



CONFERENCE AND TRADE SHOW  
 TUESDAY, APRIL 21<sup>st</sup>, 2009  
 CANADA AVIATION MUSEUM, 11 AVIATION PARKWAY



ATTENTION TOURISM INDUSTRY PROFESSIONALS  
 AND FRONT LINE STAFF!!!

This five-star event will give delegates the chance to soar to new heights by strengthening their customer service skills and informing them about what there is to see and do this year in Canada's Capital Region.

PROUDLY PRESENTED BY:



Canada Aviation  
 Museum  
 Musée de l'aviation  
 du Canada



CONFERENCE PROGRAM  
Encouraging Excellence in Customer Service in Canada's Capital Region

## CONFERENCE AGENDA:

### Morning Session

7:15 am	Lady Dive Shuttle pick up on Elgin Street (optional)
7:30–8:00 a.m.	Morning Registration
8:00–8:15 a.m.	Welcome
8:15–8:45 a.m.	All About Ottawa presentation by Ottawa Tourism
8:45–9:15 a.m.	Tour of the Canada Aviation Museum
9:15–9:45 a.m.	Networking/Snack Break
9:45–9:55 a.m.	Door Prizes & OSSA Stretch
9:55–11:25 a.m.	Bob Koehler – Extraordinary Customer Service
11:25 a.m.	Closing
11:30 a.m.	Visit the Stars Trade Show!
12:30 p.m.	Lady Dive shuttle departure from the Canada Aviation Museum

**Trade Show 11:30 a.m. -1:00 p.m.**

### Afternoon Session

12:00 p.m.	Lady Dive Shuttle pick up on Elgin Street (optional)
12:00–12:30 p.m.	Afternoon Registration
12:00–1:00 p.m.	Visit the Stars Trade Show!
1:00–1:15 p.m.	Welcome
1:15–1:45 p.m.	All About Ottawa presentation by Ottawa Tourism
1:45–2:15 p.m.	Tour of the Canada Aviation Museum
2:15–2:45 p.m.	Networking/Snack Break
2:45–2:55 p.m.	Door Prizes & OSSA Stretch
2:55–4:25 p.m.	Bob Koehler – Extraordinary Customer Service
4:25–4:30 p.m.	Closing
4:40 p.m.	Lady Dive Shuttle departure from the Canada Aviation Museum

**Pre-registration is required to take advantage of the Lady Dive Shuttle service. First come, first served (space is limited)**

NOTE: Delegates who sign up for the afternoon session must be available to stay in conference until 4:30 p.m.

## EXTRAORDINARY CUSTOMER SERVICE Bob Koehler – Keynote Presenter



Bob Koehler's mission in life is to **enlighten, empower, encourage and energize** individuals and organizations to; become nothing less than their "Absolute Best" — to be "Extraordinary" at what they do and who they are. Bob's messages are a combination of tough love and common sense and are delivered with a large helping of reality, humour and energy.

His philosophy on organizational success lies in his quote;

**"An organization is only as good as the collective mind-set of the people who show up for work each day."**

Through his 90 minute keynote presentation – **Extraordinary Customer Service** – Bob will discuss the importance of treating your customers extraordinarily well... Because if we don't, someone else will!

[www.bobkoehler.com](http://www.bobkoehler.com)

**Only \$40 + tax per session!**  
**(\$50 + tax for Non-Ottawa Tourism Members)**

## ALL ABOUT OTTAWA! Presented by Ottawa Tourism

Did you know... Ottawa has the world's only urban based Aboriginal cultural attraction? That the Ottawa Valley is considered the whitewater capital of Canada? That Le Cordon Bleu Ottawa Culinary Arts Institute boasts the only *Meilleur Ouvrier de France* chef in Canada and its 450 graduates are helping to develop the culinary scene here in Canada's Capital Region?

Ottawa Tourism is pleased to present All About Ottawa!, a fun-filled, interactive presentation that will engage delegates while informing them about the tourism industry here in Canada's Capital Region. The factoids, unique stories and interesting stats shared in this dynamic presentation will empower delegates to shine by being true ambassadors of our beautiful city.

# TRADE SHOW

Increasing Awareness of the Tourism & Hospitality Products & Services in Ottawa  
and Canada's Capital Region

Front line staff often provide visitors with recommendations on what to see and do during their visit to the Capital Region.  
**Here's your chance to display your products and services to over 300 tourism and hospitality staff at the**

## **STARS OF THE CITY TRADE SHOW** **11:30 a.m. – 1:00 p.m. Tuesday, April 21<sup>st</sup>, 2009**

Show front line tourism and hospitality staff and managers "what's new" with your business and ensure that they know why tourists should visit your property this year!

### **Trade Show Exhibitors receive**

- ★ 8' x 10' back and side draped booth space including a 6 foot skirted table
- ★ Option for electrical supply (booths sold with electrical access are first come, first served).
- ★ Opportunity to distribute literature to participants
- ★ Listing with contact information in the conference delegate tourism kit
- ★ Listing on the delegate passport to encourage traffic to your table

NOTE: Internet access is not available.

Only  
\$300 + tax  
per booth!

(\$400 + tax for  
Non-Ottawa Tourism  
Members)

### **Information required from Trade Show Exhibitors:**

**Are there key messages you would like to share with front-liners at this year's event?**

**Email the top three things** you want delegates to learn about your business to [jharland@ottawatourism.ca](mailto:jharland@ottawatourism.ca) **before April 15<sup>th</sup>**. Is it the name of a new tour you are offering? Maybe the dates of your hottest exhibit or event in 2009? Perhaps your entrance fees, menu, website, or new programs for 2009!

We will use this information to make sure delegates learn (and remember!) as much about your business as possible!

**Delegates that correctly answer the exhibitor questions on their NEW Trade Show Passports, will be entered to win fantastic prizes!!!**

### **GETTING THERE**

- Ⓟ **Drive:** 11 Aviation Parkway. Parking is FREE!
- 🚌 **Bus:** Visit [www.octranspo.ca](http://www.octranspo.ca) for bus routes and schedules.

★ **Lady Dive Shuttle:** Lady Dive Tours, in partnership with Stars of the City, is pleased to offer shuttles for delegates to the Canada Aviation Museum.

**Pick Up Location:** Lady Dive Kiosk (Sparks and Elgin Street)  
**Departure Time:** Morning Session - **7:15 a.m.**  
Afternoon Session – **12:00 p.m.**

Shuttles will depart from the Canada Aviation Museum at 12:30 p.m. and 4:40 p.m. to return delegates to the Lady Dive Kiosk on Elgin Streets.

**Pre-registration for the shuttles is required. Space is limited.**

### **Brown Bag Lunches**

Stars of the City  
is happy to offer  
**Brown Bag Lunches  
for Trade Show Exhibitors**  
for a small additional registration  
fee.

Please indicate on the  
registration form how many  
brown bag lunches will be  
required

(please make note of any  
special dietary needs)



# CONFERENCE & TRADE SHOW Registration Form

Canada Aviation Museum  
Tuesday, April 21<sup>st</sup>, 2009

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_(\_\_\_\_\_) \_\_\_\_\_

All conference topics are covered in BOTH the morning and afternoon sessions. Choose the session that works best for your delegates. **Please be sure to provide the names of delegates attending by the registration deadline.**

## Please register by Friday, April 17<sup>th</sup>, 2009

Conference Delegates (Please attach a list or email the of the names of the delegates attending)

	Ottawa Tourism Member Rate	Non-Member Rate	
# of Morning Delegates	_____ x \$40	_____ x \$50	= _____
# of Afternoon Delegates	_____ x \$40	_____ x \$50	= _____

**Trade Show Exhibitors (Info regarding set up and take down will be provided upon registration)**

# of Trade Show Booths	_____ x \$300	_____ x \$400	= _____
# of Trade Show Exhibitor Brown Bag Lunches		_____ x \$10.00	= _____

# of **Morning** return-trip Lady Dive Shuttle Passes \_\_\_\_\_ x \$2.00 = \_\_\_\_\_  
 (Shuttle departing from Lady Dive Kiosk on Elgin St. @ 7:15 a.m. return shuttle departing from Museum @ 12:30 p.m.)

# of **Afternoon** return-trip Lady Dive Shuttle Passes \_\_\_\_\_ x \$2.00 = \_\_\_\_\_  
 (Shuttle departing from Lady Dive Kiosk on Elgin St. @ 12:00p.m. return shuttle departing from Museum @ 4:40 p.m.)

**NOTE:** Please arrive a minimum of 10 minutes early for the Lady Dive shuttles. Reservations are first come, first served.

**Subtotal (Conference and Trade Show)** = \_\_\_\_\_

GST (5%) GST Registration #R119360618 = \_\_\_\_\_

**Total Payment Amount** = \_\_\_\_\_

QST (7.5%) QST Registration #1207891220 (Québec Residents only) = \_\_\_\_\_

**Total Payment Amount including QST** (if applicable) = \_\_\_\_\_

**Payment Method (Pre-payment only, no invoicing. No refunds.)**

Cheque (payable to Ottawa Tourism)     Credit card type \_\_\_\_\_  
 Card Number \_\_\_\_\_ Expiry date \_\_\_\_\_  
 Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

**FAX to Jamie Harland at 613-237-7339 before Friday, April 17<sup>th</sup>, 2009**  
 For more information contact Jamie at 613-237-5150, ext. 125 or visit [www.starsofthecity.ca](http://www.starsofthecity.ca)