



Central Counties Partners in Tourism Symposium 2020

Presenting Partner, Tourism Vaughan Corporation

Gathering for Growth!

***Paramount Eventspace
222 Rowntree Dairy Rd, Woodbridge***

Monday, March 30, 2020

Symposium Schedule

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| 8:15 – 8:45am | Registration, Continental Breakfast & Early Networking |
| 9:00 – 9:20am | Welcome from Central Counties Tourism & Region Partner Update Chuck Thibeault, Central Counties Tourism Jonathan Wheatle, York Region Brandon Pickard, Durham Tourism |
| 9:20 – 10:20am | Keynote: <i>"It's All About to Change"</i> , Doug Griffiths |
| 10:20 – 10:40am | Break, Association & Sponsored Partner Walk-About |
| 10:40 – 10:50am | Presenting Partner Update, Ashley Travassos, Executive Director, Tourism Vaughan Corporation |
| 10:50 – 11:10am | Municipal Accommodation Tax - MAT Best Practices, Tony Elenis, President & CEO, ORHMA |
| 11:10 - 11:40am | Community Trails Strategy – Benefits for Communities, Business and Trail Users, Amy Camp, Cycle Forward |
| 11:40 – 12:10pm | Power Panel: Building Strategies for Community and Business Partnerships, Brenda Wood, Executive Director, RTO8; Joanne Richter, Co-Founder, The |

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| | Second Wedge Brewing Co.; Larry Kurtz, Founder and Artistic Director, Orangeville Blues & Jazz Festival |
| 12:10 – 12:45pm | If its not on Social Media – Did it happen? Gregg McLachlan, WorkCabin Creative |
| 12:45 – 1:30pm | Networking Lunch |
| 1:30 – 2:30pm | Session Breakouts: 1. Instagram Basics Workshop 1, Let’s get started! Gregg McLachlan 2. Best Practices for Successful Events & Festivals, Lara Scott, Town of Whitby 3. Developing Great Content for Instagram, Michael Nowacki, TO’s Finest |
| 2:30 – 2:45pm | Networking Break |
| 2:45pm -3:45pm | Session Breakouts 1. Let’s Get Together and Talk Group Travel, Tamara Russell, Central Counties Tourism 2. Instagram Basics Workshop 2, Content Best Practices, Gregg McLachlan 3. How to Hire & Keep Staff (speaker TBD) |
| 4:00 pm – 4:15pm | Symposium Close |

Platinum Partners



Gold Partners



Central Counties Tourism thanks the Ministry of Hertiage, Sport, Tourism and Culture Industries for their continued support.

