

## Outdoor Adventure Workshop agenda November 23, 2010 (Inuvik)

We ask everyone attending this full-day workshop to participate fully by: arriving on time to each session; contributing your wealth of experience to all discussions; and using personal wireless devices only at lunch and break times (so that our time together is as productive as possible). We promise, for our part, to begin and end all sessions promptly as scheduled, and to give ample opportunity for everyone to share and learn.

**9:00 - 9:15 am Welcome and introductions**

Richard Zieba, Director, Tourism and Parks

**9:15 - 9:20 am Review agenda and meeting details**

**Facilitator:** Katherine Devine, Project Manager, kisquared

**9:20 - 9:35 am Tourism trends**

**Facilitator:** Katherine Devine, Project Manager, kisquared

Ms. Devine will deliver a presentation on trends in tourism. Topics include technological trends and visitors' lifestyle trends affecting the tourism industry.

**9:35 - 10:05 am Review of Outdoor Adventure market**

**Facilitator:** Richard Zieba, Director, Tourism and Parks

Mr. Zieba will give a presentation on current markets for NWT outdoor adventure products, potential North American markets and discuss how to use the data to match your products to potential markets.

**10:05 - 10:45 am Business best practices of the outdoor adventure industry**

**Facilitator:** Katherine Devine, Project Manager, kisquared

Ms. Devine will share business best practice examples from outdoor adventure operators in NWT, Yukon, BC, Alberta, Ontario and Alaska.

**10:45 - 11:00 am Break**

**11:00 - 12:15 New product development**

**Facilitator:** Katherine Devine, Project Manager, kisquared

Ms. Devine will give a presentation on new product development in the tourism industry. She will discuss the 15 critical success factors to developing a winning product and the plan for bringing a new product to market including development, testing and validation stages of the new product development process.

**12:15 - 1:00 pm Lunch break**

**1:00 - 1:45 pm New product development online survey findings and discussion**

**Facilitator:** Katherine Devine, Project Manager, kisquared

Ms. Devine will present findings from the online pre-conference survey and lead a discussion about challenges NWT operators face in developing and bringing new products to market.

**1:45 - 3:00 pm Markets and pricing**

**Facilitator:** Jackie Frederick

Ms. Frederick will deliver a presentation on the Northwest Territories' outdoor adventure market and its fit within international markets. This includes an overview of the qualities that make the Northwest Territories unique, as well as strategies to achieve success with international markets (Japan, Europe and the United States). Ms. Frederick will also present on industry pricing, including NWT's competitiveness and stakeholder expectations.

**3:00 - 3:15 pm      Break**

**3:15 - 4:55 pm      Operation management online survey findings and discussion**  
**Presenter and facilitators:** Katherine Devine, Jackie Frederick and Richard Zieba

Ms. Devine will present findings from the online pre-conference survey that relate to business management challenges of tourism operators and all three facilitators will lead a discussion about potential solutions to these problems.

**4:55 - 5:00 pm      Evaluations and feedback**