

2:15 – 3:00 PM / Compelling Storytelling - Convention Hall



Presenter: William Bakker,
Tourism Strategist, Public Speaker, and Principal at DAAR Consulting

Good storytelling is a powerful marketing tool to grow interest and brand loyalty. Learn how storytelling can help grow your business and how to motivate others to tell great stories about the experiences you offer.

William Bakker has been a destination marketer for 25 years and is recognized as an innovator in destination management and marketing. He served as Marketing Director at Destination British Columbia and Chief Strategy Officer at Destination Think. For over a decade, he has been a guest lecturer at MCI University in Innsbruck. Throughout his career, he has consulted with numerous destinations globally. This year, he founded DAAR Place Consultancy, where he focuses on transforming places through the positive power of tourism.

3:15 – 4:00 PM / Cyber Liability Solutions – Protection Against Attacks - New Brunswick Room

Presenter: Drew Woytko,
Western Financial Group – Director, Business Development

Due to their high volume of transactions and customers, tourism-related businesses are prime targets for data breaches, ransomware, and other cyberattacks. This session will provide an overview of current and emerging cybersecurity risks, the legal implications following a cyberattack or data breach, and how you can be prepared.



3:15 – 4:00 PM / Mastering Restaurant Marketing for Success to Drive Sales & Foot Traffic - Quebec Room



Presenter: Jay Ashton, Hospitality Coach, Sysco Prairies

In this session, Jay Ashton will explore the latest marketing trends reshaping the industry, discuss how to craft a comprehensive and adaptable marketing plan and uncover the power of technology to enhance and optimize your efforts. Jay will also review the art of storytelling, an essential tool for building emotional connections with customers, fostering loyalty, and driving repeat business in a rapidly changing market.

With over 34 years of experience in the foodservice and hospitality industry, Jay Ashton has consistently been at the forefront of driving change and innovation. His journey with Sysco has been particularly impactful, where he spearheaded the Sysco Business Resources department for over 13 years. This program has successfully integrated cutting-edge marketing, culinary resources, and technology with

dynamic customer engagement strategies, setting new industry benchmarks and redefining operational efficiencies.

4:15 – 5:00 PM / Wine Tasting - Tradeshow Floor

Enjoy the chance to indulge in, and discuss fine wines on the tradeshow floor. Join Select Wines Raquel Moleski as she guides you through a selection of wines from around the world.



5:00 – 6:00 Reception

6:00 – 7:00 Tourism Awards Dinner - Stage



Guest Speaker: Hon. Jeremy Harrison

We are honored to include Minister Jeremy Harrison, who currently serves as the Minister Responsible for Tourism Saskatchewan, Minister Responsible for Trade and Export Development, and Minister of Immigration and Career Training. Minister Harrison's extensive involvement in these areas has a significant impact on our industry and our members success. During his address, he will highlight the vital role his ministries play in advancing the tourism and hospitality sectors, emphasizing how our industries serve as the backbone supporting numerous investments and initiatives.

Minister Harrison will also provide insights into the ongoing efforts in talent attraction, training, and development. His unique perspective will underscore the importance of collaboration in building a stronger Saskatchewan.

7:00 – 8:30 PM / The Hospitality Saskatchewan Awards of Excellence

The Hospitality Saskatchewan Awards of Excellence will recognize outstanding achievements in the tourism industry. These prestigious awards celebrate excellence within the sector, honoring those who have made significant contributions.

By recognizing the accomplishments of the winners, these awards inspire others to pursue excellence and innovation. They play a vital role in fostering competitiveness, elevating industry standards, and driving growth within the tourism sector.

We will present awards in the following eight categories:

- Award presentations will be made in eight categories:
- Employee of the Year Award
- Indigenous Tourism Experience Award
- Rookie of the Year Award
- Business of the Year Award, 20 or more employees
- Business of the Year Award, under 20 employees
- Employer of the Year Award
- Travel Media Professional of the Year Award
- Tourism Builder Award



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**Tuesday September 24, 2024
Conexus Arts Centre Regina**

**GATHER AGAIN
2024**

GATHER AGAIN 2024

Tuesday September 24, 2024 - Conexus Arts Centre Regina

8:30 – 9:30 AM / Breakfast - Convention Hall



Join us for a delicious Conexus Arts Centre Breakfast Buffet

Join **Jim Bence**, the Hospitality Saskatchewan Board of Directors, and staff for the eagerly awaited Gather Again 2024 Conference & Tradeshow. This event provides a unique opportunity to reconnect, inspire, and innovate as we pave the way towards a vibrant and prosperous future for tourism in Saskatchewan and beyond.

8:45 – 9:15 AM / Welcome Delegates

Jennifer Johnson, Deputy City Manager of Communications, Service Regina, & Tourism

Jennifer Johnson will discuss the transformation of Tourism Regina and highlight recent industry results, showcasing the city's growth and development. With her extensive expertise and experience in marketing, communications, and tourism, Jennifer is dedicated to ensuring Regina continues to thrive and offer exceptional experiences.



9:15 – 9:30 AM / Indigenous Dance - Convention Hall



Hoop Dancer, Terrance Littlelent

Terrance Littlelent from the Kawacatoose Cree Nation is an accomplished Grass and Hoop Dancer who has travelled across North America and overseas, sharing his gift of song, dance and narrative in a humble way.

9:45 – 10:30 AM / Culinary Connections - Convention Hall

Presenter: Jenni Lessard, Métis chef, recipe developer and Indigenous culinary consultant.

Chef Jenni Lessard of Inspired by Nature Culinary Consulting is joined by several of her clients to share how they've collaborated to create internationally acclaimed experiences in Saskatchewan, with a focus on local ingredients, culture and storytelling.

Jenni lives on Treaty Four Territory in the Qu'Appelle Valley in Saskatchewan, where she draws inspiration from the land. Raised near La Ronge, SK, Jenni's earliest memories include visiting trap lines, picking berries and finding ways to cook and bake with ingredients from the boreal forest



10:45 – 11:45 / Brand Power - Convention Hall



Presenter: William Bakker, Tourism Strategist, Public Speaker, and Principal at DAAR Consulting

Explore how businesses can leverage Saskatchewan's tourism marketing strategy, including reaching new niche markets and adopting the provincial brand.

William Bakker has been a destination marketer for 25 years and is recognized as an innovator in destination management and marketing. He served as Marketing Director at Destination British Columbia and Chief Strategy Officer at Destination Think. For over a decade, he has been a guest lecturer at MCI University in Innsbruck. Throughout his career, he has consulted with numerous destinations globally. This year, he founded DAAR Place Consultancy, where he focuses on transforming places through the positive power of tourism.

12:15 – 1:00 PM / Soup & Sandwich Lunch - Convention Hall

12:15 – 1:00 PM / Reimagining Tourism and Travel - Convention Hall

Presenter Maureen Riley, VP Industry Engagement, Destination Canada

Maureen will provide an overview of Destination Canada's new tourism strategy, 'A World of Opportunity,' aimed at positioning Canada among the top 7 global destinations by 2030 and boosting annual tourism revenue to \$160 billion. The strategy focuses on enhancing competitiveness, fostering sustainable tourism, and leveraging data for growth. Learn about opportunities for Saskatchewan operators to drive transformative growth and create meaningful, sustainable experiences for visitors and communities.

With over 25 years of experience in the tourism sector, Maureen brings a unique passion and depth and diversity of experience in the tourism sector, both in Canada and globally. She began her career as a tour guide, then worked with a receptive tour operator, with city and provincial marketing organizations then and gained international experience in the Japan Market, with Destination Canada. Throughout her career, Maureen has championed a collaborative model and global view of tourism, working now to strengthen DC's commitment to the growth of the tourism sector and support Industry advancement.



1:00 – 5:00 / Tradeshow - Theatre Lobby



Where Innovation Meets Opportunity!

Whether you are seeking inspiration, new business partnerships, or insights into future trends, our exhibitors are here to highlight their expertise and pioneering products.

Visit the Tradeshow and Enter to Win

Two (2) round-trip promotional tickets for travel within Canada or between Canada and the United States (including Hawaii), Mexico (excluding Mexico City), Central America, or the

West Indies in economy class, valid only for scheduled flights of Air Canada, Air Canada Express and Air Canada Rouge. Seats are subject to availability in M(Economy) class at the time of booking, and travel must end no later than September 30th, 2025. Certain conditions and blackout periods apply. (Value \$3,200 CAN).



Beautyrest Black "Napa" Pillow Top Queen or King Set

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1:15 – 2:00 PM / Managing Social Media with Limited Resources - Quebec Room



Presenter: Ashley Drummond is the CEO, Wow Factor Media.

The presentation from the social media marketing experts at Wow Factor Media features easy-to-follow, step-by-step learning for all skill-levels. Easily fit your social media into your workday, save time, and create engaging content with limited resources. Topics covered in this presentation include intro to social media; monthly, weekly and daily planning and checklists; cross posting on Meta; design and copy basics

Ashley Drummond is the CEO of Saskatchewan's award-winning social media marketing team Wow Factor Media. Ashley has successfully trained hundreds of people across Western Canada through her popular Social Media Marketing workshops and training courses, which are specifically designed to help busy professionals excel in social media marketing.

1:15 – 2:00 / Recruiting During Challenging Times - New Brunswick Room

Presenter: Tracy Arno, Essence Recruitment

Are you facing challenges in attracting employees in today's competitive labor market? Join this session to discover effective strategies for recruiting and hiring the best employees. You will be provided with the essential tools and knowledge to streamline your recruitment process to save both time and money. Learn various methods and best practices through a structured recruitment and hiring plan

Tracy Arno has been recruiting, hiring, and training for over 25 years, more specifically, almost 20 years in the recruitment industry. Since 2011, she has built a successful recruitment firm from inception, and in 2023, she opened an additional division to Essence Recruitment Inc, a recruitment training program called Improve your Recruitment Skills. Tracy is an expert in the industry, understanding what tools and processes companies need to recruit, hire and retain employees.



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