



ATLANTIC REGIONAL MEETING

PRELIMINARY AGENDA

<u>Dates:</u>	February 6 & 7, 2019
<u>Meeting Location:</u>	Charles V. Keating Centre, St. Francis Xavier University 1110 Convocation Blvd, Antigonish
<u>Accommodation Location:</u>	Power Apartments, St. Francis Xavier University 1160 Convocation Blvd, Antigonish
	Main Accommodations Desk: 4500 Alumni Crescent
<u>Notes:</u>	Attire is business/smart casual

Wednesday, February 6th, 2019

3:30 – 3:45 p.m.
Boardroom
Charles V. Keating
Centre

WELCOME AND INTRODUCTIONS

3:45 – 4:45 p.m.
Boardroom
Charles V. Keating
Centre

SESSION ONE: TIPS TO INCREASE ONLINE VISIBILITY

Speaker: Sam Gagnon, Sales & Marketing - StFX University
Part 1 Google: Business Listing, keywords & event marketing
Part 2 Social media: Contests & interaction with key players
Part 3 Open table: Application/Discussions

In this session, you'll learn:

- The impact of keywords for search engines and how to maximize ranking
- How to build relationships with key planners on social media
- Lessons learned from improper use of social sites
- How to increase online room sales by adopting a new marketing strategy built on search engine optimization.

4:45 – 5:30 p.m.
Boardroom
Charles V. Keating
Centre

SESSION TWO: TBA

6:00 p.m.

Barclay H. Morley Room
Schwartz Business
School

NETWORKING DINNER

Join us as we are treated to a special dinner at our host campus! This is an informal time to meet and greet colleagues, catch up with old friends and meet new members.

Thursday, February 7th, 2019

8:30 – 9:00 a.m.**BREAKFAST****9:00 – 10:15 a.m.**

Boardroom
Charles V. Keating
Centre

BUSINESS MEETING - MEMBERS ONLY

Join your colleagues from Atlantic Canada for an informational meeting covering association business, new initiatives, updates, regional leadership, future directions, and more! This meeting is for CUCCOA members only.

- Review of Agenda – Yuri Gidge
- Review of Minutes from October 2018 Meeting – Ryan Sargent
- Review of the Board National Initiatives – Yuri Gidge
- Update on Atlantic Region Finances – Yuri Gidge
- Review of National Marketing Initiatives – Kirk Williams
- Update on Atlantic Membership – Vicki Thériault

10:15 – 10:45 a.m.

NETWORKING BREAK
SPONSORED BY: MURPHY GEAR

10:45 - 11:15 a.m.

Boardroom
Charles V. Keating
Centre

CUCCOA 2020 PROPOSAL

The Atlantic Region will be proudly hosting the 2020 National CUCCOA Conference! Details about the event and the role we have to play as the host region will be shared. Being a part of the organizing committee is a great opportunity to raise your profile in our association and industry.

11:15 a.m. – 12:00 p.m.

Boardroom
Charles V. Keating
Centre

**SESSION THREE: CHALLENGES OF HOSTING NATIONAL SPORTING EVENTS
ON CAMPUS - SPECIAL OLYMPICS**

Speaker: Marc Champoux, co-chair 2018 Special Olympics (SO2018)
National Summer Games (Invited)

12:00 – 12:45 p.m.**LUNCH**

<p>12:45 – 1:30 p.m. Boardroom Charles V. Keating Centre</p>	<p>SESSION FOUR: HOW TO BUILD A HIGH PROFILE FOR SPORT TOURISM EVENTS Speaker: Shanna Hopkins, Former Manager of Sales for Destination Saint John, New Brunswick (Invited) <i>Shanna will share how to approach sport associations and organizations to put together successful bids. She will also share ideas on how universities can be actors of economic development and generate economic growth by hosting sporting events, tournaments and conferences related to the sport industry.</i></p>
<p>1:30 – 2:30 p.m. Boardroom Charles V. Keating Centre</p>	<p>SESSION FIVE: HIRING SUMMER STUDENTS – A STEP BY STEP GUIDE Speaker: Brianna Donovan, Accommodations & Finance Coordinator, UNB Fredericton <i>Topics will include:</i> -How to attract top candidates (yes even students) -How to streamline the process and how to professionalize each interaction <i>Participants will leave the session with:</i> -creative ideas for improving their student hiring -procedures and sample material including job postings -rating scales for both shortlisting and interview evaluations -an on-boarding guide</p>
<p>2:30 – 3:00 p.m.</p>	<p>NETWORKING BREAK</p>
<p>3:00 – 4:30 p.m. Boardroom Charles V. Keating Centre</p>	<p>SESSION FIVE: RAISING BRAND AWARENESS Speaker: Christine, Former Area Sales Manager, Prince George Hotel (Invited)</p>
<p>4:30 – 5:00 p.m. Boardroom Charles V. Keating Centre</p>	<p>SESSION SIX: OPEN TABLE - NEW BUSINESS VENTURES Moderator: <i>This section will be dedicated to share new business ventures that lead to additional revenue for your department, such as apartment rentals, new travel agencies, new tour market, new strategies to deal with departments internally to stay open longer, etc.</i></p>
<p>6:00 – 8:00 p.m. The Townhouse Brewpub & Eatery 76 College Street</p>	<p>NETWORKING DINNER <i>The Townhouse Brewpub is a proper “local,” a neighbourhood pub, a community supported restaurant, and a place to enjoy the renaissance of craft brewing and local food.</i></p>

THANK YOU TO OUR SPONSORS:

