

TOURISM
CONGRESS



CONGRÈS
TOURISTIQUE

HOST CITY

DESTINATION
VANCOUVER



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

**CALL FOR
PRESENTATIONS**

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Tourism Industry Association of Canada Congress Event

Description and Details

The Tourism Industry Association of Canada's (TIAC) annual Tourism Congress is a two-day immersive conference experience. TIAC's Tourism Congress brings together leaders from the tourism sector, key stakeholders, government partners and political representatives to share key insights, showcase new ideas and best practices, and re-ignite our industry's passion for innovation and positive change. TIAC's Tourism Congress is an opportunity to learn about new ways of doing business, breaking down barriers and pushing the boundaries to elevate Canada as a global tourism destination.

Founded in 1930, TIAC has been hosting this gathering of the minds for many years. The first officially recorded conference, then called the Tourism Summit, took place in 1994 in Vancouver. Since then, the event has been held annually and has grown with upwards of 500 delegates. Except for it being held virtually in 2020; the Tourism Congress has been hosted in the Ottawa/Gatineau Region for over 10 years.

Our Reach

TIAC's annual Tourism Congress typically attracts a wide range of business owners, senior management, and key corporate decision-makers, including presidents, Executive Directors, Chief Operating Officers, General Managers, and Account Executives from the public and private sectors. Large national and multinational companies, as well as small and medium-sized enterprises, attend Tourism Congress, including businesses representing accommodations, airports, attractions, concert halls, convention centres, duty-free shops, festivals & events, restaurants & food services, arenas, transportation, travel services, travel trades, destination and provincial/territorial marketing organizations, suppliers, travel media, and educational institutions and their students. Congress is expected to attract C-suite industry representatives, mid-level management, small and medium-sized enterprises and professors, teachers, and students from educational institutes.

This year's Tourism Congress will return to beautiful **Vancouver at the Sheraton Wall Centre**. We are excited to bring the community together once again and showcase innovative ideas, tried and true best practices and industry support.

Building on TIAC's momentum, "Canada: Powered by Tourism" remains the overarching theme of the TIAC's 2024 Tourism Congress.

Details on the 2023 event schedule can be found [here](#).

TIAC's 2024 Tourism Congress will be held from **December 2-5th, 2024 in Vancouver Canada**. All speakers are expected to register as fully paid delegates and attend the full event.

TIAC is committed to bringing a diverse group of voices, experiences, and ideas to TIAC's Tourism Congress. We encourage folks from equity deserving groups to participate in this call for presentations. We also encourage all submissions to make every effort to bring diverse voices to their presentations, especially when proposing a panel discussion. Bringing together a diverse set of speakers is a top priority for TIAC and will be an important consideration in the final speaker selection.

Submission guidelines

We invite you to be a thought leader, bring your ideas to the stage and showcase the innovative work being done within the sector. TIAC's Tourism Congress delegates are looking for new ideas, case studies, data metrics, and industry inspiration. Delegates represent a truly national audience with participants from every province and territory. Our participants are decision makers, C-level, and executives make up nearly 40% of our delegates.

Topics

Submissions are invited to delve into the central theme of the congress: “**Canada: Powered by Tourism**”. This theme underscores the pivotal role of Canadian tourism in shaping our culture, economical and societal fabric. We encourage discussion on a wide array of topics that illustrate the multifaceted impact of tourism, included by not limited to:

- **Economic Influence:** Highlighting tourism's critical role in the Canadian economy. We seek insights into how tourism acts as a catalyst for economic development, job creation, and infrastructure improvement across multiple sectors, thereby bolstering our communities and the essential social services they depend on, such as healthcare, education, and community services. Contributions may explore innovative strategies that are propelling growth and reshaping business practices to further cement tourism's status as a key economic driver.
- **Workforce Empowerment:** In today's competitive labor market, how can the tourism sector attract, retain, and cultivate top talent? Submissions may address effective strategies for enhancing workforce engagement and showcasing the unique value propositions of the tourism industry as a desirable career path. We are particularly interested in innovative approaches that foster human connection, enrich visitor experiences, and position tourism as a career of choice.
- **Influential Reach:** Tourism's impact extends beyond geographical boundaries, influencing cultural exchange, community development, and sustainable practices at local, provincial, national, and global levels. We invite discussions on leveraging tourism's influential capacity to narrate the Canadian story, promote cultural sharing, and drive community advancement through sustainable and innovative practices.
- **Innovation and Interconnectivity:** The tourism industry is at the forefront of innovation, from Destination Management Organizations (DMOs) to technological advancements that enhance travel accessibility and enjoyment. Contributions should explore current and forthcoming innovations, including the integration of artificial intelligence and technology to streamline experiences, ensuring efficiency, and optimizing traveler satisfaction.
- **Navigating Access and Competitive Pricing:** Addressing the challenges and opportunities in enhancing Canada's global tourism competitiveness. Submissions may examine strategies to overcome access barriers and cost competitiveness, detailing successful initiatives and forward-thinking measures to elevate Canada's position as a premier global destination.

We encourage contributors to engage in a comprehensive exploration of how tourism is sculpting Canada's future, touching upon its economic, social, environmental, and cultural implications. This is an opportunity to share insights, innovations, and strategies that illuminate the vast contributions of tourism to Canada's evolving landscape.

Format for Presentations

- 45-minute keynote style address
- 60-minute panel style presentation with live Q&A
- 20 minute or less TEDx style presentation
- If your submission needs a different presentation style, please explain why.

Important note: Presentations cannot be a sale demonstration or pitch.

What to include in your submission

- Session title
 - o Short, descriptive title as it should appear on the event schedule.
- Session description
 - o Summary of your session as it should appear on the event schedule. No more than 250 words
- Session outcomes/ learnings
 - o What will the key takeaways be for delegates. Please list up to three
- Preferred presentation formats
 - o 45 min keynote style, 60-minute panel, 20 minute or less TEDx
 - o Please note, TIAC may request your participation in an alternative style to accommodate the program and maximize speaker opportunities.
- Speaker bio(s) and headshot(s)

Remuneration

There is no fee payable by TIAC for this speaking opportunity. TIAC will donate on behalf of our speakers to a local charity.

Speaker Expectations

Please note that all accepted speakers are expected to agree to the following terms.

- Meet all TIAC provided dates and content deadlines.
- Be prepared for audience interaction through at a minimum Q&A
- Participate in promotional efforts to broaden the reach of the TIAC'S Tourism Congress through social media engagement and content creation (led by TIAC)
- Pay for, and participate fully in the TIAC's Tourism Congress

Deadline for Submissions

All submissions must be received by April 26, 2024, 9pm EST.

All submissions must be made through the following link:

<https://app.smartsheet.com/b/form/af8b5cab08d74a0d925bd53faa04159c>

If you have any questions, please contact:

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