



CONFERENCE AND TRADE SHOW
 TUESDAY, APRIL 21st, 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



www.starsofthecity.ca

www.lesvedettesdelaville.ca

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

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 21st, 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 **before April 15th**. 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 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 21st, 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 register by Friday, April 17th, 2009

Conference Delegates

	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 17th, 2009
 For more information contact Jamie at 613-237-5150, ext. 125 or visit www.starsofthecity.ca