

2020 Rural Tourism Symposium Agenda*

8:30am – 9:00am

Registration

9:00am – 9:30am

Welcome & Opening Remarks

9:30am – 10:00am

Destination Canada Industry Update
Adrienne Foster, Destination Canada

10:00am - 10:30am

Destination Ontario Industry Update
Lisa LaVecchia, Destination Ontario

10:30am - 10:45am

Tourism Industry Association of Ontario (TIAO) Industry Update
Carol Greenwood, Director, Membership & Business Development, TIAO

10:45am – 11:00am

Refreshment/Networking Break

11:00am- 12:15pm

Keynote Speaker Celes Davar

Rural Experiential Tourism: Community Economic Development Through Tourism, Part 1 of 2

Celes will inspire you with amazing examples of how Experiential Tourism in rural regions has transformed the tourism industry. Focusing on basic principles and practices of experiential tourism through local partnerships, innovative ideas, as well as, story-telling through experiences while creating high value, high yield experiences.

12:15pm – 1:15pm

Buffet Style Lunch

1:15pm – 2:00pm

Keynote Speaker Celes Davar

Rural Experiential Tourism: Community Economic Development Through Tourism, Part 2 of 2

Following lunch, we'll take 15 minutes to debrief and share any percolating experiential ideas, audience participation is key for success. Celes will then share success stories from various rural regions of experiential tours and offerings, inspiring you to take what you've learned to the next level.

2:00pm – 2:45pm

Panel Discussion: Thriving in Rural Tourism

Moderator: Aileen Murray, SWOTC Board Member

Panel: Jeff Kinsella, Agriculture and Rural Economic Development Advisor, OMAFRA; Denny Verveat, Co-Owner, Red Barn Brewing; Benjamin Leblanc-Beaudoin, Iron Kettle Bed and Breakfast; Morena McDonald, 519 Events & Promotions

It's no secret that success is due to hard work, resources and of course perseverance. This dynamic panel of industry experts in rural economic development will share insights into challenges, opportunities, and successes. Learn what it takes to go from start-ups to well established.

2:45pm – 3:25pm

"A Taste of CK"

Join us for a "Taste of CK". Meet the markers, producers and learn more about how Chatham-Kent grows for the world through this interactive networking and refreshment break. Enjoy tapas style local fresh offerings and learn more about products curated right in our own backyard.

*agenda subject to change

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