



BRUCEGREYSIMCOE REGIONAL CONFERENCE

**IN THE  
KNOW.**

**2015**

WEDNESDAY DECEMBER 9, 2015

**LOCATION:**

Meaford Hall Arts and Culture Centre  
12 Nelson St. East  
Meaford, ON N4L 1N6



# Conference Agenda

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**2015**

- 9:00** Welcome
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- 9:15-9:30** RTO7 Update
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- 9:30-10:35** Breakouts - Online Booking Engines - Friend or Foe, Managing the Risks, - Important Tips Every Events Organizer Should Know, I Need Cash! Funding Opportunities You Might Not Know About.
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- 10:35-10:55** Locally Sourced Health Break  
Sponsored by The Municipality of Meaford
- 
- 10:55-11:35** Bruce, Grey, Simcoe, MTCS updates,  
Charlie Kelly Award
- 
- 11:45-1:15** Locally Sourced Lunch catered by  
Sizzlin Bar & Grill
- 
- 1:15-2:45** Keynote - Frederic Gonzalo, the Holy  
Trilogy of Online Marketing
- 
- 2:45-3:00** Closing

**EMCEE****BIO - Kevin Forget**

Kevin Forget is the Travel Promotions Officer for The Ontario Travel Marketing Partnership Corporation (OTMPC). Kevin's role is to promote Tourism across Ontario through Radio, Television, Newspaper, Twitter and online at ontariotravel.net. During the ski season he does about 860 hits weekly between Radio and TV promoting ski conditions. During the summer months he promotes events and festivals taking place across Ontario.

Kevin has had the opportunity to travel across the Province to experience everything from Skiing, Whitewater rafting, the EdgeWalk at the CN Tower, and Camping just to name a few.

Before working with Ontario Travel Kevin was the Executive Producer of the #1 Morning Show in Canada, Breakfast Television. In that role he was responsible for the daily broadcast, and worked hard to bring the show on the road to promote a number of communities across Ontario.

**KEYNOTE SPEAKER****BIO - Frederic Gonzalo**

Frederic Gonzalo is passionate about marketing and communications, with over 20 years of experience in the travel and tourism sphere. Early 2012, he launched Gonzo Marketing and works as a strategic marketing consultant, professional speaker and trainer in the use of new technologies (web, social media, mobile).

## BIO - Fredrick Gonzalo (continued)

He writes a regular column about online tourism for TourismExpress and Pax News, and collaborates to influential sites such as Social Media Today, Business2Community, Skift, Tnooz and ehotelier. He was ranked most influential blogger for e-tourism and travel in the province of Quebec (Canada) and among most influential bloggers for marketing & social media in Canada in both 2013 and 2014.

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Video <https://www.youtube.com/watch?v=5HDFEx4tOJE>  
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### SPEAKER

### BIO - Jessica Linthorne

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Jessica is the Recreation Programs Supervisor with the Town of Saugeen Shores where she finds herself working closely with community groups and event organizers to ensure their success. She has obtained a certificate in Special Events Coordination from Ontario Tourism Education Corporation, as well as a certificate in Economic Development from the University of Waterloo.

Her previous experience includes event planning, fundraising and community relations in the non profit industry as well as event campaigns and coordinating philanthropic investments in the high tech industry.

**SPEAKER****BIO - Kathrin Delutis**

Kathrin Delutis' career has taken her through a number of twists and turns over the years and has currently landed her as the Executive Director of Festivals and Events Ontario. Recreation to fundraising to not-for-profit management, are just part of the story of but it truly is a progression of building leadership skills while organizing, planning events and working with boards and volunteers.

Kathrin studied Recreation at Fanshawe College in London, Ontario and then proceeded to study Psychology at the University of Waterloo. Lifelong learning is very important and along with a variety of continuing educational courses she has her professional designation as a Certified Risk Manager (CRM).

In between job and family, Kathrin continues to volunteer with the Canadian Red Cross and the Kitchener Running Room and has just

**SPEAKER****BIO - Christine Anderson**

Before joining the Ministry in 2013, Christine managed Tourism Barrie; as well as Northwestern Ontario's Lake of the Woods tourism organization. She also spent time undertaking economic development opportunities for the County of Brant primarily selling industrial land and liaising with the manufacturing sector.

## BIO - Christine Anderson (continued)

In her current role, she manages several funding agreements including RTO 7, Summer Experience Program and Celebrate Ontario program recipients.

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### SPEAKER

### BIO - Alex Hogan

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Alex is the Project & Administration Manager for Regional Tourism Organization 7 (BruceGreySimcoe). Alex has worked with partners on the evolving RTO7 Partnership Funding program for the past 3 years. Prior to joining RTO7 in 2011, Alex spent 12 years managing environmental education projects throughout Ontario for a Toronto-based consulting firm. Alex is a long time resident of the Municipality of Grey Highlands where she and her family participate in many of the recreational activities the area has to offer.

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### SPEAKER

### BIO - Inga Lubbock

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Born in England, Inga Lubbock emigrated first to Peru in 1964 and then to Canada in 1968. After completing a BA in languages, she worked for a photography magazine as the Assistant Editor. In 1981, she returned to England, where she was the Public Relations Manager

**BIO - Inga Lubbock (continued)**

for a publisher while moonlighting as a singer with a studio band. After coming home to Canada in 1987, she freelanced as a copywriter, interspersed with E.A. positions at the Ontario Advocacy Commission and Enwave, a district heating and cooling company. Inga joined OTF in 1999 as a Program Manager in Simcoe-York. She lives in the country and gets a kick out of gardening and experimenting with carpentry.

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# IN THE KNOW.

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