

MORNING SESSIONS



Opening Keynote Presentation:

“Stop Selling and Start Storytelling”

Presented By: Tony Chapman, Sponsored by National Speakers Bureau

In this world of abundance there are too many companies with too many products chasing a finite amount of the client’s time. Supply is overpowering demand and price is becoming the primary tiebreaker. The danger is that incentive travel organizations can find themselves negotiating with procurement and in a race to zero without an airbag. Isn’t it time we find a new way to compete?

Whether you are prospecting a client for the first time, in a competitive bid situation, or adding value to a loyal client, change the conversation; Stop selling destinations and what you do and start being an enabler to your clients’ story and desired outcome. Storytelling is one of the oldest and purest forms of communication. It engages the ‘head, heart and hands’. The key is to understand client’s stories. Why are they investing in incentive travel? It is to improve their competitive state? Build their culture? Is it to Educate, Motivate, Celebrate? Tony will share his view and secrets so you can stop selling and start storytelling today!

Learning Objectives

- Learn how to make things happen in a marketplace consumed by price and cost.
- Develop connections and collaboration
- Learn how to move the conversation to your customers journey

Tony started his entrepreneurial career as the Founder of Communique, a corporate communication agency who staged Incentive Travel Meetings all over the world. He then spent the next three decades enabling leaders of organizations, large and small, local and global to stand out in crowded and contested marketplaces.

Tony is one of the youngest individuals to be inducted into the Marketing Hall of Legends. You would have seen Tony as a Judge on Food Network’s hit “Recipe to Riches”, or as the Host of the “Nissan Innovation Challenge” on City TV. Tony is proud of his Canadian roots and prioritizes community engagement and charity initiatives. He serves on the Advisory Board of the University of Waterloo, Stratford Campus, and serves on the Board of the Global Poverty Project, which is dedicated to eradicating global poverty by 2030. He’s helped raise about \$2 million for the Boys and Girls Club in Regent Park.

Breakout Sessions

NOTE: All participants in Toronto will experience the Keynote by Tony Chapman and will choose between “Revenue Management” and “Think On Your Feet” breakout sessions during registration. Participants in Vancouver will see “Think On Your Feet”.



Breakout Session #1A
Revenue Management
Presented By: Wendy Burgess

Revenue Management is here to stay. It drives how hotels accept and place business. You may "understand" revenue management in general, but perhaps you have difficulty understanding when it's your RFP that has been declined! In this one-hour workshop the following aspects of Revenue Management will be covered:

- Key measurement factors Revenue Managers use
- How to make your business stand out
- What are your options when you are turned down
- Future trends of revenue management that are impacting your negotiations

You will learn tips and practices to follow the next time you send out a RFP and leave feeling more confident and comfortable in your dealings with revenue managers.

Learning Objectives:

- How to understand how revenue managers evaluate a "piece of business" in order to better position it
- How to position your offer in order to have it selected more often
- How to develop/maintain the relationship with hotels so buyers are in a better position with proposals. (Can you get around the revenue manager?)

Wendy's background includes over 30 year of hotel management experience including GM and senior corporate positions in revenue management, sales, call Centre management and hotel operations. The combination of operational skills, instructional design and facilitation skills resulted in targeted learning programs. Besides running her own company, InnPro Solutions, she also teaches Revenue Management at Humber College.



Breakout Session #1B
Think On Your Feet
Presented By: McLuhan and Davies

Over 95% of workplace communication is informal. In this internationally acclaimed workshop learn how to organize your ideas FAST! This interactive demonstration will introduce participants to the power of using structure to organize their thoughts and ideas quickly, and answer questions on the spot for those impromptu Elevator speeches, off-the cuff discussions, meetings, conference calls and more! Walk out of this session with communication techniques you can apply right away! Get your taste of Think on Your Feet® and understand how your teams or clients can benefit from this practical and fun professional development workshop.

Learning Objectives:

- Use the best communication strategy for each situation
- Focus a topic into bite-sized chunks for easy retention
- Present ideas clearly, concisely, and memorably

McLuhan & Davies (and its affiliated company Think on Your Feet, International) is the premier provider of communication skills training worldwide, teaching people how to think, write, and speak with CLARITY, BREVITY and IMPACT®. For over 35 years, McLuhan & Davies workshops have become a gold standard for onboarding teams, emerging leaders, and executive leadership.



**WEDNESDAY NOVEMBER 1, 2017
THE BOULEVARD CLUB, TORONTO
TOURISM VANCOUVER, VANCOUVER**

NETWORKING LUNCH

Supplier Showcase: Around The World in 80 Minutes!

Take this opportunity to explore the featured destinations and services at our SITE Education Day Supplier Showcase! Now extended so you have plenty of time to network! The Showcase will open during the morning break, over lunch and again at the afternoon break. Be sure to visit everyone!

AFTERNOON SESSIONS



General Session:

Brain Fitness

Presented By: Jill Hewlett

Did you know you can rewire and grow your brain strategically? Experience quick and immediate "Brain Changes" and learn tools that can be used at home and in the workplace to reduce stress and optimize your performance. Learn about your brain and its ability to learn easily, develop new skills, alter behaviour, change attitude and improve performance at every age and stage of life. With a "Fit Brain", the rewards are many from enhancing project and time management, avoiding procrastination, setting and achieving goals and performing at your ultimate best. You will be inspired and empowered to achieve greater results with the message Jill shares and be able to put it to use in your personal and professional life, right away!

Learning Objectives:

- Access greater interpersonal and communications skills
- Ability to self-manage and make timely and appropriate choices
- Improve areas such as memory, focus, confidence, communication, organization and balance
- Become self-aware and empowered to positively impact your mental health and wellness immediately, and long-term

Brain Fitness Expert, Jill Hewlett is a nationally recognized Speaker, Author, Wellness TV host, and licensed in the field of Educational Kinesiology. Jill has the skillful capacity to draw out the natural leadership in individuals and organizations to support them in reducing stress and achieving greater levels of efficiency, work life balance and success at work, in the classroom and in daily life, using Brain Fitness concepts, tools and user-friendly neuroscience. Get ready to create your Fit Brain and Fit Life!

Breakout Session #2A

Revenue Management
Presented By: Wendy Burgess

This session will be repeated in the afternoon for those who do not participate in the morning.



Breakout Session #2B

Transforming Teams
Presented By: Claudia St. John

Based on the book by Claudia “Transforming Teams –Tips for Improving Collaboration and Building Trust,” this presentation explores the common breakdowns that happen between coworkers and colleagues, and particularly those between sales and customer service or operations teams. It explores why these familiar breakdowns occur and how to resolve them.

Learning Objectives:

- Learn how to identify and diagnose breakdowns in teams
- Discover how behavioral style contributes to those breakdowns
- Learn how to improve collaboration through improving trust, making and managing promises, and holding critical conversations

Claudia St. John is president of Affinity HR Group, a national HR and management consulting firm. She is a human resources professional with more than 20 years of experience in global human resources, employee benefits, management consulting and recruiting. Claudia is a frequent and popular national and international public speaker on the topics of people management and teamwork.

Closing Keynote Presentation:

Ready, Steady, Engage!
Presented By: Claudia St. John

Employees not motivated to go “above and beyond?” Is that extra bonus incentive not engaging your workforce? This session explores the workplace elements that are known to improve employee engagement and suggests ways employers of any size and with any budget can create a more satisfied, engaged workforce.

Learning Objectives:

- Learn what workplace attributes truly engage employees, and what don’t.
- Gain understanding into why those attributes are critical to employee engagement
- Gather resources and ideas proven to engage employees, regardless of company size or budget.