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## **SCHEDULE**

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<b>11:30 am – 12:00 pm</b>	Registration & Networking
<b>12:00 pm – 12:30 pm</b>	Lunch Buffet
<b>12:30 pm – 2:00 pm</b>	Presentations
<b>2:00 pm – 2:15 pm</b>	Break
<b>2:15 pm – 3:45 pm</b>	Presentations
<b>3:45 pm – 4:45 pm</b>	Networking Reception

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## **PRESENTATION SUMMARIES**

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### **“Meetings Mean Business Canada – Advocating for the Power of Business Events in Canada”**

Presented By: Reggie Lang

MMB Canada is fast becoming the single advocacy voice for Business Events in Canada working in tandem with its secretariat the Tourism Industry Association of Canada (TIAC), the country's pre-eminent tourism industry advocacy organization. In this session, Reggie will explain how MMB Canada is working to support the meetings and incentive industry across the country and how their initiatives can increase the support from governments at every level in your destination.

### **“Introduction to SITE and the SITE Foundation”**

Presented By: Diane Alexander & Terry Manion

Interested in becoming a member of SITE? Not sure how a membership will work for you? In this presentation, Diane and Terry will explain the differences between SITE and the SITE Foundation and the resources that each part of the organization provides to its members. They will provide you with the understanding and tools you need to realize a big return on your investment of becoming a member of SITE.

### **“Emerging Destination – How to Effect Positive Change in a Growing Destination”**

Presented By: Veronica Villegas

Panama is an emerging destination for meetings and incentives and has experienced incredible growth over the past 5 years. With a booming hospitality industry, there has been great progress in building the necessary resources to provide top quality service and experiences, though it has not been easy. Veronica will explain how the suppliers in Panama have been working to elevate service standards and offerings to bring the destination in line with the expectations of the meetings and incentive industry. Her insights will assist you in making improvements in your own destination.

### **“SITE Ireland – How Regional Collaboration Can Grow Your Business”**

Presented By: Michael Dalton

The meetings and incentive industry in Ireland has also experienced incredible growth over the past 10 years. In a small, competitive destination, the suppliers have found ways to work together in order to grow business. Michael will explain how they find positive ways to assist each other and how they use their SITE memberships to grow their business as well.

### **“Bringing More Business Events to Atlantic Canada – A Buyer Panel Discussion”**

Presented By: Helene Moberg (moderator), Terry Manion, Diane Alexander & Lynne Coyne

Competition across Canada, and the world, for business events can be fierce. How do you ensure that your destination stands out for all the right reasons? What is driving buying decisions these days? This panel of experts will answer these questions and many more to give you a good understanding of what buyers are looking for. The speakers on the panel bring diverse perspectives and extensive industry experience and are excited to answer your questions in order to bring more business to Atlantic Canada.

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## SPEAKER BIOGRAPHIES

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### Diane Alexander



Diane Alexander's 10+ years' experience in incentive travel and event management have made her an expert in strategizing, planning and executing programs and events that motivate, inspire and engage. She has developed and led award-winning incentive solutions and experiences that are integrally aligned with her clients' unique business needs and visions. Diane is incredibly passionate about the power of incentive travel and business events and has been active in the industry for a number of years.

Currently serving her second term as President of SITE Canada, Diane has long been a champion of volunteering and the benefits of giving back to the industry. Diversity of cultures and ideas is something Diane truly values, and she loves having the opportunity to interface with partners and suppliers both domestically and internationally.

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### Lynne Coyne



Lynne Coyne, CMP has 15 years' experience in the hospitality and meeting industry including the last 13 years in corporate incentive event planning with Manulife and Sun Life Financial. Lynne has extensive experience with all levels of meetings and conferences from tradeshow management, meetings, educational conferences and high-end incentives.

During her time with Manulife and Sun Life, Lynne was responsible for the sourcing, planning and execution of many educational and incentive conferences. It was during this time that Lynne obtained her Certified Meeting Professional (CMP) designation and a certificate in Incentive Project Management. In her current role as Manager of Events for Intuitive Conference and Events she continues to use that knowledge and experience to assist clients with their program and event needs globally. Also an active member in SITE and FICP, she feels it is important to keep current and involved in the industry.

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### **Michael Dalton**



His title might be Director of Sales for Dublin-based Moloney & Kelly, a Destination Management Company (DMC) founded in 1970, but Michael Dalton is quite possibly the Emerald Isle's biggest unofficial tourism ambassador. Also serving as President for a two year term of SITE Ireland Chapter in 2018 and 2019, Michael is a Global Sales Ambassador for Hosts Global, a collection of the finest DMCs in the most desirable locations across the world.

Listed in Meeting & Conventions Rising Stars in the Industry for 2018, Michael has undertaken numerous additional voluntary roles within SITE such as a SITE Crystal Awards Judge; SITE Global Young Leaders Committee Member and Co-Chair; and MPI UK & Ireland Marketing Committee, and was the recipient of the SITE David Riddell Memorial Scholarship in 2014.

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### **Reggie Lang**



Reggie Lang is the Manager Business Development – Groups, Conventions and Incentive Travel for WestJet.

Reggie is also the current Secretary Treasurer for Meetings Mean Business Canada, a coalition advocating on behalf of the meetings, conferences and events industries.

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### **Terry Manion**



Terry has been active in the incentive travel industry since 1985. Since joining Meridican in 1995 he has worked with his team to grow the business year after year. Terry has been an active member of SITE and has encouraged many of the Meridican staff to join SITE. Currently Terry sits on several industry advisory boards and is also the Vice President of Finance for the SITE Foundation Board.

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### **Veronica Villegas**



Born and raised in Mexico City, Veronica is a graduate of Universidad Anahuac in Hospitality Business and Tourism Administration. She has held various roles in the Tourism and Hospitality industry in Mexico. Early in her career she worked with the Fiesta Americana, and in 1994 relocated to Cancun as the Tour & Travel Manager at the Condesa property.

Veronica started her DMC career in 1999 as a Sales Executive at Tropical Incentives DMC in Cancun, holding a few different positions within the company. In 2010 she moved to Amstar, one of the largest DMC's in the country.

Veronica has relocated once again, this time to Panama where she is the Director of Sales for Terramar DMC in a destination that is emerging in the incentive market. In 2016, the SITE Global Conference was held in Panama City and Veronica played an integral role in showcasing her destination to the world.

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