

NOV 22 - 2022	
7:00 AM – 8:30 AM	NETWORKING BUFFET BREAKFAST (Confederation Foyer)
8:30 AM – 9:00 AM	WELCOME REMARKS (Confederation Ballroom I – III) SPEAKERS: Beth Potter , President & CEO at the Tourism Industry Association of Canada Michael Crockatt , President & CEO at Ottawa Tourism Dave McKenna , CEO Rocky Mountaineer Louise Garrow , Knowledge Keeper and Anishnaabemowin (Ojibway) Language Teacher
9:00 AM – 9:30 AM	TIAC'S LEADERSHIP REPORT (Confederation Ballroom I – III) Beth Potter , President & CEO at TIAC, will present key highlights of TIAC's work over the last year, including the major successes achieved in collaboration with our industry partners and coalitions. What is the plan to help ensure the tourism industry can achieve its full economic, social and cultural potential in the future?

9:30 AM – 10:30
AM

**OPENING KEYNOTE:
RE-IMAGINING TOURISM: A FORMULA FOR A GENUINELY
TRANSFORMATIVE TRAVEL INDUSTRY**

(Confederation Ballroom I – III)

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We have a fleeting moment to completely reimagine the tourism economy. Our industry is facing many challenges, and the time for incrementalism is over. There is a strong business case for change, and with a new approach comes exciting opportunities.

Is there a formula for transforming how we travel to ensure our industry continues to be a force for good? What can we learn from the rest of the world? Can we make Canada more competitive and continue to be a beacon for the world as travelers' values shift? Where can we find the confidence to command our true value to be able to create a thriving society?

These are important questions that we must ask of our industry, of each other, and of ourselves.

This thought-provoking keynote presentation will outline opportunities and pose important questions that we must address as we reimagine tourism.

KEYNOTE SPEAKER:

[Rodney Payne](#)

CEO at Destination Think

10:30 AM – 11:00
AM

PARKS CANADA LOUNGE - NETWORKING BREAK

(Governor General Ballroom)

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11:00 AM – 12:00
PM

PLENARY: WHAT IS THE FUTURE OF THE BUSINESS EVENTS SECTOR?

(Confederation Ballroom I – III)

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Outlook forecasts that while international revenues from the leisure market are expected to fully recover by 2025, revenues from the business events segment will only likely return to their pre-pandemic levels by the end of 2025 or into 2026. Unless effective solutions are found to help facilitate international business events choosing Canada to host their events, or at the very bare minimum, not undermine long-standing business practices, it is conceivable that billions of dollars of tourism spending could be put at risk. Be part of this lively discussion on the future of business travel.

MODERATOR:

Scott Beck

President & CEO at Destination Toronto

SPEAKERS:

Laura Pallotta

Regional VP Sales and Distribution - Canada Region at Marriott International MMBC

Jill Kivett

Regional VP at Marketplace Events
Chair of CAEM Board

Greg Newton

General Manager, BMO Centre at the Calgary Stampede

Bradley Sutherland

National Manager, Business Development at Air Canada

12:00 PM – 1:30
PM

**LUNCH: AIR CANADA PRESENTS THE FUTURE LEADERS
LUNCHEON**

(Confederation Ballroom I – III)

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AIR CANADA

SPEAKER:

[David Rheault](#), Vice President Government & Community Relations at Air
Canada

1:30 PM – 1:45
PM

PARKS CANADA LOUNGE - NETWORKING BREAK
(Governor General Ballroom)

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1:45 PM – 2:45
PM

**PLENARY: ATTRACTING AND RETAINING A SUSTAINABLE
TOURISM WORKFORCE**

(Confederation Ballroom I – III)

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The recovery and future growth of Canada's tourism industry largely hinges on addressing significant labour shortages. Tourism HR Canada (THRC) has outlined a comprehensive strategy encompassing a series of immediate and longer-term measures that would need to be pursued. A panel, with new ideas, weighs in!

SPEAKERS:

[Philip Mondor](#)

President at Tourism HR Canada

[Ian Milford](#)

Principal/Director of Business Development at JRoss Hospitality Recruiters

[Kendra Kincade](#)

President & CEO at Elevate Aviation

[Robin O'Hearn](#)

Area Director, Human Resources, Marriott International

2:45 PM – 3:15
PM

PARKS CANADA LOUNGE - NETWORKING BREAK

(Governor General Ballroom)

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Did you know that in 2021, Parks Canada saw an unprecedented demand for camping? Make and enjoy a s'more in the Parks Canada Delegate Lounge, and relive your best camping experiences!

<p>3:15 PM – 4:00 PM</p>	<p>PLENARY: FUTURE BORDER COALITION (Confederation Ballroom I – III)</p> <p>How are we working together to facilitate the border between Canada and the US?</p> <p>Canada and the United States are two sovereign countries with a shared interest in creating a seamless, end-to-end passenger experience for travelers from North America and around the world. Accessible border and entry information, safe and secure identity management, regulatory alignment, reduction of chokepoints, and interoperable technologies are key action items in order to optimize the cross-border travel experience.</p> <p>SPEAKER:</p> <p><u>Laura Dawson</u> Executive Director at the US-Canada Future Borders Coalition</p>
<p>4:00 PM – 4:45 PM</p>	<p>PLENARY: BORDER MODERNIZATION (Confederation Ballroom I – III)</p> <p>Where is border technology and airport innovation leading us?</p> <p>MODERATOR:</p> <p><u>Daniel-Robert Gooch</u> President & CEO at Association of Canadian Port Authorities</p> <p>SPEAKERS:</p> <p><u>John Wilson</u> President & CEO at The Wilson's Group Incoming Chair at Motor Coach Canada</p> <p><u>Chris Phelan</u> Senior Vice President at the Canadian Airports Council</p> <p><u>Greg Rogge</u> Director, Land Operations at Vancouver Fraser Port Authority</p>
<p>4:45 PM – 5:00 PM</p>	<p>CLOSING REMARKS (Confederation Ballroom I – III)</p> <p>SPEAKER:</p> <p><u>Beth Potter</u> President & CEO at the Tourism Industry Association of Canada</p>

5:00 PM – 7:00
PM

MEMBERS ONLY | TIAC'S PRESIDENT RECEPTION
(Provinces I & II)

Take time to reconnect with colleagues and enjoy the hospitality. This event is for registered delegates only:

- For Regular Members, this reception is included in the registration ticket price.
- For Associate and Non-Members, access to this reception is \$395.00. Become a Regular TIAC Member and Save! [Join today!](#)

NOV 23 - 2022	
7:00 AM – 8:30 AM	<p>NETWORKING BUFFET BREAKFAST (Confederation Foyer)</p>
8:30 AM – 8:45 AM	<p>WELCOME REMARKS (Confederation Ballroom I – III)</p> <p>SPEAKER:</p> <p>Beth Potter President & CEO at the Tourism Industry Association of Canada</p>
8:45 AM – 9:30 AM	<p>PLENARY: COMPETING TO WIN IN A NEW WORLD (Confederation Ballroom I – III)</p> <p>In this immensely competitive landscape, our industry needs a new strategy. One that strives for revenue recovery short term, and resilience in the long term. We cannot outspend, so we need to outsmart. As Team Canada, let's look at bold and innovative marketing and development strategies to take on this new world.</p> <p>SPEAKERS:</p> <p>Marsha Walden President & CEO at Destination Canada</p> <p>Gloria Loree SVP, Marketing Strategy & Chief Marketing Officer at Destination Canada</p>

9:30 AM – 10:30
AM

**PLENARY: CITY OF DREAMS: WHAT IS THE FUTURE FOR URBAN
WORK, TOURISM, CULTURE AND NIGHTLIFE?**

(Confederation Ballroom I – III)

SPONSORED BY:



Working from home during lockdown encouraged many firms to announce office closures or 'hybrid' schemes and these new working models are clearly part of the urban future. What does this mean for entertainment districts, the night economy, the nature of work, the demand of office space for the future (and how we build it), and for the economy of city centres? What impact will this have on the vibrant nightlife, entertainment industry and artistic sector - all of them central to the gravitational pull of cities as tourism destinations, places to live, as well as to work.

MODERATOR:

[Alex Bozikovic](#)

Architecture Critic at The Globe and Mail

CONFIRMED SPEAKERS:

[Yves Lalumière](#)

President & CEO at Tourisme Montréal

[Erin Benjamin](#)

President & CEO at the Canadian Live Music Association

[Jennifer Barrett](#)

Senior Planner at the Canadian Urban Institute

10:30 AM – 11:00
AM

PARKS CANADA LOUNGE - NETWORKING BREAK

(Governor General Ballroom)

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11:00 AM – 12:15 PM

PLENARY: THE POSITIVE IMPACT OF REGENERATIVE TOURISM
(Confederation Ballroom I – III)

SPONSORED BY:



The future of tourism requires an industry that is adaptable and sustainable with a more holistic approach to travel, one that benefits both travelers and the communities they visit. This session will bring together a panel of experts to discuss the future of travel, regenerative tourism and highlight destinations leading by example. Industry will walk away with a better understanding of regenerative tourism to help develop a more sustainable and resilient renewed future.

MODERATOR:

[Donna Hatt](#)

Chief Administration Officer at Travel Media Association of Canada

SPEAKERS:

[Alexis Kereluk](#)

Partner at ConnectSeven Group

[Edmar Xavier](#)

Founder of EXA Group Canada

[Kaitie Worobec](#)

Project Manager at Synergy Enterprises

[Mathieu Roy](#)

VP, Chief Trail Experience Officer at Trans Canada Trail

[Trevor Jonas Benson](#)

President & CEO at Bannikin Travel & Tourism

[Angela Nagy](#)

President & CEO at GreenStep

12:15 PM – 1:45 PM

BUFFET LUNCH
(Confederation Ballroom I- III)

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SPEAKER:

Keith Henry, CEO Indigenous Tourism Association of Canada

1:45 PM – 2:45 PM

**PLENARY: INVESTMENT PANEL: DEVELOP AND PROMOTE
TOURISM ASSETS**

(Confederation Ballroom I – III)

If we are to achieve our total tourism spending, employment, and international competitiveness targets by 2030, a significant part of the new federal Strategy must be targeted to ensuring Canada has world-class tourism assets. This component needs to be as much about updating existing assets as it is developing new, more competitive ones particularly in respect to under-serviced communities.

MODERATOR:

[Dave McKenna](#)

President & CEO at Rocky Mountaineer

SPEAKERS:

[Shae Bird](#)

CEO at Indigenous Tourism Alberta

[Paul Nursey](#)

CEO at Destination Victoria

[Robin McLuskie](#)

Managing Director at Colliers Canada

[Jean-Michel Ryan](#)

Président directeur général à Mont SUTTON

<p>2:45 PM – 3:15 PM</p>	<p>PARKS CANADA LOUNGE - NETWORKING BREAK (Governor General Ballroom)</p> <p>SPONSORED BY:</p>    
<p>3:15 PM – 4:15 PM</p>	<p>PLENARY: FIRESIDE CHAT THE HONOURABLE RANDY BOISSONNAULT, MINISTER OF TOURISM AND ASSOCIATE MINISTER OF FINANCE, AND BETH POTTER, PRESIDENT AND CEO AT THE TOURISM INDUSTRY ASSOCIATION OF CANADA (Confederation Ballroom I – III)</p> <p>In this fireside chat, the Honourable Randy Boissonnault (Minister of Tourism and Associate Minister of Finance) and Beth Potter (President & CEO at the Tourism Industry Association of Canada) will discuss the key pathways for Canada’s tourism sector to thrive and establish Canada as a world premier travel destination, while also plotting a course to reimagine tourism as a primary driver of economic growth over the years to come. This interactive session will provide the opportunity for questions from the audience - join the discussion!</p>
<p>4:15 PM – 4:45 PM</p>	<p>CLOSING REMARKS (Confederation Ballroom I – III)</p> <p>SPEAKER:</p> <p>Beth Potter President & CEO at the Tourism Industry Association of Canada</p>
<p>4:45 PM – 6:00 PM</p>	<p>INTERMISSION</p>

6:00 PM – 9:00 PM

RECEPTION & DINNER | CANADIAN TOURISM AWARDS

(Provinces I & II and Confederation Ballroom I- III)

The [Canadian Tourism Awards](#) have become the standard of excellence for businesses and organizations in the travel industry, showcasing the nation's best tourism products, services, and experiences. The Canadian Tourism Awards recognize success, leadership, and innovation in Canada's tourism industry, and to reward those people, places, organizations, and events that have gone above and beyond to offer travelers superior tourism experiences in Canada.

PLEASE NOTE: Access to the Canadian Tourism Awards Reception and Dinner requires a separate ticket (\$195.00) and is not included as part of the conference registration pass. The Canadian Tourism Awards are **SOLD OUT**. On-site registration will **not** be available to purchase a ticket.