

# GATHER AGAIN 2023

**Tuesday September 26<sup>th</sup>, 2023 – Prairieland Park Saskatoon**

The *Gather Again 2023* conference & tradeshow is proudly presented by Hospitality Saskatchewan in collaboration with Tourism Saskatchewan. This event promises to be a premier gathering for professionals in the hospitality and tourism industries and concludes with the Tourism Awards Dinner.

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***Schedule Subject to Change!***

## **8:30 – 9:30 Breakfast**

Join us for a delicious Prairieland Park Breakfast Buffet



Join Jim Bence, the Hospitality Saskatchewan Board of Directors, and staff for the highly anticipated Gather Again 2023 Conference & Tradeshow. The conference & tradeshow gives us an opportunity to reconnect, inspire, and innovate as we chart a path towards a vibrant and prosperous future for tourism in Saskatchewan and beyond.



## **8:45 – 9:30**

Introduction – Jim Bence, President & CEO, Hospitality Saskatchewan,

### **Opening Remarks – Jonathan Potts, President & CEO Tourism Saskatchewan**

The past few years have been nothing if not challenging for the tourism industry. Through it all, Saskatchewan's industry has remained largely resilient. While many of the challenges remain, significant opportunities are opening for the sector. Saskatchewan is well positioned to take advantage of these emerging trends in North America and around the globe. Join Jonathan Potts for a discussion of some of the factors that will shape the Saskatchewan tourism industry's future.



**9:45 – 10:45 The Prosperous Hotelier**

*Presenter David Lund – The Hotel Financial Coach*

There's a common belief in the hospitality industry that the financials are best left to professionals who can sort out the complex interplay between the different departments of a hotel. This idea is just a myth—one you can bust wide open with this informative session. Having confidence and knowledge around the financials is the key to a successful hotel career and—to a very large extent—your own personal prosperity.



**9:45-10:45 am - Igniting Career Possibilities in the Tourism Sector.**

*Presenter: Denise Hauta, Director, Workforce Development*



Your call to adventure starts now! Join Tourism Saskatchewan's Director, Workforce Development to hear how the time is right to inspire young people to pursue a career in tourism. Learn ways you can help support these efforts while discovering enhanced training that you and your workforce can take advantage of right now.

**11:00 – 12:00 Niche Market Opportunities for Saskatchewan**

*Presenter: Jeannette Lye, Director, Planning and Research, Tourism Saskatchewan*

Explore opportunities to develop niche tourism experiences in Saskatchewan. Gain a better understanding of what niche audiences are, including their travel motivations, preferences, expectations, and barriers, as well as their journey when planning a trip. This presentation will provide an overview of the development of birding as a niche market in Saskatchewan. Using a mix of survey research and in-depth interviews with industry experts and potential visitors, as well as online listening and social network analysis, the presentation will provide a vivid portrait of Saskatchewan's birding audience.



**11:00 – 12:00 Leveraging Immigration and Career Training to Empower Your Business, How They Can Help Recruit and Retain the Talent You Need.**

Join Randy Jeworski, Senior Account Executive Employer Services and discover the potential of collaborating with the Ministry of Immigration and Career Training to boost your business's success. In this enlightening session, we will delve into the role of Immigration & Career Training and explore how their programs can benefit your organization. During this session, you will gain an in-depth understanding of the services and programs offered by Immigration & Career Training. Learn how they can help your business tap into a diverse talent pool, enhance your recruitment strategies, and contribute to your long-term success.



## 12:00 – 5:00 Tradeshow



**Enjoy Lunch as you walk the tradeshow floor!** Ensure you attend the tradeshow, an event that unites experts, and leaders across every sector of the hospitality industry. Here's your chance to glean invaluable perspectives on burgeoning trends and groundbreaking solutions. Elevate your expertise, remain current with the most recent trends.

## Noon – 12:30 Hospitality Saskatchewan's Annual General Meeting

*The purpose of the Annual General Meeting is to receive reports, approve the 2022 audited Financial Statement, vote on resolutions and vote in the election of new directors (that have been received and filed prior to the meeting)*

## Noon – 1:00 Break for Tradeshow

## 1:00 – 3:15 Tourism Saskatchewan Lounge

Connect over a coffee with Tourism Saskatchewan staff to discuss industry funding programs, development initiatives, marketing trends and research insights.

## 1:00 – 1:45 Insurance Update & Cyber Security

*Presenter: Drew Woytko, Western Financial Group's Director Business Development*

In this session, Drew will review key concepts of commercial insurance for hospitality ventures, along with important updates to the **Hospitality Insurance Program** administered by Western Financial Group, and available exclusively to Hospitality Saskatchewan.



### Cyber Security

With a high volume of transactions and customers, hotels can be attractive targets for data breaches, ransomware, and other cyberattacks. This session will provide you with an overview of the current and emerging cyber security risks, the legal implications following a cyber attack or a data breach, and how you can be prepared.

## 1:00 – 1:45 Indigenous Destinations Saskatchewan (IDSK)



Join Annie Charles, Executive Director, Indigenous Destinations Saskatchewan (IDSK), as she unveils the newly formed association's mission. She will shed light on their commitment to enhancing product development and providing marketing support for Indigenous tourism enterprises across the province. Simultaneously, IDSK aims to foster industry growth and cultivate a sustainable and thriving Indigenous tourism economy.

### 1:00 – 1:45 MLT Aikins Employment Law & Legal Update

*Presenters: Brent Matkowski, Partner & Meghan Johnson Associate  
MLT Aikins LLP*



MLT Aikins specializes in offering guidance on various aspects of labor and employment law, catering to both unionized and non-unionized work environments. Their expertise covers a wide range of issues such as wrongful dismissals, human rights complaints, employment contracts, workplace policies, and disciplinary matters.



In today's competitive and complex business landscape, the significance of employers conducting thorough due diligence before making hiring decisions cannot be overstated. Diligent pre-employment screening goes beyond mere formality; it is a strategic imperative that safeguards the organization's integrity, performance, and culture.

This session is for new and experienced managers alike! Learn the latest about employment agreements, workplace policies and procedures, and employee discipline.

### 1:45 – 2:30 Break for Tradeshow

### 2:30-3:15 pm – Leveraging Saskatchewan's Tourism Brand

*Presenters: Amy McInnis, Vice-President, Marketing and Communications and Brooke Lochbaum, Executive Director, Marketing, Tourism Saskatchewan*



Saskatchewan's Growth Plan sets an ambitious goal of a 50 per cent increase in tourist expenditures by 2030 – a jump from \$2.4 billion to \$3.6 billion annually. Tourism Saskatchewan has solid strategies in place to achieve this goal and grow a robust industry that plays an even bigger role in Saskatchewan's economy. Work is focused on attracting markets that will yield a high return, including passionate niche travellers who

want what our province has to offer, and long-haul travellers from domestic and international markets. Learn more about the refreshed brand strategy that Tourism Saskatchewan has developed to support the industry to stand out from the competition and help travellers understand why our province is a compelling travel choice.

### 2:30 – 3:15 Utilizing AI and Local Influence for Saskatchewan Restaurant Advancement

*Presenter: Jay Ashton National, Brand Activation Manager & Host of The Daily Restaurant Show, Sysco Canada*

In the current era of fierce competition, businesses must deploy impactful marketing strategies to distinguish themselves and establish meaningful connections with their customers. Come and join Jay Ashton, National Brand Activation Manager & Host of The Daily Restaurant Show, for an enthralling live demonstration. Discover how Chat GPT has the potential to transform your marketing endeavors, ushering in unparalleled customer engagement and interaction.



**3:15 – 5:00 Break for Tradeshow**

**5:00 – 6:30 Reception**

**6:30 – 7:30 Tourism Awards Dinner**  
Prairieland Signature 8 oz. Prime Rib

**7:30 – 9:00 Tourism Awards Presentations**

**Award presentations will be made in eight categories:**



- Employee of the Year Award
- Indigenous Tourism Experience Award
- Rookie of the Year Award
- Business of the Year Award, 20 or more employees
- Business of the Year Award, under 20 employees
- Employer of the Year Award
- Travel Media Professional of the Year Award
- Tourism Builder Award

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