

**2019 Tourism Industry Association of Prince Edward Island  
Tourism Excellence Awards and Conference  
Red Shores Racetrack & Casino  
October 23 & 24, 2019**

<b>Wednesday, October 23, 2019</b>	<b>TIAPEI Tourism Excellence Awards</b>
6:15 – 7:00 pm	<b>Reception</b> Top of the Park
7:00 – 10:00 pm	<b>TIAPEI Tourism Excellence Awards</b> - Join us as we hand out awards to the shining stars in our industry!
<b>Thursday, October 24, 2019</b>	<b>TIAPEI Tourism Conference</b>
8:30 – 9:00 am	<b>Conference Registration</b>
9:00 – 10:00	<b>2019 Annual General Meeting &amp; Election</b>
10:00 – 10:15	<b>Networking Break</b>
10:15 – 10:30	<b>TIAPEI Human Resources Programming</b> Kim Smith, Industry Human Resources Manager
10:30 – 10:45	<b>PEI Plastic Bag Reduction Update</b> John Hughes, Director, Special Projects Province of PEI
10:45 – 12:15	<b>Keynote: Airbnb and the Sharing Economy: How to Achieve Fair Rules in Canada</b>  <i>Alana Baker, Director of Government Relations - Hotel Association of Canada will share the latest insights on the short-term rental industry and how the tourism industry across Canada is responding. Alana will unveil findings from recent HAC research and will outline the exponential growth of commercial operators. Find out how multiple jurisdictions are reacting, what the local impacts are, and how we can all work together to protect</i>

	<i>communities, promote fairness and create a level playing field in PEI and across Canada.</i>
12:15 - 1:30	<b>Lunch</b> - emerit Certification Recognition
1:30 – 2:45	<b>Advanced Social Media for Beginners</b>  <b>Ross Evans, VP - Redpoint Marketing PR Inc.</b>  <i>Engagement on social media is important, but how is your social media helping to build your brand? How many channels should your business be on? How much time should you invest in them? What's the role of social influencers? As a critical window into your brand's soul, brand building on social media is often overlooked as a key objective. This interactive session will use 10 examples from the travel industry and beyond to illustrate the do's and don'ts of brand-building on social media.</i>
2:45 – 3:00	<b>Networking Break</b>
3:00 – 4:15	<b>2019 Season Update with Tourism PEI</b> Chris Jones, Tourism PEI (overview of the 2019 season)
4:15 – 4:30	<b>SKAL Introduction and Closing Remarks</b>