

Beyond the City Lights

RURAL TOURISM CONFERENCE 2009



APRIL 23, 2009 • WOODEN STICKS GOLF CLUB • 40 ELGIN PARK DRIVE, UXBRIDGE

You are invited to the *Beyond the City Lights* rural tourism conference.

Explore industry trends, be inspired by tourism success stories and exchange marketing ideas with your peers.

Learn about tourism opportunities in the six regions of Ontario's Getaway Country, network with industry experts and participate in a brochure swap.

8:30 AM	Registration
9:00 AM	Welcome
9:15 AM	"Food in Culture - Developing a Culinary Tourism Experience" Moderated by Rebecca LeHeup, Ontario Culinary Tourism Alliance
	Panelists:
	• Jamie Kennedy, Executive Chef
	• Dan Taylor, Prince Edward County
	• Comrie Palmer, Bobcaygeon Wine and Food Festival
	• Chef Christian Pritchard
10:30 AM	Networking Refreshment Break
11:00 AM	"How to Green Your Tourism Business" Shawn Williamson, Durham SustainAbility
12:00 PM	Lunch
1:00 PM	"How to Generate Free Publicity" Betty Zyvatkaukas, Award-winning Travel Writer
2:00 PM	Getaway Country Marketplace Break
2:30 PM	"Internet Marketing Strategies" Richard Gauder, CMS Web Solutions
3:30 PM	Closing Remarks

For information and registration, contact Durham Tourism at 1-800-413-0017 or tourism@durham.ca.
www.durhamtourism.ca | www.getawaycountry.com