



FIRST CANADIAN GARDENS & TOURISM CONFERENCE

Delta Chelsea, Downtown Toronto
March 15 to 17, 2009

GARDENS AND TOURISM: A BLOSSOMING PARTNERSHIP!

PRELIMINARY PROGRAM

Please visit www.gardensandtourismconference.com
for regular updates and speaker profiles

Sunday, March 15

4:00 – 6:00 p.m. Registration

Monday, March 16

8:00 a.m. Registration

8:00 – 9:00 a.m. Breakfast

9:00 – 9:30 a.m. Keynote Speaker
Canadian Tourism Commission
Limitless Potential: Results of the most recent TAM Study

9:30 – 10:15 a.m. 2nd Keynote Speaker
The Canadian Garden Experience

10:15 – 10:30 a.m. Coffee Break

10:30 – 11:15 a.m. BREAKOUT SESSIONS
a. *Panel Presentation:*
Working together to develop a tourism product

b. *Panel Presentation:*
Servicing your clientele

11:15 – noon BREAKOUT SESSIONS
a. *Panel Presentation:*
The On-site experience: How is it packaged?

b. *Panel Presentation:*
Garden Destination Marketing

Noon – 1:30 p.m. Lunch – Presented by VIA Rail
Gardens and the VIA Rail Travel Philosophy

1:45 – 2:45 p.m. *Panel Presentation:* **Garden Best Practices – Tourism Marketing**

2:45 – 3:15 p.m. Coffee Break

3:15 – 4:15 p.m. *Panel Presentation:* **Tourism's interest in gardening – What we look for!**

CO-HOSTS AND FACILITATORS:

Mark Cullen

Garden Expert and Media Personality

Alexander Reford

Directeur, Jardins de Métis

An opportunity will be provided for those interested to discuss the creation of a Canadian Network of Gardens

Evening activities to be suggested

Tuesday, March 17

- 8:00 – 9:00 a.m. **Affinity Round Table Breakfast**
Different topics to discuss at each table: a wonderful networking opportunity to exchange information and share best practices.
- 9:00 – 9:30 a.m. **Atlanta Botanical Garden:**
Successfully Integrating an Art Event into the Garden Experience
- 9:30 – 10:00 a.m. **Royal Botanical Gardens – a success story**
- 10:00 – 10:30 a.m. **Coffee Break**
- 10:30 – 11:30 a.m. *Panel Presentation*
Event Driven Marketing
- 11:30 – 12:30 *Panel Presentation*
Packaging Gardens with Success
- 12:30 – 2:00 **Lunch – Presented by Royal Botanical Gardens**
Keynote speaker: Representative from Kew Gardens, UK

An opportunity will be provided for those interested to discuss the creation of an Ontario Network of Gardens

- 2:30 p.m. **Optional Visits:**
Toronto Botanical Gardens / Allan Gardens / Casa Loma Gardens
- 6:00 p.m. **Optional: attendance at Canada Blooms opening Gala**
Special conference delegate rate of \$135 instead of \$190

NOTE: The 2009 VIA Rail Garden Route will be launched the next day at Canada Blooms.
Conference Registration includes a complimentary pass to Canada Blooms



Conference Hotel

Delta Chelsea Downtown Toronto

www.deltachelsea.com • 1-800-CHELSEA (1-800-243-5732)

Preferred rate of \$129 + taxes/room/night

Please mention “*Gardens & Tourism Conference*” to access conference availability and rates.

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For information, please contact Ann Carrière, Communities in Bloom • anncarriere@cib-cef.com

Program subject to change • *Ce programme est disponible en français*