



Opportunities
Aboriginal Tourism Conference
Agenda

FRIDAY, OCTOBER 28TH, 2011

8:00am	<i>Full Breakfast & Registration</i>	
8:45am	Welcome & Overview	Caledonia Fred
9:00am	Plenary Industry	Keith Henry
9:45am	Breakout	
	1 - A Finding Valuable Information - Market Research Breakout Room Cheryl Chapman	1 - B Data-2-Dollars Room Steve Crowhurst
10:15am	<i>Refreshments & Break</i>	
10:30am	Plenary Dazzling Customer Service	Steve Crowhurst
11:15am	Breakout	
	2-A Get Nation Buy-In Breakout Room Cheryl Chapman	2-B Social Marketing Room Steve Crowhurst
12:00pm	<i>Lunch & Networking</i>	
1:00pm	Plenary Being Market Ready - Developing a package	Steve Crowhurst
2:00pm	Breakout	
	3-A Protecting Yourself - Laws & Insurance Breakout Room Cheryl Chapman	3-B How to Work with Travel Agents Room Steve Crowhurst
3:15pm	<i>Refreshments & Break</i>	
3:30pm	Plenary Competitive Advantage	Cheryl Chapman
4:30pm	Wrap up the day	

SATURDAY, OCTOBER 29TH, 2011

8:00am	<i>Full Breakfast</i>	
8:45am	Recap & Intro to the Day	Caledonia Fred
9:00am	Plenary Aboriginal Taxation	Peter Ranson
10:15am	<i>Refreshments & Break</i>	
10:30am	Breakout	
	4-A The Opportunities - What Are They? Breakout Room Steve Crowhurst	4-B Strategic Alliances Room Naomi Horbatch
11:00am	Breakout	
	5-A Out of All The Options Open To Me... Breakout Room Steve Crowhurst	5-B Getting the Team on Board Room Naomi Horbatch
12:00pm	<i>Lunch & Awards? Biz pLan comptition announcements...</i>	
1:30pm	Plenary Choosing Your Online Presence	Chris Robinson
2:30pm	Plenary Online Marketing Tools: E-mags, blogger, etc	Steve Crowhurst
3:30pm	Conference Summary & Closing Remarks	Caledonia Fred
	<i>Refreshments & Networking</i>	