

## OSW 2017 Conference Agenda

Tuesday, March 07, 2017	
11:30 am to 12:30 pm	Lunch Buffet
12:30 pm to 2:00 pm	Welcome Address RTO1 Update Kick-off Speakers
2:00 pm to 5:00 pm	<b>Interactive Learning Experience</b> A) Passion Projects/Creative Centres: <ul style="list-style-type: none"> <li>• How people are turning what they love into what they do</li> </ul> B) Arts & Culture: <ul style="list-style-type: none"> <li>• See how these culinary &amp; cultural experiences are creating a destination</li> </ul> C) Incubation & Expansion: <ul style="list-style-type: none"> <li>• Follow these start-ups on their path to growth</li> </ul>
5:30 pm to 7:30 pm	Cocktail Reception Greetings from Eleanor McMahon, <i>Minister of Tourism, Culture &amp; Sport</i> (invited) Interactive Learning Experience Re-cap
8:15 pm to 12:00 am	Speakeasy <b>Delta Armouries</b>

Wednesday, March 08, 2017	
7:30 am to 8:30 am	Hot Breakfast
8:45 am to 9:45 am	Welcome Keynote Address: <b>Greg Klassen, Twenty31</b>
9:45 am to 10:45 am	<b>Breakout Sessions:</b> A) <i>Confident Communications:</i> <ul style="list-style-type: none"> <li>• Building confidence, clarity and creative messaging is essential in all types of communication. This breakout will give you confidence to speak for success, build creative and innovation ways to build success through storytelling, and walk away with a collection of new tools to help you stand out and be remembered.</li> </ul> B) <i>The Benefit of Offering Small Batch &amp; Artisanal:</i> <ul style="list-style-type: none"> <li>• Visitors are looking for unique, authentic and personalized experiences and products when they travel. Learn how artisanal products and experiences can play a role!</li> </ul> C) <i>Blow Your Own Horn:</i> <ul style="list-style-type: none"> <li>• Ask the experts! Looking for better media coverage? Want to engage</li> </ul>

	<p>bloggers to your business? Find out what you need to know to work with the media. Get involved in a discussion with a traditional reporter and a travel blogger.</p> <p>D) <i>Sharing Economy: Sleep Move Eat Trips:</i></p> <ul style="list-style-type: none"> <li>• What's going on in the sharing economy today, and what do you need to know?</li> </ul>
10:45 am to 11:15 pm	Nutrition Break
11:15 am to 12:15 pm	Keynote Address: <b>Michele Romanow, entrepreneur on <i>Dragons Den</i></b>
12:15 pm to 12:30 pm	Presentation of Innovation Award
12:30 pm to 1:45 pm	Lunch Exhibitor Marketplace
1:45 pm to 2:45 pm	<p><b>Breakout Sessions:</b></p> <p>A) <i>Roll Your Own Way</i></p> <ul style="list-style-type: none"> <li>• Detroit Slow Roll is one of the world's largest weekly bike rides: 5000 cyclists in downtown Detroit every Monday night, and growing to 9 other cities globally. Hear Jason's story of how he's created an experience on bike that's exposing thousands of people weekly to places they wouldn't normally go.</li> </ul> <p>B) <i>Hop Up your room nights with JackRabbit</i></p> <ul style="list-style-type: none"> <li>• Capitalize on the regional Search &amp; Referral program for overnight accommodations to drive more online bookings to your property from the Ontario's Southwest website for FREE. Don't have online reservations for your property? Learn how to utilize the JackRabbit JRES system to get a custom online reservation program built for your property at no cost to you!</li> </ul> <p>C) <i>That's SO 2016 – Current Social Media Trends</i></p> <ul style="list-style-type: none"> <li>• Do you want to broadcast Live video on Facebook, YouTube, Periscope or directly from your website? Wondering what equipment you need? Regardless of budget, you can produce live vids that engage your audience and help you stand out from the competition. Explore WHY LIVE VIDEO MATTERS FOR BUSINESS, HOW TO GET STARTED, and some of the latest technology such as the MEVO LiveStream Camera, and the Ricoh Theta S 360 Camera. IS LIVE right for you? Join Melissa Schenk and find out?</li> </ul> <p>D) <i>Tapping the US Market – What's Changed?</i></p> <ul style="list-style-type: none"> <li>• American Tourists: they're close, the dollar is in our favour, and it makes sense. Here's what you need to know to target the US.</li> </ul>
2:45 pm to 3:15 pm	Nutrition Break
3:15 pm to 4:15 pm	Closing Keynote Speaker: <b>Nick Bontis</b>
4:15 pm to 4:13 pm	Closing Remarks