

# “COME LEARN WITH US”

## Edmonton Mini Gathering

December 13, 2023

Location: River Cree Resort & Casino

8:00 AM	DOORS OPEN		EB
8:50 AM	EVENT START		EB
8:50 AM	Mini Grand Entry		EB
9:05 AM	Opening Blessing	Elder Lorraine Makokis	EB
9:18 AM	Land Acknowledgement & Opening Remarks	Traci Bednard, CEO, Explore Edmonton	EB
9:25 AM	Opening Remarks on Behalf of ITA	John Ritchie, Owner Hideaway Adventure Grounds, ITA Board Representative	EB
9:30 AM	KEYNOTE: Overview of Indigenous Tourism Alberta	Mackenzie Brown and Tom Babin, Indigenous Tourism Alberta	EB
10:30 AM	Artisan Market Opens		RCH
10:45 AM	PANEL: Indigenous Tourism Strategy	Nathan Rainy Chief, Owner, 49 Dzine Amberly Morin, Enoch Tourism Manager, Enoch Tourism Lorraine Makokis, Elder, Enoch Cree Nation Sean Gray, Youth Representative, Enoch Cree Nation Moderator: Crystal Eyo, Development Manager, Indigenous Tourism Alberta	EB
11:30 AM	Thank Panel, Intro Marketplace and Lunch	Mackenzie Brown	EB
11:35 AM	Host Nation Tour	Enoch Tourism	Offsite (RSVP)
11:35 AM	LUNCH		EB

Room Legend: EB - Enoch Ball Room   RCB - River Cree Ball Room  
RCH - River Cree Hallway



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1:00 PM	The Heart of the Story: Weaving Authentic Narratives through Content	Jeff McDonald, Digital Content Manager, Explore Edmonton Lysandra Nothing, Marketing Specialist, Indigenous Tourism Alberta Tristan Talalee, Photographer/Content Creator, Tristan Talalee Photography Moderator: Leah Paterson, Director of Marketing, Explore Edmonton	EB
2:20 PM	BREAK		
2:30 PM	Host Nation Tour	Enoch Tourism	Offsite (RSVP)
2:35 PM	Workshops	Tom Babin, Director of Marketing, Indigenous Tourism Alberta- Cost Effective Marketing Tips James Leppan, Shannon McEwan and Katie Kennedy- Destination Development Panel: Harnessing the Power of Partnerships for Authentic Indigenous Tourism Experiences Shaylon Bourque, Development Coordinator and Mackenzie Brown, Director of Industry Development, Indigenous Tourism Alberta- Experiential Development Crystal Eyo, Development Manager, Indigenous Tourism Alberta- Artisan Development and Focus Groups	RCB 1  RCB 2  RCB 3  RCB 4



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4:00 PM	KEYNOTE	James Makokis and Anthony Johnson	EB
5:00 PM	CLOSE DAY Guests welcome to join closing reception	Mackenzie Brown, ITA	EB
5:00 PM	Ask ITA Booth Open		RCH
5:00 PM	ARTISAN MARKET		RCH
6:00 PM	EVENING SOCIAL and Experience Night	Culinary mini Experience- Pei Pei Chei Ow Hand Games- Enoch Tourism Fashion Design- Acahkos Designs Artisan Mini Experience- Edmonton Aboriginal Senior Centre	EB

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