



## MONDAY, APRIL 12, 2021

- 8:45-9:15 Opening Remarks of Welcome – Moderator (TBD) 5 mins.  
David Courchene, Prayer/Acknowledgement of the Land (TBD) 5 mins.  
Greetings from the Government of Canada 5 mins.  
Colin Ferguson, Travel Manitoba – State of Tourism in Manitoba 15 mins.
- 9:15-10:00 Keynote – Doug Lansky, Award Winning Travel Writer and Tourism Expert  
([www.douglansky.com](http://www.douglansky.com))

After 20 years as a travel journalist, editor and author, Doug has given acclaimed lectures at nearly 100 universities, given two TEDx Talks, presented at National Geographic Headquarters, for the United Nations World's Tourism Organization, at Google Travel, Booking.com, Amadeus, ITB Berlin and for over 100 destinations around the world, introducing audiences to new insights and smart tourism concepts.

10:00-10:15 Break out rooms to discuss Doug's talk and answer questions.

10:15-10:30 BREAK

10:30-12:00 \*Introduction to Experiential Tourism – Celes Davar ([www.earthrhythms.ca](http://www.earthrhythms.ca))

Description: This session will enable all participants to understand what experiential tourism is, its underlying economic assumptions, and visitor expectations for experiences. Weaving together relevant examples, case studies and insights, a practical foundation is laid for the subsequent two sessions. Integrating sustainable tourism and the emerging circular economy, a clear rationale is established for why what's local is so important to travel today and into the future, post-Covid. Businesses and regional economic development and tourism stakeholders will have a clear idea about how they can benefit from experience development, layering different approaches into their own strategies and operations. This live presentation via Zoom with interactive discussions is foundational session to the following two sessions.

Bio: Celes Davar is a tourism operator, facilitator, practitioner, and experiential tourism coach, creating innovative experiences with community partners to surprise and delight travellers. He is the owner of Earth Rhythms, an experiential tourism company that originated in Onanole, Manitoba in

1996. 24 years later, Earth Rhythms has become award-winning and has established its Canadian reputation for thoughtful visitor experience development that reflects environmental sustainability, innovative business opportunities, and community collaboration.

Whether working with individual tourism businesses, regional stakeholders or destination organizations, his passion is to create an environment within which learning, collaboration, conversation, and inspiration are woven into a storytelling and narrative presentation that is instructive, informative, and reflective. The real proof in the pudding for Celes is whether the training delivered to businesses, organizations, and destinations leads to experiences being in-market, generating new revenues, and reinvestment into worthwhile community projects.

“All things local” is what Celes champions. With a supportive and intentional approach to fostering questions and reflection, Earth Rhythms has developed tools, templates and innovative coaching methods to help tourism businesses and community experience partners to develop new imaginative visitor experiences that are winning awards. He loves working with local people to help them create high value, high yield experiences. His passion and purpose are aligned around the things he cares most about - local stories, nutritious food, cultural traditions, climate change, art, live music, and nature.

A smile comes to his face each time he is involved in the creative process of working with others to create a new experience that guests love. It's community economic development through tourism, which he shares as part of his facilitated workshops for tourism professionals throughout Canada. It's all about helping to shape tourism as a force for good, sustaining people, the planet and helping a new thriving economy to emerge at the local level.

\*Three workshops presented by Celes Davar build onto each other. It is essential to take all three.

12:00-12:30 LUNCH (local tourism videos)

12:30-2:00 Growth Made Simple (Or at least simpler) - Frank Atnikov  
frank@frankgrowthsolutions.ca | 204-7981-1264

Description: This session is designed in collaboration with Matthew Rempel and Yvette Hawkes as a high-level overview of the thinking and planning necessary for you to start or grow your business or take on additional products or offer new services. We will talk about analysis of what you are already good at, basic primary and secondary market research, lean start-up methodology, resources, and references to support your efforts.

Bio: Frank Atnikov has over 30 years of experience and a passion to help people succeed. My job is to make your job easier. As an experienced facilitator, coach and consultant, I bring fresh eyes to what's holding you back. The Frank Growth Solutions approach is all about working with your organization to understand your needs and what tools and strategies will help your organization grow. My collaborative approach and practical workshops have helped dozens of organizations overcome their unique hurdles and flourish.

Whether it's functional strategic planning; improving processes and systems to make your operations more efficient; helping with your business plan or feasibility study; understanding the story that the

financial reports are telling you, or creating solid marketing strategies to grow your organization, I will help you bridge the gap between business best practice and the greater good.

2:00 Closing

## **TUESDAY, APRIL 13, 2021**

8:45-9:00 Opening Remarks of Welcome and Daily Session Overview

9:00-11:30 \*Deep Dive into Experience Development, Marketing that Supports Experiences, and Practicing Sustainable Tourism – Celes Davar

Description: Nothing offers a more credible insight into what may be possible than hearing from a business that has created and implemented a new experience and is supported by their regional destination management organization (DMO). This session takes a deep dive into collaboration with a non-traditional tourism partner, a local artist in southern rural Ontario and his DMO collaborator. You will hear first-hand about the business, will be led through the development of the experience, how it is performing, and will learn about the business benefits, revenues, and visitor appeal of adding an experience to his business.

Regional marketing that supports and builds on new experiences, green tourism, and smart marketing tactics will be presented by a rural county DMO in southern Ontario. This live presentation via Zoom, will feature three different presenters, a question-and-answer session, and interactive discussions. Participants will have a clear idea of how both a business and regional marketing organization develop, deliver, and market visitor experiences. This will position all attendees to consider next steps in developing experiences, support the role of Eastman Tourism as the regional DMO, and assess how to stay aligned with Travel Manitoba.

11:30-12:00 Lunch (Francophone Tourism video)

12:00- 1:15 What's the Plan: Moving Forward with Community Based Tourism – Allan Dubyts  
[Allan@SafeAndCertified.com](mailto:Allan@SafeAndCertified.com) / [SafeAndCertified.com](http://SafeAndCertified.com) / [TrainingToDo.com](http://TrainingToDo.com)

Description: 2020, and the global pandemic has been one of the most disruptive forces on the Tourism sector in recent history. In some cases, business strengths were highlighted, and weaknesses were exposed. And like all disruptive forces there will be opportunities and there will be threats moving forward. A vision is cornerstone of a successful plan. The pandemic created such a force that many businesses had to rest their goals from a growth-oriented agenda to a simply surviving agenda. This session is intended to inspire community-based planning by local leaders from both the public and private sectors to come together and begin the process of re-establishing the vision and longer-term planning for a healthy and thriving tourism sector in your community.

Bio: Allan Dubyts is a Trainer, e-learning specialist and Entrepreneur. Learning is his true passion. He has an intense curiosity, with a need to understand and solve problems. Add to this someone

who is very driven and imaginative and you get an innovator and idea generator. The question to ask isn't, "why isn't this working", or "why is it broken", the question is always, "how can I make it better"? "Even if it isn't broke, let's break it - take it apart, and make it better before someone beats us to it, that's my motto."

Allan started his career as a farmer on a large-scale family grain farm. He has a Bachelor of Commerce degree from the University of Manitoba. After several jobs in retail, sales, marketing and technology he started his first company doing database and website development, and eventually this led to his current company SafeAndCertified.com Inc. which provides online learning platforms for high volume and cost-effective training delivery.

Even though his company develops mostly online courses for their clients, Allan is still a big believer in face to face interactions and delivers a set of skills based workshops, mostly through the Manitoba Tourism Education Council (MTEC). The most popular sessions are: Courage, Confidence and Resilience, Leadership, Negotiation, and Habits of a Winner, and our topic today, Community Tourism Planning.

Fishing is one of Allan's true passions. It's a way to combine his love of the outdoors with the ability to practice, learn and share his knowledge with his friends. Travel is his second passion. He completed part of the Camino Way journey from Leon, to Santiago Spain and considers it a true, life changing experience.

1:15-1:30 BREAK – Laughter break with Big Daddy Tazz.

1:30-2:45 Francophone Tourism: An Opportunity to Expand Your Economy - Sylvie Foidart  
sfoidart@cdem.com / 204-925-8385

Description: The francophone market is an added value to Manitoba's tourism offer. Attractions and tourism services offered in French in our province provide positive results and place our destination in a favourable light for domestic and out-of-province visitors' traffic. This presentation will describe key francophone markets and highlight some of the best practices to attract this clientele and make the most out of what francophone tourism has to offer. We will cover topics such as best practices in service, product development and marketing. You will learn that you don't need to convert entirely your offer to bilingual status, being Franco-friendly is often all that visitors hope for and appreciate. Join us in discovering many simple strategies, aligned with provincial and regional marketing efforts that can boost your offer and reach the worthwhile francophone and Francophile target market.

Bio: Sylvie Foidart is a graduate of the Tourism Management program at the University of Saint-Boniface. She currently holds the position of Tourism Product Development Coordinator at CDEM (Economic Development Council for Manitoba Bilingual Municipalities). She works with over 16 municipalities in Manitoba and entrepreneurs supporting them in developing promising and attractive tourism products that meet the needs of visitors. Through her 15 years of experience in the industry, she has made many connections with tourism professionals as well as life experiences. Her responsibilities have included project management, project development, website maintenance, organizations of events and fundraisers as well as teaching. Sylvie also currently sits on the Positioning Committee for the Provincial Francophone Tourism Strategy.

2:45 Closing

## **WEDNESDAY, APRIL 14, 2021**

8:45-9:00 Opening Remarks of Welcome and Daily Session Overview

9:00-10:30 \*Crafting Experiences, Storytelling that Shapes Marketing, and The Experience Advantage that adds Business Resilience – Celes Davar

Description: The final session in this series of experiential tourism training workshops provides participants with an Experience Crafting Guidebook. This session walks through the guidebook and is supplemented with live presentation of examples of other Canadian experiences that demonstrate how these experiences have been coached and developed. Considerations for Covid safety are integrated. A framework will be presented that identifies how the crafting of memorable experiences involves identification of community storytellers, which leads to experience development that shapes marketing. Marketing takes on a different approach, in which digital imagery and videos provide a different and compelling narrative that attracts the right visitors for the right reasons, in the right seasons. Business resilience and action planning will be addressed for participants to do a 2021 reality check. This final live presentation via Zoom will be accompanied by an Experience Crafting Guidebook that will be introduced and reviewed. Conference participants will be ready to assess next steps for their own businesses.

10:30-10:45 Special Announcement for Eastern Manitoba (Mel Parent, Chair of Eastman Tourism)

10:45-12:00 Succession Planning for Success – Ben Dueck / [www.canteraleadership.com](http://www.canteraleadership.com)

Description: When's the best time to plan for succession? It starts today. Most business leaders don't have any plan for exiting their business. Chaos creeps in. So often succession planning focuses on the financials, but there are many other important factors. Learn how to plan for succession today by focusing on building into your people, into your systems, and into your business. If you own a business, this session will help prepare you for the future when you are ready to sell it or pass it along to a family member.

Speaker Bio: Ben Dueck is a born and raised Manitoban who grew up in a family of entrepreneurs where his interest in leadership development was born. For the past 20 years he has worked with leaders in both the business and non-profit world to help them be more successful. He currently lives in Niverville with his wife and three children while he runs Cantera Leadership, a company dedicated to helping transform leaders, teams, and organizations to be better. He is a Certified Gallup CliftonStrengths Coach and has a Master of Arts in Leadership degree.

12:00-12:30 LUNCH and Entertainment

12:30-1:45 Creating & Transforming Experiences into Virtual Content  
Lesley Gaudry / [lgaudry@cdem.com](mailto:lgaudry@cdem.com)

With Special Guest, Cody Chomiak / [cody@tourismwinnipeg.com](mailto:cody@tourismwinnipeg.com)

Description: Virtual experiences are an option many operators choose in order to reach their visitors. This past year, we've seen just how important it is for operators to stay connected. Regardless of what the next few years will bring us, virtual experiences may become an integral part of one's offering or programming.

During this session, you will learn how using virtual experiences can generate awareness and revenue. Different types of virtual experiences and their challenges and benefits will be explored. A variety of platforms for attracting and hosting visitors can be used to reach your ideal visitor. Join us as we gain insight to the importance of going virtual and see how others are turning concepts into virtual experiences and reaching new target markets.

Bio: Lesley Gaudry is a community economic development and tourism professional with over a decade of experience working in Ontario and Manitoba. Her responsibilities have included project management, product development, marketing and outreach, research, writing, strategic planning, organizational health, and facilitation. She is currently a Tourism Officer at CDEM (Economic Development Council for Manitoba Bilingual Municipalities). Lesley has also taken her passion for stand up paddle boarding (SUP) and has created Nature's Edge Tourism - specializing in delivering bilingual stand up paddleboard clinics and tours to help people feel safe and confident on the water. With a Master's in Local Economic Development and a Certificate in Sustainable Tourism, Lesley enjoys contributing to the success and development of tourism experiences in Manitoba's rural communities as a practitioner and an operator. She loves to move - be it paddling flat to flow waterways with canoe kayak or SUP, hiking and biking, to volunteering in her community, drumming with the Winnipeg Police Pipe Band, and spending time outdoors with her clan (husband, kids and K9's).

Bio: Cody is responsible for leading marketing as it relates to Economic Development Winnipeg and Tourism Winnipeg. He plans and executes strategic marketing plans to grow the economy through business and talent attraction, and visitation. Cody has extensive background in marketing, branding, graphic design and advertising. In 2014, Cody received his Certified Destination Management Executive certification. Recognized by the DMO industry as its highest educational achievement, CDME is an advanced educational program for experienced DMO professionals seeking career advancement. He currently resides on the CDME Board as well as the DMAP board through Destination International.

1:45-2:00      BREAK – Laughter break with Big Daddy Tazz

2:00-3:15      Reaching the Right Audience Online  
Alex Krosney, Senior Digital Marketing Manager / [AKrosney@travelmanitoba.com](mailto:AKrosney@travelmanitoba.com)

Description: Learn how to use targeted digital marketing to put the right content in front of the right people at the right time. Match relevant messaging with specific demographic, psychographic or geographic criteria to get more engaged people to your website...and from your website to your business.

Bio: Alex Krosney (she/her) is a data-driven and strategy-focused digital marketer with a passion for her home province. Since joining Travel Manitoba as Senior Digital Marketing Manager in 2016, she has been dedicated to showcasing Manitoba across the internet as effectively and efficiently as possible. She is a firm believer in finding ways to know better so you can do better...whether it's for a digital campaign, a website, or for life in general. When she's not online, she's usually outside hiking, biking, skiing, (roller) skating, or horseback riding. Alex makes her home in Treaty 1 Territory with her family including her very long dog, Judy Garland.

3:15 Closing

## **THURSDAY, APRIL 15, 2021**

8:45-9:00 Opening Remarks of Welcome and Daily Session Overview

9:00-10:00 Indigenous Tourism Development – Holly Courchene / manitoba@indigenoustourism.ca  
Indigenous Tourism Association of Canada, MB

Description: Holly will speak on the Indigenous Tourism Association of Canada, it's purpose and give an overview of services provided. She will also speak on how Indigenous Tourism in Manitoba has progressed over the past few years and provide an update.

Bio: Holly, a member of the Peguis First Nation, will lend her expertise to supporting Manitoba Indigenous tourism operators in their product development activities. Her role will be to support entrepreneurs and community-owned tourism enterprises in strengthening their business offering to make them more market or export-ready. Holly holds a Business Administration Diploma with a major in Marketing from the Red River College. An entrepreneur herself, Holly believes in building economies for Indigenous people and supporting local businesses in finding success in their endeavors.

10:00-10:15 BREAK – Laughter break with Big Daddy Tazz

10:15-11:30 Tourism Resource Panel

Panelists include: Community Futures, Travel Manitoba, Eastman Tourism, Bonjour Manitoba (CDEM), Indigenous Tourism Association of Canada, Manitoba, Manitoba Tourism Education Council

11:30-12:00 Full Group Discussion

Tourism Sector Growth in Eastern Manitoba: Our Collective Actions  
Closing

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