

Schedule-at-a-Glance (Last revised on October 9, 2007)

(Please note that this is a tentative schedule and may be changed without notice.)

Wednesday, November 7, 2007

8:30am – 4:30pm	OFFSITE Canadian e-Tourism Council Summit (<i>e-Tourism council members only</i>)
Begins at 10am	Registration Opens at the Fairmont Waterfront Hotel, Vancouver BC
1:00pm – 5:00pm	Sponsored Workshops (Platinum Sponsors) <ul style="list-style-type: none"> - Radar DDB - Contac Services - Yahoo! Canada
6:00pm - 9:00pm	Conference Opening Reception at the Fairmont Waterfront Hotel, Vancouver BC
8:30pm - 9:00pm	Speaker Briefing (<i>For Conference speakers only</i>)

Thursday, November 8, 2007

7:30am	Partner Showcase opens until 6pm
8:00am - 9:00am	Breakfast (Sponsored by <i>RealTravel</i>)
8:30am	Opening (<i>during Breakfast</i>) Michele McKenzie - President & CEO, Canadian Tourism Commission Rick Antonson – President & CEO, Tourism Vancouver
	Introducing Canada-e-Connect & the Canadian e-Tourism Council Jens Thraenhart – Executive Director, Marketing Strategy & CRM (Chair, Canada-e-Connect & Canadian e-Tourism Council)
9:00 - 9:45am	Thursday Morning Keynote (Sponsored by <i>Fairmont Hotels & Resorts</i>) Social Media & Mass Collaboration Speaker: Anthony Williams, Author of <i>Wikinomics</i>
9:45am - 10:00am	Networking Break (Sponsored by <i>Weber Shandwick</i>)
10:00am – 10:45am	Panel: Evolution of Distribution Moderator: Timothy O’Neil-Dunne, Managing Partner, T2Impact Ltd Representatives from: <ul style="list-style-type: none"> - Meta Search Engine: Jason Houle – Vice President, Lixto - Online Travel Agency: Sean Shannon – Managing Director, Expedia Canada - Traditional Travel Agency: Sean Sutherland – VP E-Commerce, Flight Centre Industry Challengers: Resort: Eric Austin – VP Central Reservations, Intrawest Airline: David Jones – Director E-Business, West Jet
10:45am – 12:00pm	Panel: Evolution of Advertising Moderator: Steve Wright, Managing Partner, Radar DDB Representatives from: <ul style="list-style-type: none"> - Major Web Portal: Hunter Madsen – VP Marketing, Yahoo! Canada



- Viral Marketing: Sean Moffit – President, The Influencers (Canada’s Word of Mouth Community)
- Traditional Offline Publisher: Paula Prociuk Blacklock – VP Sales & Marketing, Canadian Geographic Magazine
- Industry Challengers:
 Hotel: Jon Mamela – Director Product & Service Strategy, Fairmont Hotels & Resorts
 Destination: Denny Kobayashi – Manager Marketing, Tourism Yukon
- 12:00pm - 12:15pm Canadian Entrepreneur Spotlight*
 Winners of the "Canadian Entrepreneur Spotlight Competition" preview their online travel start-ups
- 12:15pm – 1:15pm Lunch
 Luncheon Keynote
 The World of Tourism Goes “E” and goes “Green”
 Geoffrey Lipman – Assistant Secretary General, UN World Tourism Organization
- 1:15pm – 1:45pm Case Studies: e-Journey Around the World
 Speaker: Ryan Bifulco – President, Travel Spike
- 1:45pm - 2:30pm Canadian e-Tourism Strategies
 Panel with E-Strategists from the Canadian Destination Marketing Organizations
 Moderator: Alexander Rayner – E-Tourism Advisor, UN World Tourism Organization
 Representatives from:
 - Country: Jens Thraenhart – Executive Director, Marketing Strategy & CRM
 - Province: Aaron Nissen – Director e-Strategies, Travel Alberta
 - City: Carmen Ciotola – VP Marketing, Tourism Montreal
- 2:30pm - 3:15pm Panel: The Future of Mobile Marketing in Travel & Tourism
 Moderator: Walid Salem – Manager CRM & Web Application Integration, Canadian Tourism Commission
 - David Vogt – Executive Director, Mobile Muse
 - Michael Bidu – Executive Director, Wireless Innovation Network of BC
 - Patrick Payne - Co-Founder/CEO, QuickMobile
- 3:15pm - 3:30pm Networking Break
- 3:30pm - 4:15pm Thursday Afternoon Keynote
 Web Conversion & Usability
 Speaker: Bryan Eisenberg - Co-founder and Chief Persuasion Officer, *Future Now, Inc.*
- 4:15pm - 5:00pm Executive Panel
 Travel & Tourism CEOs:
 The Impact of Changing Consumer Trends and Emerging Media to market Canada to the World
 Moderator: Richard Miller – CEO, Tourism ROI (and former EVP, World Travel and Tourism Council)
 Representatives from:
 - World Tourism Organization: Geoffrey Lipman – Assistant Secretary General, UN World Tourism Organization
 - National Tourism Organization: Michele McKenzie – President/CEO, Canadian Tourism Commission
 - Provincial Tourism Organization: Rod Harris – President/CEO, Tourism British



	Columbia
	- City Tourism Organization: Ted Lee – CFO, Tourism Vancouver
5:00pm	Closing of Day 1
	- Jens Thraenhart, Executive Director Marketing Strategy & CRM, Canadian Tourism Commission
	- William Bakker, Director E-Marketing, Tourism British Columbia
6:00pm	Bus Leaves to Science World for Canadian e-Tourism Awards Ceremony
9:30pm	After-Awards Party at Coast Restaurant, Yaletown (Sponsored by <i>Yahoo! Canada</i>)

Friday, November 9, 2007

7:30am	Partner Showcase Opens until 6pm
8:00am - 9:00am	Breakfast (Sponsored by <i>World Media</i>)
8:30am	Vancouver 2010 (during Breakfast) Speaker: TBD
9:00am - 9:45am	Friday Morning Keynote (Sponsored by <i>Travel Alberta</i>) <i>Future Trends in Consumer Behaviour</i> Speaker: Jeremy Gutsche – CEO, <i>Trendhunter</i>
9:45am - 10:15am	Networking Break (Sponsored by <i>Washington Post</i>)
10:15am - 11:00am	Panel: Traditional Media vs. Social Media Moderator: Heather Kirk – President/CEO, <i>Newsbureau.ca</i> & <i>ImMedia</i> Representatives from: - Traditional Media Publisher: David Beaupre – Director of Strategy, <i>Washington Post/Newsweek</i> - Travel Writer/Journalist: Richard Bangs – Travel Writer & Author (“Adventures with Purpose”) vs. - Social Media Website / Online Travel Community: Ken Leeder – President/CEO, <i>RealTravel</i> - Travel Blogger: Chris Clarke – Blogger (<i>VacantReady.com</i>) & Founder (<i>BedJump.com</i>) Industry Challengers: Destination: William Bakker – Director e-Business, Tourism British Columbia
11:00am - 11:30am	Reputation Management Online Speaker: Jim Brody, VP of <i>Tripadvisor</i>
11:30am - 12:00pm	Panel: Travellers Sharing Experiences Moderator: Mark Uptegrove – VP Sales & Marketing, <i>MSN Canada</i> Representatives from: - Social Media Website / Online Travel Community: Patricia Brusha – Founder, <i>ChicksAway.com</i> - Travel Writer/Journalist: Laura Hubber – Reporter, <i>BBC World</i> - Travellers sharing Experiences
12:00pm – 1:30pm	Lunch Luncheon Keynote (Hosted by <i>PlanetEye Inc.</i>) Exclusive Canada-e-Connect Poll: State of Consumer Travel Behavior in Canada Speaker: Alan Gregg – Chairman, <i>Decima Research</i> & Political Analyst/Social

Commentator

- 1:30pm – 2:00pm Increasing Consumer Relevancy by Segmenting the Consumer
 The Explorer Quotient - a Convergence Model of Brand, Research, and E-Marketing
 Speaker: Greg Klassen – Vice President Marketing, Canadian Tourism Commission
- 2:00pm - 2:30pm Friday Afternoon Keynote
 PhoCusWright: The Long Tail of Travel
 Includes: How to leverage the “PhoCusWright Canadian Online Travel Overview”?
 Speaker: Doug Quinby, *PhoCusWright* Analyst
- 2:30pm - 3:00pm Leveraging Customer Intelligence Online
 Speaker: Anita Gandhi – Director Client Intelligence, Hitwise
- 3:00pm - 3:15pm Networking Break (Sponsored by *Namesbeyond.com*)
- 3:15pm - 4:00pm Marketing Canada to Americans
 Speaker: Mike Pusateri, former COO of *TIA(Travel Industry Association of America)*
 Industry Challengers:
 Joel Peter – Chief Marketing Officer, Tourism Toronto
 Siobhan Chretien – Executive Director US Leisure Marketing, Canadian Tourism Commission
- 4:00pm - 4:45pm Executive Panel
 Travel & Tourism CMOs:
 The Impact of Convergence to structuring a marketing department, budgeting, and executing campaigns
 Moderator: Joe Buhler – Senior Destination Marketing Analyst, Phocuswright
 Representatives from:
 - Destination: Greg Klassen – VP Marketing, Canadian Tourism Commission
 - Hotel: Ken Lambert – VP Marketing, Delta Hotels
 - Airline: Guylaine Lavoie - Director Marketing Innovations , Air Canada
 - Rail: TBD
- 4:45pm Closing of Canada-e-Connect
 Greg Klassen – Vice President Marketing, Canadian Tourism Commission
 Grant McKay – Vice President Marketing, Tourism British Columbia
- 8:00pm VIP After-Conference Party at the Sanafir Restaurant
 (Sponsored by *Glowbal Restaurant Group*)
 At the Sanafir Restaurant
 (For *Canadian e-Tourism* Council members, speakers, sponsors, and invited guests - by invite only)

* More about *Canadian Entrepreneur Spotlight* (10 minutes) - Founders/CEO of Canadian online travel start-up companies (less than 1 year old) make their case and deliver presentations of their value proposition in front of the coveted Canada-e-Connect audience.