

THE ART OF TRANSITION TOURISM SUMMIT & CREATIVE AWARDS

ITINERARY

TICKETED EVENT

SPECIAL PRESENTATION AND BOOK SIGNING WITH ROBIN SHARMA

7:30 a.m. – 8:00 a.m.

Light breakfast and networking.

8:10 a.m. – 9:30 a.m.

Be moved by motivator and author ROBIN SHARMA. Ticket includes a light breakfast and a signed copy of his bestseller *Letters From The Monk Who Sold His Ferrari*, compliments of Dagmar Resort. Tickets \$30 plus HST, available online at www.artoftransition.ca

Speaker series

10:00 a.m. – 10:45 a.m.

CULTURAL TOURISM

Specialist in Place-Based Cultural Tourism, STEVEN THORNE, discusses Why “place” is the key to cultural tourism, and how you can unlock its treasures.

10:50 a.m. – 11:50 a.m.

CYCLE TOURISM PANEL DISCUSSION

JEFF BROOKS, Principal Planner, Regional Municipality of Durham will moderate as ELEANOR MCMAHON, President and Founder, Share the Road; LOUISA MURSELL, Project Manager, Welcome Cyclists Network and MELISSA CLAXTON-OLDFIELD,

President, Oshawa Cycling Club discuss how to foster a cycling culture and increase cycle tourism in the region.

Noon – 12:50 p.m.

CULINARY ARTS DEMONSTRATION

Durham College’s Chef DAVID HAWEY and his crew show us how to entertain in style. Using local ingredients they will demonstrate how to prepare hors d’oeuvres, mini-scotch eggs, keftedes, and herbed mushroom pastries.

1:00 p.m. – 2:00 p.m.

CULINARY TOURISM

REBECCA LeHEUP, Executive Director, Ontario Culinary Tourism Alliance (OCTA) will present about culinary tourism, giving visitors a taste of our culture.

2:00 p.m. – 2:45 p.m.

SOCIAL MEDIA

BARRY A. MARTIN, Principal at Hypenotic, shares how marketing has changed and so has the way we’re influenced by it. Come learn how to design a marketing strategy for a social era!

2:45 p.m. – 3:15 p.m.

FILM INDUSTRY PRESENTATION

DONNA ZUCHLINSKI, Film Commissioner, Industry Development

Ontario Media Development Corporation and BRIAN MALCOLM, Executive Director, Parkwood National Historic Site, discuss the film industry.

3:15 p.m. – 3:45 p.m.

CUSTOMER SERVICE EXCELLENCE

The Bowmanville Zoo’s MICHAEL HACKENBERGER speaks to The Biology of Training for Customer Service Excellence.

3:45 p.m. – 4:30 p.m.

CREATIVITY PRESENTATION

Artist WILLIAM LISHMAN speaks of the Creative Continuum.

4:00 p.m. – 5:00 p.m.

SAVOUR THE SEASON SAMPLINGS

Sample food from restaurants boasting locally sourced products prepared by regional food artisans.

5:30 p.m. – 6:30 p.m.

CREATIVE AWARDS CEREMONY

Emcee Dan Carter will lead us through the inaugural Durham Art of Transition Creative Awards.

6:30 p.m. – 7:00 p.m.

EVENT CLOSING

Remarks, followed by entertainment by Devi Mandir, Chinese Sword Dancers, H.E.R. and The GeekFreaks.