

# MARKETING IN A NEW AGE

YOU ARE INVITED TO  
11TH ANNUAL  
**GREY-BRUCE REGIONAL  
TOURISM CONFERENCE**



The Regional Tourism Marketing Partners of Grey-Bruce invite you to attend our 11th Annual Tourism Conference, "Marketing in a New Age". The event takes place October 27 at the CAW Family Education Centre in Port Elgin. Time: 8:00-4:00 pm

In a changing age of tourism, we all need to be aware of who our customer is, both now and tomorrow. We need to respond to those markets with relevant product and then find ways to irresistibly draw those markets to our places of business. Our conference speakers offer expert and applicable advice to help us adapt and prosper.

## Our Speakers:

### **TERRY O'REILLY - AGE OF PERSUASION**

Celebrated radio personality, author and founder of 'Pirate Radio and Television', an audio production company operating in Toronto and New York, Terry is perhaps best known for his CBC radio hit "The Age of Persuasion." Listened to by over half a million regularly, Terry gives us a clever and informative look at marketing and advertising through the ages with the wisdom of an insider and the wit of a true entertainer.



### **EXPERIENTIAL TOURISM - Barrie Martin**

Barry Martin, founder of Yours Outdoors in the Haliburton Highlands will share principles and practices of experiential tourism.

### **REACHING THE ETHNIC TRAVEL MARKET IN ONTARIO - OTMP Presentation - Brad Griffin**

Brad Griffen of Ipsos, researchers to the Ontario Ministry of Tourism brings market data to meaningful life in a close look at who today's traveler is likely to be.

## Registration:

- Early bird special: \$75/person (cheque or credit cards only)
- After Oct. 18: \$90/person (payable on day of conference, cash or cheque only)

Please submit completed registrations forms and fee to:

Grey County Tourism  
102599 Grey Road 18,  
Owen Sound, ON N4k 4N6  
Phone 1-877-733-4739 or  
519-376-3365 ext. 102  
Fax: 519-376-4654

REGIONAL TOURISM  
MARKETING PARTNERSHIP



## RTMP

Working together to support  
tourism and destination  
development opportunities in  
the Grey-Bruce region.

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## 11TH ANNUAL GREY-BRUCE REGIONAL TOURISM CONFERENCE



笑棠：  
今天终于到达梦  
想中的香格里拉，一  
切比我想象的更美丽  
动人，真希望你也能  
目睹。

小梁

2011年4月23日  
于香格里拉



## Other Highlights

### REGIONAL CUISINE

Enjoy a sumptuous, locally sourced feast prepared by the accomplished chefs of the CAW Family Education Centre. If you were at last year's conference, you'll know to come hungry!

### THE FACES OF THE "NEW MARKETS"

The Ontario Ministry of Tourism tracks information about travelers and brings it back to the industry in useful and sometimes surprising ways. A representative from Ipsos Reid – the research firm who have been collecting data on the new demographics of travelers in Ontario, will share some findings with us and give us some practical ideas to exploit the knowledge we will gain.

### PACKAGING EXPERIENCES

Spend an interactive afternoon with Barrie Martin of "Yours Outdoors" and work with other tourism operators to design great themed getaways. Take this experience away with you and plan real packages with operators in your own area. Use the marketing information you'll be hearing all day to find and attract high-yield customers looking for value-added travel.

### CHARLIE KELLY AWARD

This award honors the memory of Charlie Kelly, an Owen Sound Alderman who began Winter Tourism for Owen Sound. The award has been presented over the past 30 years to the individual that has contributed the most for Tourism in Grey and Bruce Counties in the past year. This person can be a volunteer or a paid person.

### SUCCESS STORIES

Celebrate tourism innovation and initiative as we explore success stories of Grey and Bruce counties.

## How to get there:



CAW Family Education Centre  
115 Shibley Ave,  
at CAW Road,  
Port Elgin, ON N0H 2C5  
519-389-3200

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## REGISTRATION FORM



Please complete one form per person

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Conference Registration Fee (please check appropriate box)

- \$75 – Early Bird Special  
(registration and fee must be received no later than October 15)
- \$90 – After October 18th  
(Payable by cash or cheque only)

Method of Payment (please check appropriate box)

- Cheque - Payable to "The County of Grey".  
(Drop off or mail to Grey County Tourism, 102599, Grey Road 18,  
Owen Sound, ON. N4K 5N6 • 519-376-3365 ext. 102)
- Visa – MC # \_\_\_\_\_  
Expiry \_\_\_\_ (m m y y)
- Name on Card \_\_\_\_\_

Signature \_\_\_\_\_  
(Fax Visa – MC registrations to Grey County Tourism at 519-376-4654)

Brought to you by  
your partners in Tourism



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