

Tourism Event Workshop, December 2 2016

AGENDA

TIME	TOPIC
8:00 – 9:00	Registration, coffee
9:00 – 9:30	Welcome (Kamloops mayor, Tk'emlups Indian Band) Opening remarks from the Province Review of objectives, agenda, introductions, etc.
9:30 – 11:00	Workshop: Developing and growing your tourism event for maximum ROI
11:00 – 11:30	Networking Coffee Break
11:30 – 1:00	Event success stories Successful event stories from small, medium and large/regional communities will be shared. Confirmed: Tofino events: A year-round strategy Kamloops PowWow (Kamloopa PowWow Society)
1:00 – 2:00	LUNCH Keynote: Developing and delivering a winning bid: Kamloops, BC Winter Games 2018 host Speakers: Niki Remesz, President of 2018 BC Winter Games Byron McCorkell, Director of Parks and Recreation and Sustainability, City of Kamloops
2:00 – 3:30	World café session: Tourism events keys to success Participants will have a chance to learn from and discuss three topics among the following: <ul style="list-style-type: none">• Creating winning stakeholder and community partnerships• Developing awesome sponsorships• Dealing with event logistics - size, capacity, safety, security• Developing a killer marketing strategy• BC Government resources for event tourism• Strengthening aboriginal tourism opportunities• Building a community of volunteers• Starting up a tourism event• Creating sustainable events
3:30 – 3:45	Networking
3:45 – 4:15	Building a tourism events strategy
4:15 – 4:30	Closing Remarks: