

# Nova Scotia's Tourism Summit 2023

**SILENT AUCTION (MEZZANINE) & ARTISANS MARKETPLACE (FUNDY ROOM) WILL RUN THROUGHOUT THE 2023 SUMMIT**

**CHECK OUT OUR EXHIBITING PARTNERS ON THE 2<sup>ND</sup> FLOOR**

**Tuesday, November 28, 2023**

8:00am-5:00pm	REGISTRATION DESK OPEN	Second Floor
9:30am-11:15am	<p><b>INDIGENOUS OPENING</b></p> <p><b>MUSICAL OPENING – Morgan Toney, Keith Mullins &amp; Ryan Roberts</b></p> <p><b>KEYNOTE SPEAKER: Lital Marom – <i>The Future of Business – New World, New Rules</i></b> Lital is an international sought-after speaker and a seasoned lecturer of innovation, data strategies, business model innovation, digital disruption, and transformation. She applies her extensive experience working closely with executive teams on large digital transformation projects to leading recurring Master Classes at Spark Institute, IBS Business School, and Singularity University. She is a keynote favorite who has spoken at TED, and a long list of industry conferences. She is a catalyst for change, igniting leaders to unlock their limitless potential, driving extraordinary business growth, and shaping a sustainable, inclusive future.</p>	Commonwealth Ballroom
11:15-11:30am	<b>NUTRITION BREAK &amp; SILENT AUCTION</b>	Mezzanine
11:30am-12:30pm	<p><b>Market Readiness? – What Does it Mean and How Can You Increase Your Market Share</b> Do you want access to the high-end international travel market? Do you want reservations on the books earlier in the year? Do you want year-over-year repeat business from International Tour Operators? Then you should consider working with the Travel Trade! Led by an international tour operator, and a travel trade expert, this session provides the tools to get involved in this lucrative business segment. <i>John Simon, President, Canadvac Travel Service/Hygge Life Travel &amp; Eva Gutsche, Founder, STEM Consulting</i></p>	Harbour A/B Room
11:30-12:30pm	<p><b>Older Workers – An Economic Development Driver</b> The tourism industry is all about people. Staffing remains a persistent challenge for many operators. Meanwhile, many older workers are seeking purposeful and engaging work. This session, led by Age Friendly CEO and Founder, discusses ways to engage a mature workforce, drive business for the industry and keep our economy growing well into the future. <i>Tim Driver, CEO and Founder, Age Friendly Ventures</i></p>	Lunenburg Room
11:30am-12:30pm	<p><b>Indigenous Tourism Reconciliation</b> Indigenous tourism can play a vital role in educating and sharing authentic Mi'kmaq culture, build economic opportunities and develop meaningful partnerships. During this session, you will learn more about this growing tourism sector and how you can engage to be an effective partner and champion of indigenous tourism. <i>Robert Bernard, Executive Director – Nova Scotia Indigenous Tourism Enterprise Network</i></p>	Atlantic Ballroom

12:30pm - 2:00pm	<p style="text-align: center;"><b>CHAIRMAN'S LUNCHEON</b> HOST: Wes Surrett, TIANS Chair</p> <p style="text-align: center;">Ministerial Address from CCTH Minister Allan MacMaster Recognition of the Serve it Up Graduates</p>	Commonwealth Ballroom
2:00pm - 2:15pm	<b>NETWORKING / AUCTION BREAK</b>	Mezzanine
2:15pm - 3:15pm	<p><b>Employers are from Mars, Workers are from Venus – An Unfiltered, Uncensored Discussion</b></p> <p>It's a new world order when it comes to attracting and retaining your workforce, and we know you have many questions. Join this conversation to gain a better understanding of the forces at play and have a frank discussion with your colleagues to better prepare you to be an employer of choice.</p> <p><i>Philip Mondor, President &amp; CEO, Tourism HR Canada</i></p>	Harbour A/B Room
2:15pm - 3:15pm	<p><b>Future Proofing Your Tourism Business</b></p> <p>Tourism operators are facing a perfect storm of challenges building back financial stability and market share while reducing their operating costs and carbon footprint. We know the only constant is change, and that means we need to build resiliency into our businesses. Join industry experts to hear practical advice on future proofing your business.</p> <p><i>Gloria Haydock, CIP, Manager, Consumer and Industry Relations Atlantic Region, Insurance Bureau of Canada; Russell Hopson, Manager, Entrepreneurship Centre, Business Development Bank of Canada; Spencer LeBlanc, Business Development Manager, Efficiency Nova Scotia</i></p>	Lunenburg Room
2:15pm - 3:15pm	<p><b>Elevate Your Business with Tourism Nova Scotia</b></p> <p>Don't miss out on programs and tools that could help you boost your business! Join Tourism Nova Scotia staff for a comprehensive overview of valuable research, programs, and resources that can help you take your business to the next level. From improving business practices to upping your marketing game – there are tools and resources available to help you reach the goals you have for your business.</p> <p><i>Joann Fitzgerald, Chief Marketing Officer; Nick Fry, Manager of Business Development; Heather Yule, Manager of Experience Development; Richard Foot, Research Manager</i></p>	Atlantic Ballroom
3:15pm - 3:30pm	<b>NETWORKING / AUCTION BREAK</b>	Mezzanine
3:30pm - 4:30pm	<p>Day 1 Closing Keynote: <b>MANDY RENNEHAN</b></p> <p>Who better to wrap up Day One of the Tourism Summit – Building Resiliency than Mandy Rennehan, CEO &amp; Founder of Freshco. Mandy is a sought-after speaker, author, multiple award-winning entrepreneur, philanthropist, HGTV host and trade industry ambassador. But at the heart of everything, Mandy is a Nova Scotian who has relied on her resiliency and innovation to ensure that her success contributes to the wider community around her. We often look beyond our borders for role models and examples of business excellence, Mandy reminds us that we need look no further than what is within ourselves to achieve success. Her (respectfully) uncensored honesty is matched by her quick wit, East Coast humour, and big heart. It is impossible to remain unchanged after coming into contact with this authentic, self-taught and self-made powerhouse.</p>	Atlantic Ballroom

6:00pm – 7:00pm	<b>GALA DINNER RECEPTION HOSTED BY TASTE OF NS</b>	Mezzanine and Atlantic Ballroom
7:00pm - 9:00pm	<b>GALA DINNER AND TOURISM AWARDS OF EXCELLENCE WITH MUSICAL PERFORMANCE BY JODI GUTHRO AND KIM DUNN</b>	Commonwealth Ballroom
9:00pm	<b>DESSERT BAR</b>	Mezzanine

**Wednesday, November 29, 2023**

7:30am - 1:30pm	REGISTRATION DESK OPEN	Second Floor Foyer
8:30am - 10:00am	<b>INDUSTRY BREAKFAST &amp; SPECIAL TRIBUTE</b> Westin Host Remarks Springhill Tribute	Commonwealth Ballroom
10:00am - 10:30am	<b>NETWORKING / AUCTION BREAK</b>	Mezzanine
10:30am - 11:45am	<b>Building to 365 – Developing Four Season Opportunities</b> Nova Scotia’s tourism potential will only be reached if we leverage business in the shoulder and winter seasons. How are you talking advantage of major events in the urban centers with pre and post business? What are you doing around local sport tourism? This session explores opportunities and how we rethink our approach to building year around business. <i>Jamie Ferguson, CEO, Sport Nova Scotia; Carrie Cussons, President &amp; CEO, Events East Group; Terry Smith, CEO, Destination Cape Breton</i>	Atlantic Ballroom
10:30am - 11:45am	<b>Unlocking the Power of Technology – Emerging Tools to Enhance Your Tourism Business!</b> Staying ahead of the curve means constantly expanding your knowledge of what new technology applications are out there. Whether you’re a seasoned professional or just stepping into the industry, there’s always something new to learn and explore. Join us for this engaging session to hear the latest in digital trends and how you can be more efficient and competitive. <i>Owen Sagness, Chief Executive Officer, Digital Nova Scotia</i>	Maritime Room
10:30am - 11:45am	<b>Protecting Our Tourism Assets</b> A healthy tourism economy relies on our natural product, rich history and our diverse cultural assets. Join TIANS’ partners to hear how you can play a role in protecting what makes Nova Scotia a desirable place to live and visit and how this impacts the economic success of tourism. <i>Emma Lang, Executive Director, Heritage Trust; Juanita Peters, Director, Africville Museum; Raymond Plourde, Sr. Wilderness Coordinator, Ecology Action Centre</i>	Lunenburg Room

10:30 - 11:45am	<p><b>Pitch Perfect – New Tourism Business Pitch Competition Finals</b>          Come watch the Final IGNITE Competitors vie for top spot!          The development of new, innovative tourism products and experiences is crucial to attracting new and returning visitors. During the past two months Ignite Atlantic has been hosting regional pitch sessions across the province challenging entrepreneurs to share their tourism business ideas. Be part of the excitement as four regional finalists present their new concepts as they vie to win this Dragons' Den style competition. One new business will be selected as the winner and receive cash and mentoring support to incubate their new tourism venture.  <i>Ignite Atlantic Staff &amp; Pitch Competitors</i></p>	Harbour A/B Room
11:45am - 12noon	<b>LAST CHANCE - SILENT AUCTION (CLOSES AT 12NOON)</b>	Mezzanine
12Noon - 1:45	<p><b>LUNCHEON &amp; CLOSING KEYNOTE PRESENTATION</b>  <b>RON JAMES</b>  <b>Critically Acclaimed Comedian   Star of Nine Comedy Specials</b></p>	Commonwealth Ballroom
1:45pm	<b>CLOSING REMARKS FOR THE 2023 TOURISM SUMMIT</b>	Commonwealth Ballroom



*THANK YOU TO OUR 2023 SUMMIT PARTNERS!*