



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

# Tourism Support for You!

Hospitality Newfoundland and Labrador, along with partners on the NL Tourism Board, is excited to offer a series of workshops and networking events for tourism operators across the province this fall! The Tourism Support for You Road Show provides tourism operators the opportunity to learn from industry professionals and experts in areas that are relevant to your business, as well as meet face to face with the people and organizations that want to help your tourism business succeed.

Tourism Support for You presents educational workshops about experience development and technology, as well as information about available resources and funding programs that tourism operators can access to enhance marketing, product, human resources, technology and financial management capacity and activities.



The Road Show's first stops are in Labrador!

Hospitality NL is proud to partner with **Destination Labrador** to bring the Road Show to three locations throughout Labrador.

Date	Location
Monday, October 5, 2015	Northern Light Inn, L'Anse au Clair
Wednesday, October 7, 2015	Hotel North Two, Happy Valley-Goose Bay
Friday, October 9, 2015	Wabush Hotel, Wabush

**Registration Deadline:** Friday, October 2, 2015

## Registration Fee:

**Hospitality NL Members** - \$ 89.95 + HST per person

**Non-Members** - \$ 99.95 + HST per person

## To Register:



1-800-563-0700



[jford@hnl.ca](mailto:jford@hnl.ca)



[www.hnl.ca/events](http://www.hnl.ca/events)



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du Canada atlantique

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Business, Tourism, Culture and  
Rural Development

## Program

**8:30 am Registration & Networking with Resource People**

**9:00 am Opening Remarks – Orientation**

**9:10 am Session#1: Tourism Experience Development with Harvey Sawler of iImagine**

**11:10 am Tourism Resources for You Networking Session 1**

**11:40 am Session#2: TripAdvisor with Alison Stoodley of Social Media Management**

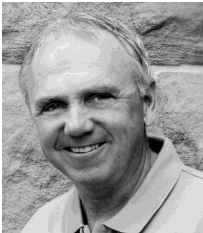
**1:00 pm Lunch – Networking with Resource People**

**1:30 pm Session#3: YouTube with Alison Stoodley of Social Media Management**

**3:00 pm Tourism Resources for You Networking Session 2**

**4:00 pm Closing and Evaluations**

## Presenters



**iImagine's Harvey Sawler** has more than forty-three years of private and public sector experience in tourism and parks management, tourism product development, marketing, brand development, strategic planning, community development, arts and entertainment management, journalism, creative and business writing and consulting.



**Alison Stoodley is president of Social Media Management (SMM)**, a social media and email marketing company in operation since January 2008. SMM provides all aspects of social media and email marketing from training and seminars to branding for specific platforms, to social media policy and procedure manuals, complete campaign management, website development and mobile application development.

The Tourism Support for You Road Show is supported by the  
Department of Business, Tourism, Culture and Rural Development and Atlantic Canada Opportunities Agency.



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