



Council of Tourism Associations

VOICE OF THE BC TOURISM INDUSTRY

BC Tourism Industry Conference 2008

February 20 – 22, 2008
Sheraton Wall Centre, Vancouver, B.C.

Call for Presentations

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 "**CREATING AN ENVIRONMENT FOR SUCCESS**". Presentations should be:

- 15-20 minutes
- Delivered by a person with passion for speaking and strong presentation skills
- Include the following themes:
 - 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

Presentations may be grouped into conference sessions as part of a panel presentation on similar topics. Every effort will be made to limit the total number of panelists to a maximum of four 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. Again, total panel size for each session will be limited to a maximum of four 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

Within each issue area, submissions may include material and information related to marketing, product development, human resource development, political & economic trends, or any combination therein.

In addition, submissions should address the following questions:

- How are we doing with respect to this issue?
- What are the issues and opportunities?
- What are the best practices?

SUBMISSION DEADLINE

Proposals must be received in the COTA office no later than **Wednesday, October 17, 2007.**

Please submit proposals to:

Email: info@cotabc.com or by mail to:

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

Presentations will be evaluated by the 2008 TIC Advisory Committee. Successful presenters will receive a complimentary registration to the conference. No other fees or expense compensation will be provided.