



BTA Summit 2008, Adam's Mark Hotel, Buffalo NY April 3 & 4, 2008

“Shift Happens: Changing Tourism from Service Economy to Creative Economy Binationally”

DRAFT PROGRAM (please note that program may change)

DAY ONE: **Thursday, April 3, 2008**

REGISTRATION: 1:00 p.m. – 7:30 p.m. Erie Ballroom PreConvene

RECEPTION & OPENING EVENING: 5:30 p.m. -10:00 p.m. Erie Ballroom A & B
Binational Cornucopia: Cross-Border Niagara Culinary Schools & Wineries,
Food & Wine Stations, Desserts
2007 Binational Star Awards Announcements & Presentations
Four-piece Band, Arts & Cultural Showcase
5:30 p.m. - 6:15 p.m. **Reception**
6:15 p.m. – 7:15 p.m. **BTA Opening Comments**
U.S. and Cdn Political Greetings
Presenting Sponsor Opening Keynote
Binational Star Awards

DAY TWO: **Friday, April 4, 2008**

REGISTRATION: 7:30 a.m. – 2:00 p.m. Grand Hall

TRADE SHOW: 8:00 a.m. – 5:00 p.m. Grand Hall

BREAKFAST: 8:00 a.m. – 9:00 a.m. Grand Hall Continental Style

OPENING KEYNOTE SPEAKER: 9:00 a.m. – 9:30 a.m. Grand Ballroom A, B & C
**“Shift Happens: Changing Tourism From Service Economy to
Creative Economy Binationally”**
Our opening keynote defines what it will take to counteract the impression
of tourism as a low-paying, seasonal and no-career-track industry.
Invited Speaker: Robert Safian, Editor, Fast Company Magazine

PLENARY SESSION: 9:30 a.m. – 10:30 a.m. Grand Ballroom A, B & C
**“Realizing the Competitive Advantage of Cross-Border Tourism
Regions”**
Binational destinations offer residents and visitors the best of a two-nation
experience. Panelists from a range of business sectors describe the
advantages we currently have over other International Destinations and
how to maximize this potential.
Invited Speakers:
1) Nelda Rodger, Editor, Azure Magazine, Toronto
2) John Austin, Non-Resident Senior Fellow, The Brookings Institution,
Washington

- 3) Jim Fisher, Vice-Dean, Rotman School of Management, Toronto
- 4) Jean-Marc Eustache, Chairman & CEO, Transat, Montreal
- 5) Frederick Michaud, Project Manager, Northeast CanAm Connections Study, Augusta, Maine

BREAK: 10:30 a.m. – 10:45 a.m. Grand Hall

CONCURRENT BREAKOUT SESSIONS: 10:45 a.m. - 12:15 p.m.
Richardson, Wright and Grand Ballroom E

- 1) **Global Tourism Trends and Challenges** – understanding the changes taking place in destination development and marketing internationally, and how binational regions need to change to keep up with the new global realities
- 2) **Training Tourism Professionals in Binational Regions** – the growing importance of cross-border academic collaboration, radical innovation techniques and continuous performance improvement
- 3) **Keeping Pace With New Technology** – setting new customer service standards by shifting your operational focus to web-based business, database development and customer relationship marketing

Panelist development currently underway.

LUNCH: 12:15 p.m. - 1:45 p.m. Grand Ballroom A, B & C

PLENARY SESSION: 1:45 p.m. – 3:15 p.m. Grand Ballroom A, B & C
“Beyond the Western Hemisphere Travel Initiative: Identifying and Breaking Down Other Barriers to Collaborative Cross-Border Tourism Development Along the Northern Border”

This panel of **U.S. and Canadian political leaders** will provide WHTI implementation updates, as well as explore issues as diverse as cross-border marketing, labor market and training needs, transportation plans, currency issues and trade policies.

BREAK: 3:15 p.m. – 3:30 p.m. Grand Hall

CLOSING KEYNOTE SPEAKER: 3:30 p.m. – 4:30 p.m. Grand Ballroom A, B & C
“Breaking the Mold – Lessons Learned from Other Industry Sectors and the Leadership Required to Grow The Tourism Industry in the 21st Century Global Economy”

The challenges faced by the tourism industry are no different than that currently experienced by many other economic sectors – yet tourism is ignored unless the industry is in crisis. Our closing keynote focuses on the critical changes necessary to permanently position tourism as one of the key economic drivers in North America.

Invited Speaker: Richard Sands, Chairman, Constellation Wines