



CENTRAL COUNTIES

## **Central Counties Tourism Annual Symposium 2020 Symposium & Session Speaker: Gregg McLachlan**

***If its not on Social Media – Did it happen?***

***Breakout Session 1: Instagram Basics – Let’s Get Started!***

***Breakout Session 2: Content Best Practices for New Instagram***



Based in a 30-acre pine forest in southwestern Ontario and thoroughly addicted to the outdoors lifestyle, Gregg is a social media strategist, filmmaker, and speaker who started his solo entrepreneur journey in 2007 by building a national online business called [WorkCabin.ca](http://WorkCabin.ca).

Today it’s the largest website of its kind in Canada and a small business marketing success story. Gregg started with dialup Internet and without a million-dollar budget or an office filled with staff. In 2010, he launched WorkCabin Creative to help and inspire others to find success, tell amazing stories, and show you how social media is changing so you can adapt and stay relevant in the future. Gregg is in demand as a speaker by municipal economic development departments, community organizations, non-profits, environmental and conservation organizations and tourism groups.

Gregg is providing an engaging talk entitled, “If its not on Social Media – Did it happen” and holding breakout sessions on, “Instagram Basics” and “Content Best Practices for New Instagram Users”.