

# British Columbia Tourism Industry Conference Hyatt Regency Vancouver February 11 - 13, 2009



## Call for Presentations

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The Tourism Industry Conference (TIC) is the annual gathering of the tourism industry to learn, network, exchange ideas and establish new contacts.

The conference is designed to involve a wide range of presenters, including leaders in the tourism industry, professional speakers, public officials, and other related experts.

TIC values presentations by members of the tourism industry, as they result in peer-to-peer presentations, allowing tourism operators to share ideas, learn about success stories and form partnerships.

### ELIGIBLE PRESENTERS

Tourism operators, marketing/sector organizations or persons involved in the tourism industry in some manner that have experience or expertise in the *program topic areas* listed below.

**Presentations that attempt to market or sell a product will not be considered.**

### PRESENTATION CONTENT & FORMAT

This year's theme is "**MOMENTUM**". Presentations should meet the following criteria:

- 15-20 minutes
- Delivered by a person with passion for speaking and strong presentation skills
- If a panel format presentation is proposed, no more than three panel members please.
- Topic areas:
  - Sustainability principles – social, environmental and economic – into business planning and operations
  - Practical business solutions for tourism operators for growing revenues
  - 2010 readiness and preparation
  - Community-based tourism initiatives and partnerships
  - Sport tourism
  - Aboriginal tourism
  - Technology
  - Marketing

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## ➤ Tourism industry trends

Once all presentation proposals have been reviewed, the committee may suggest grouping presentations on similar topics into panel presentations. Every effort will be made to limit the total number of panelists to a maximum of three in total per session.

Longer presentations of up to one hour may be considered as stand-alone sessions, if the submission is of particular relevance and is deemed to require additional time. These proposals requiring additional time should indicate the total amount of time required, and the number of presenters.

TIC will provide audio/visual support (microphones, power point projector, screens) to the presentations.

## **PROPOSAL GUIDELINES**

All submissions must contain the following information in as much detail as possible:

- Title of Presentation
- Presenter(s)
- Presenter(s)' titles and/or occupations
- Area of TIC program the presentation applies to (see list of *program topic areas* below)
- Description of presentation content
- Audio/visual supports needed
- Maximum two pages

## **SUBMISSION DEADLINE**

Proposals must be received in the COTA office no later than **4:00 pm Friday, September 26, 2008.**

### **Please submit proposals to:**

Email: [info@cotabc.com](mailto:info@cotabc.com) or by mail to:

Council of Tourism Associations  
Suite 1208, 409 Granville Street,  
Vancouver, BC, V6C 1T2  
Attention: TIC Call for Presentations

Presentations will be evaluated by the 2009 TIC Management Committee and candidates will be notified of the committee decision by October 30, 2008.

No fees or expense compensation will be provided.