



CENTRAL COUNTIES

Partners in Tourism Symposium 2018

Gathering for Growth

Get Social!

Creating Quality Content, Sharing with Others and Tracking Success

Join CCT and special guests to have a focused conversation about social media.

Topics to include:

- Why and when to engage in social media
- Choosing the best channels for your business
- How to manage your channels (what does it take)
- Why it's important to create good content
- Why it's important to tag YDH and Ontario Travel.....How to share content with important channels
- How to measure success

Special Guests:

Headwaters: Jen Hood from Haven Mavens

Tourism thought leader, Jen has over 18 years of experience creating beautiful and elegant web solutions for clients in the tourism industry. Her passion ignites when with designing an experience that engages visitors; she consistently produces creative content that yields measurable results for Haven Mavens clients.

During this session, with a focus on Instagram, Jen will give you practical tips and tricks on how to speak to your social media audience. By the end of the session you will know how to build a user persona, learn all about the power of the “grid”, and understand why Instagram “stories” is where the cool kids hang out. Many of the practical tips and tricks you will learn in this session can be applied to other social media platforms.

Durham: Daryl Mason, VP, Global Enterprise Strategy, and Paul Sorensen, Enterprise Account Executive from Sprout Social

Sprout Social was founded on the idea that the world is better when businesses and customers communicate freely. During this session, you'll learn the fundamentals on how to streamline and enhance those conversations—with customers, prospects and enthusiasts. You will also learn about how to effectively manage your channels using the Sprout platform which is packed with handy features but stays out of the way to let brands easily engage with people and build lasting relationships.

Social media has undeniably changed the way brands and customers communicate. Sprout's social media management tools can help you and your team monitor, respond, measure and collaborate to ensure smarter and faster communication.

York: Danielle Fernandes from Bantr Media Inc.

Danielle has extensive experience creating exciting social media content for a multitude of clients from corporate big business to those with special focus on Tourism who utilizing social media to drive visitation, consumer loyalty and economic impact. She will discuss creative solutions for content development and social marketing management for clients during all stages of business development. During the presentation, you'll discover the ROR philosophy: Review of Campaigns, Optimization of Resources and Re-deployment of Budget. You'll also learn about the power of great photography and video. Bantr's team of specialists are passionate about producing cutting edge campaigns, working closely with clients to ensure every initiative is met and surpassed.