



CENTRAL COUNTIES

Central Counties Tourism Annual Symposium 2020

Symposium & Session Speaker: Lara Scott

Best Practices for Successful Events & Festivals



Lara Scott, currently the Special Events Lead for Whitby has been in the business of municipal programming, tourism and events for over 30 years. She is a leader, collaborator, communicator and event professional.

Lara brings a wealth of knowledge from her 30 years in the business where she worked for 14 years as the Event Coordinator in Cobourg where she started the international award-winning Cobourg Sandcastle Festival. Her experience has ranged from running events for the Downtown Cobourg BIA, director of development at the library, organized Business Club and alumni events for the Queen's University Executive MBA program, and spent six years as the Manager of the Brockville Arts Centre. Her early career started in the City of Nepean (now part of Ottawa) in various recreation, arts and culture programs. The long list of experience all equate to one thing – her passion for events.

Lara was the fifth person in Canada to receive her CFEE (Certified Festival Event Executive) designation through the International Festivals and Events Association. She served five years on the Board of Directors for Festivals and Events Ontario including vice-president and in her spare time has raised five kids. Lara has guest taught "Event Planning 101 in an Hour" at Fleming College and St Mary's Secondary school.

We are pleased to welcome Lara to Symposium 2020 where she will share her insights from 30 years in the business on best practices for successful Events & festivals.