

Uncovering the **WHY** and **HOW** Factors of Incentive Travel

TUESDAY, OCTOBER 25, 2016
THE BOULEVARD CLUB, TORONTO
TOURISM VANCOUVER, VANCOUVER

MORNING SESSIONS



Opening Keynote Presentation:

Meetology®: The Fascinating Science Powering Human Connectivity **Presented By: Jonathan Bradshaw, The Meetology® Lab**

Research from the world of neuroscience suggests that we are wired to be social, and that the need to connect, interact and communicate lies at the heart of what it is to be human. Join Jonathan Bradshaw as he explores his company's rich archive of behavioural research to uncover science-based insights, as well as practical tips, tools and techniques. This information will allow you to maximise your performance professionally and personally, by connecting more effectively with suppliers, customers, colleagues and friends.

Learning Objectives:

- Discover the science behind the power of human interaction
- Understand influence and persuasion in relation to human connection

Jonathan Bradshaw researches, speaks, writes and trains on Meetology® - the fascinating psychology powering human connectivity. He is CEO of the Meetology® Lab and leads the company's team of behavioural scientists in collating and delivering research from areas such as psychology, emotional intelligence and neuroscience that relate to how humans connect and interact more effectively. As a popular keynote speaker Jon has presented at conferences and business events in over 30 countries and is an award-winning columnist and blogger. Away from work Jon is a keen sportsman. Once a semi-professional footballer, he has run his own personal training business, climbed on Mt. Everest and Kilimanjaro, and organised and completed a 3400mile/5500km European charity bike ride.

Breakout Session #1A

NOTE: All participants in Toronto will experience the workshop by Jonathan Bradshaw and will choose between "HOW AV Can Enhance Your Incentive Proposals" and "HOW to Design an Effective Familiarization Tour" during registration. Participants in Vancouver will see both optional breakout sessions.

Connection Point: Put Your Skills to the Test **Presented By: Jonathan Bradshaw, The Meetology® Lab**

In this session Jon will expand on some of the insights he delivered in his keynote presentation on how humans connect, interact and communicate effectively. The session will allow audience members the chance to experiment with some of the behavioural science techniques themselves and to start to develop their own set of science-based tools. These tools and techniques will help them connect even more effectively with those they interact with professionally and personally.

Learning Objectives:

- Understand the 6 psychological principals behind influence and persuasion
 - Have a better understanding of how the environment affects how we interact with others
 - Explore the ONE powerful thing you can do to better connect with others instantly
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Breakout Session #1B

HOW AV Can Enhance Your Incentive Proposals
Presented By: Dan Wilson, FMAV

Preparing a comprehensive proposal for any incentive travel program is a huge process. Not only are planners required to prepare detailed, accurate budgets, but so many other elements such as design programming and décor/theming are often required as well. Traditionally AV requirements have been left to the late stages of the creation process and may be reduced to a simple rendering or even just a budget line. However, with some of the new AV tools available, there are great opportunities to add value to the proposal creation process. In this session we will follow a proposal from start to finish and discuss how an AV company can help enhance your proposals and take some of the work load off of your plate. From theme conception, through stage design and floor plan creation, renderings, and final delivery of the proposal itself, your AV supplier can work with you to create powerful images, technically sound designs, assist with content creation, and even provide unique ways to deliver the final proposal.

Learning Objectives:

- Understanding where AV resources can be utilized in proposal creation
- Introduce upcoming trends in proposal creation delivery
- Exploring production elements for décor and stage design
- Taking AV on the road, how to work with AV companies in one market and execute in another

Dan brings more than 10 years of experience in the events industry to his role and is actively involved in the Toronto events community as a member of the MPI Toronto Leadership Team. Starting his professional career in the industry as a Production Assistant with a boutique planning agency in Toronto, Dan went on to work on a number of start-up events, including acting as the Operations Manager and Festival Coordinator for the Splash Water Festival in Georgina. Dan was also a TA and Instructor at Seneca College for one of the event production programs where he also consulted with the college on a number of large events including their convocation ceremonies. As a Hospitality Coordinator at the Royal Agricultural Winter Fair he assisted in the planning and execution of over 200 events each year including on-stage presentations from celebrity chefs, to dining's experiences for members of the Royal Family. As an Account Manager Dan is the primary point of contact for all event needs and his years of experience are always available.



General Session:

HOW to Maximize Your Incentive Event App

Presented By: Lee Fridman, EventMobi, www.eventmobi.com

If you were to ask 100 people to name one item they could not live without, the majority would say their cell phone. A smart phone is the one device that provides 24/7 access to event attendees; this is a powerful resource in an incentive planner's toolbox! Event apps are being used more frequently for incentive programs and soon will become the main method of communicating with participants. During this session we will explore how event apps can and do work to enhance an incentive experience, and how to improve the ROI on your app. Expect an engaging and interactive session! **BRING YOUR MOBILE DEVICE WITH YOU!**

Learning Objectives:

- Understand how engagement is shifting through technology, and how to leverage your app to improve engagement
- WHY and HOW Incentive Apps Work
- Incentive travel app use cases, including how to use an app before the event

EventMobi is an innovative event technology company offering a platform that helps engage audiences, further green practices, and generate revenue. We empower event organizers with simple and powerful tools that produce meaningful event experiences for their attendees. In my role at EventMobi, I provide solutions to the customized needs of event planners throughout the Eastern United States and Canada. I would be thrilled to discuss what we can do for you! Let's get in touch: lee@eventmobi.com.

NETWORKING LUNCH

Supplier Showcase: The world is your oyster!

Some may say we are spoiled for choice, but do they know how tough it is for planners to remain experts on every destination? Take some time during the lunch break to visit our featured destinations, hotels and event enhancers in SITE Education Day's Supplier Showcase. Check out the new opportunities available for your groups!

AFTERNOON SESSIONS



General Session:

2015 SITE Index: Reimagined with You in Mind

Presented By: Kurt Paben, President Channel and Employee Loyalty, Aimia; SITE Foundation Immediate Past President

Did you know 46% of incentive travel buyers plan to increase their budgets this year? Join Kurt Paben, Immediate Past President of the SITE Foundation and President, Aimia Channel & Employee Loyalty, as he shares all the top trends from the 2015 SITE Index. During this session, you expand your knowledge on the health of the industry, acquire tips on how to up your incentive game, and understand why measurement is increasingly important in program design.

Learning Objectives:

- Understand the trends and how to properly address them
- How to promote the business case for incentives
- Position yourself for growth in 2017 and beyond

Kurt Paben is a 30-year veteran of the loyalty industry with experience in the motivation of employees, business partners and customers for some of the most notable brands in the world. He has worked with dozens of global and domestic Aimia clients in a variety of industries including High Tech, Automotive, Telecommunications, Healthcare, Financial Services and Direct Selling.

Kurt leads the Channel and Employee Loyalty team for Aimia including the company's events business. He is committed to developing strategies and programs that produce measurable results and creating memorable and unique face-to-face events that help Aimia clients build stronger relationships with their most important audiences. He is passionate about connecting the science of data with the development of personal relationships — believing more engaged employees and higher-performing business partners deliver long-lasting customer loyalty. He also has extensive experience in helping Aimia clients achieve their business objectives through the deployment of reward and recognition initiatives, innovative communications, event marketing and successful loyalty programs.

Kurt has played an active role in industry roundtables, advisory boards and speaking engagements. He currently serves on the SITE (Society for Incentive Travel Excellence) Foundation Board of Trustees as Immediate Past President. Kurt received his Bachelor of Science degree in marketing from the Kelley School of Business at Indiana University. He has also completed the Executive Leadership Program at the Carlson School of Management at the University of Minnesota.

Breakout Session #2A

Connection Point: Put Your Skills to the Test

Presented By: Jonathan Bradshaw, The Meetology® Lab

This session will be repeated in the afternoon for those who do not participate in the morning.



Breakout Session #2B

HOW to Design an Effective Familiarization Tour

Presented By: A panel of industry experts representing all aspects of the incentive industry

The job of designing and executing an educational FAM Tour for a group of incentive buyers and planners has got to be one of the most challenging tasks any sales team has to face. How do you impress someone that's seen it all? How do you make it memorable? How do you demonstrate that your destination and/or property is THE place they need to bring their next group?

While perhaps there isn't one magic formula to solve these age-old questions, we are pleased to bring to this session a panel of experts who are here to help! We invite both suppliers and planners to attend this session so we can have an honest and open discussion about what works and what doesn't. Plus, we'll look at what both sides should know when embarking on a FAM and what they should expect to get out of it.

Learning Objectives:

- Identify key aspects that are must-haves in any FAM
- Reveal factors that will help ensure a FAM Tour is memorable
- Discuss the reasonable expectations that both planners and suppliers should have going into a FAM

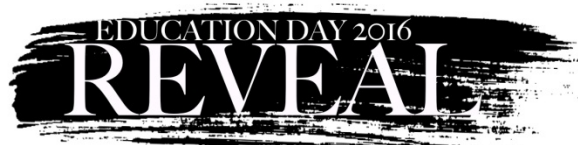
Meet our Panelists:

Flavia St. Clair is the co-founder of Hospitality-Insights with Cass Bayley, a new consulting firm serving hotels and destinations to increase meeting business. She has been an independent meeting and incentive travel planner since 1984, designing programs locally and internationally for over 30 years. Founder of PCM & Associates. Lover of travel, food, family and animals!

Heather Douglas is a Senior Buyer at Meridican Incentive Consultants. She is an industry veteran with 24 years experience designing successful incentive travel programmes for Fortune 500 companies. A passionate proponent of the power of motivational travel, Heather has travelled widely internationally, always looking for

From top left:

Flavia St. Clair, Hospitality Insights
Heather Douglas, Meridican
Pat Gappmayr, Tourism Kelowna
Liz Akey, EMA Marketing
Lynne Coyne, Sun Life Financial
Laura Bickle, Ignite (Moderator)



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opportunities to craft unique “wow factor” experiences which push the creativity envelope.

Pat Gappmayr brings a wealth of experience to the panel discussion. She is currently Business Development Consultant for Tourism Kelowna, but has also held management and director roles at Adventure Tours (now Signature Vacation), Fairmont Hotels and Resorts, Tourism Toronto, and Tourism Whistler. Pat strives at selling a “Big Picture” and brings a depth of skills in sales, is detailed, has a good sense of humor, enthusiastic and always up for a challenge. She has successfully ran her own company for the past 15 years, and been a part time professor with George Brown College for the past 5 years

Liz Akey, CMP has been actively involved in the travel and hospitality business for over 25 years, serving in sales and marketing positions for various tourism boards and resorts. In March 2006, she opened her own representation company, EMA Marketing Ltd, which features a portfolio of luxury boutique hotels and resorts across Canada, Mexico, Caribbean, USA and Malta. EMA is a National Sales & Marketing Office supporting independent luxury boutique hotels and destination management companies. Liz has been actively involved with SITE Canada (16 years) and is President-Elect for 2016.

Lynne Coyne has been in the industry for over 10 years as a corporate meeting planner with Manulife Financial and more recently with Sun Life Financial. She has served on the Board of Directors with SITE Canada in various positions and also worked on design teams for FICP. Her current role as a Senior Events Manager with Sun Life involves the sourcing, planning and executing of incentive and large educational conferences in Canada and worldwide.

Laura Bickle has been the editor of *Ignite* magazine since 2013. In her 22-year journalism career, she has been on staff at *Canadian Living*, *Glow* and *Today's Parent* and her articles have appeared in *Chatelaine*, *Best Health* and *Professionally Speaking*. This year, *Ignite* was named Trade Publication of the Year at the Canadian Society of Magazine Editors. She is pleased to be moderating the upcoming session on Designing an Effective FAM Tour.

Closing Keynote Presentation:



Everybody Stay Calm - HOW to Thrive in Changing Times

Presented By: Paul Huschilt, CSP, HoF

Sponsored By: Speakers' Spotlight

As leaders in the incentive travel business we know stress. We face the challenges of constantly doing more with less, offering the biggest bang for the fewest bucks, and having to constantly outdo ourselves.

Everybody Stay Calm will make us laugh and re-think how we manage stress. Canadian Hall of Fame Speaker Paul Huschilt will share techniques on how to stay balanced when work is hectic, get the most out of life, and laugh at just about anything. In this funny, innovative and engaging keynote, learn how to take things in stride, and take care of yourself.

Learning Objectives:

- Key tools revealed to manage daily stress
- Techniques on finding humour in tough situations
- Learn how to thrive on stress

A Professional Speaker and an Actor and a Satirizer rolled into an unusual ball of corporate messaging and humour. And now, a member of the Canadian Speaking Hall of Fame. Described by many as indescribable, he's one of the most unique voices in the speaking industry. Paul presents with energy, passion, and fun.

Paul holds a Master's Degree in Arts Management, 10 years' experience in an insurance company, and training in Career Counselling and Adult Education. He's a trained actor and has sung with the Canadian Opera Company.

Paul works across Canada, the United States, Europe, and right around the globe to Australia, New Zealand and Japan. He performs in English, French, and occasionally in Japanese.

Please visit: <http://www.speakers.ca/speakers/paul-huschilt/> for more information.
