



CENTRAL COUNTIES

## Partners in Tourism Symposium 2018

### *Gathering for Growth*

#### **Market Research: Survey Planning & Execution:**

**Essential tips to plan and deliver successful event surveys, including benefits of good data and tourism reporting.**

In this workshop, participants will be taken through the “need to know” steps and strategies for effective planning and delivery of event surveys and data collection. Survey goals and tactical planning tips that you can immediately put into practice will be covered.

#### Key Learning Outcomes:

- Where and when surveying is most optimal
- Incentives and contesting
- Paid staff vs. volunteer recruitment, screening, interviews and hiring
- Training your data collectors

FACILITATED BY Caroline Polgrabia, Tourism Industry Advisor (GTA), Ontario Ministry of Tourism, Culture and Sport.

Since joining the Ministry in 2006, Caroline has worked in the Policy & Research Division on the team responsible for developing the Regional Tourism Model, and the team responsible for the Tourism Industry Framework. Prior to working for the Ministry, Caroline worked at OTMPC as Director of Industry Relations and Development, and at Niagara Falls Tourism as the Vice President responsible for Major Events and Business Travel.