING SESSION
Facilitated by: ITA

RIVER CREE 3
SOUTHERN REGIONAL NETWORKING SESSION
Facilitated by: ITA

RIVER CREE 4
ROCKIES REGIONAL NETWORKING SESSION
Facilitated by: ITA

14:45 - 15:00 **BREAK**

15:00 - 15:45 **RIVER CREE 1**
SHARING INDIGENOUS STORIES RESPECTFULLY & AUTHENTICALLY
Lysandra Nothing

Breakout Session

RIVER CREE 2
SOCIAL MEDIA 101: PANEL DISCUSSION
Heather Black, Joe Urie & Sarah Magyar
Moderator Tom Babin

Breakout Session

RIVER CREE 3
BUILDING A SUSTAINABLE ONLINE PRESENCE: WORKING WITH EXPEDIA & OTAs
Jason Streach

Breakout Session

RIVER CREE 4
ALBERTA FOUNDATION FOR THE ARTS: GRANT FUNDING FOR ARTISTS
Kari McQueen

Breakout Session

18:00 - 20:00 **REGISTRATION**

18:00 - 21:00 **EVENT CENTRE**
ARTISAN MARKET OPEN

18:30 - 22:00 **MAIN STAGE EVENT CENTRE**
CITE GALA/RECEPTION STYLE DINNER AND DRINKS
18:30 - 20:00: Taste of River Cree Reception Dinner & Networking
20:00 - 21:30: CITE Award Ceremony
Opening Dance performance, CITE Awards
21:30 - 22:00: Networking



AGENDA

Wednesday, December 7

08:00 - 09:00 **MAIN STAGE EVENT CENTRE**
BREAKFAST

09:00 - 09:45 **MAIN STAGE EVENT CENTRE**
INDIGENOUS TOURISM ASSOCIATION OF CANADA KEYNOTE
Teresa Ryder

09:45 - 10:30 **MAIN STAGE EVENT CENTRE**
TRAVEL ALBERTA KEYNOTE
David Goldstein

10:00 - 16:00 **EVENT CENTRE**
ARTISAN MARKET OPEN

10:30 - 10:45 **BREAK**

10:45 - 12:00 **MAIN STAGE EVENT CENTRE**
ELDER AND YOUTH PANEL
Elders and Youth Working in Tourism
Moderator: Mackenzie Brown

12:00 - 13:00 **LUNCH**

13:00 - 14:00 **MAIN STAGE EVENT CENTRE**
INCLUSIVITY IN TOURISM/ACCESSIBILITY & INCLUSION PANEL
Nicole Peterson & Tanelle Bolt of Soulfly Experiences, Sissy Thiessen Kootenayoo of Wase Saba Experiences, Tania Carriere of Air Canada

14:00 - 15:00 **MAIN STAGE EVENT CENTRE**
SUSAN AGLUKARK KEYNOTE
Susan Aglukark

15:00 - 15:30 **CLOSING**

