

G R E A T P E O P L E . N O W .



7th Annual

Tourism HR Forum

November 17-19, 2008

The Fairmont Winnipeg

Winnipeg, Manitoba

The Canadian Tourism Human Resource Council (CTHRC) invites you to attend the premier HR event for the tourism sector – the **Annual Tourism HR Forum**. The Forum centres on the challenges, issues, and opportunities faced by human resource professionals in the tourism sector with a clear focus on sharing ideas and solutions. This national event brings tourism managers, human resource executives, and corporate trainers from all industries of the tourism sector together with industry association representatives and educators. Topics addressing critical issues related to the labour shortage, staff recruitment, retention, and development will provide insight into addressing the challenges facing the tourism sector - today and tomorrow. It's an opportunity you won't want to miss!



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

CONSEIL CANADIEN DES
RESSOURCES HUMAINES
EN TOURISME

CONCURRENT SESSION

New to this year's programming format is an opportunity to participate in four of the six concurrent workshops as each of the morning sessions will be repeated in the afternoon time slot. For space purposes, we ask that you pre-register for your sessions; however, there will be an opportunity to choose an alternate selection on site.

MONDAY, NOVEMBER 17

5:30 pm – 7:00 pm

OPENING RECEPTION

Join your colleagues from across Canada and welcome new attendees as we kick off our 7th Annual Forum in the geographic heart of Canada.

TUESDAY, NOVEMBER 18

7:30 am – 8:30 am

BREAKFAST WITH EXHIBITORS

8:30 am – 8:45 am

OFFICIAL OPENING & WELCOME

8:45 am – 10:00 am

OPENING KEYNOTE

Leadershift: Great people now... fantastic people tomorrow

HR professionals must demand legitimacy in the eyes of all senior executives. We are the ones responsible for harvesting the great people of today and transforming them into the fantastic people of tomorrow. This requires a fundamental "leadershift" for HR. You will learn how to:

Transform your HR "leadershift" capability; comfortably cope with your information bombardment challenges; improve your ability to manage constant change; lift productivity and efficiency for yourself and your whole organization; speed up innovation through collaboration; determine what specific action you can take tomorrow.

Dr. Bontis is an Associate Professor of Strategic Management, McMaster University Director, Institute for Intellectual Capital Research. Known as one of Canada's leading up-and-coming management gurus, Dr. Bontis is recognized by the Editor of Harvard Business Review as "a pioneer and one of the world's real experts in intellectual capital." Maclean's magazine has rated him as one of "McMaster University's most popular business professors for the last six years in a row!"



Dr. Nick Bontis, Ph.D.

10:00 am – 10:30 am

NETWORKING BREAK

10:30 am – 12:00 pm

CONCURRENT SESSIONS

1. Cooking with Qualified People: A Recipe for Success

By 2015, the projected shortages for cooks will grow to 13,600. Working with some of Canada's top chefs, employers, and educators, CTHRC has developed a Draft Cooks Qualifications Framework to improve the ability to attract and retain qualified workers. The framework supports learner and worker mobility, aiding in the recognition of qualifications earned outside of Canada. The session will feature current labour market data, present the pan-Canadian framework, and highlight opportunities to find great people.

2. Return on "Effort": Finding and Keeping Great People

Employers of Choice know that reduced turnover, greater productivity, higher quality of service, and increased guest satisfaction and loyalty directly impact the bottom line. This session will identify how you can gain better results from your HR efforts by identifying HR as a company and business priority.

3. CSI: HR - Capturing Seasonal Interest

In this session you will explore the potential "whos" as well as "hows" to hire, orient, and provide results-based training amidst time constraints. Panelists will draw from their experiences and best practices in engaging seasonal employees and volunteers who return each year.

4. Intellectual Capital ROI: Measuring HR and its Impact

with *Dr. Nick Bontis, Ph.D. (maximum 50 attendees for this session)*

As a follow-up to his morning keynote presentation, Dr. Nick Bontis will discuss the results of a ground-breaking new HR methodology that measures the antecedents of effective human capital management and the eventual drivers of organizational performance. Make your HR metrics come alive and learn about the power of causal models.

12:00 pm – 1:30 pm

LUNCH

1:30 pm – 3:00 pm

CONCURRENT SESSIONS (repeat from morning with the exception of "Intellectual Capital ROI: Measuring HR and its Impact" with Dr. Nick Bontis)

3:00 pm – 3:30 pm

NETWORKING BREAK

3:30 pm – 5:00 pm



Dean Sockett

PLENARY SESSION

“Company Culture” You are what you Do, not what you Say!

Whether you're a family business or part of a large conglomerate, every organization has a company culture. Learn how to recognize the key elements of your culture and the importance of making sure your improvement initiatives and your culture are aligned. With twenty five years experience with Keg Restaurants, Dean Sockett's session will both entertain and enlighten you as to why it's no coincidence the first four letters of culture are... CULT.

Dean Sockett is the Director of Human Resources for Keg Restaurants Ltd. Keg Restaurants is a chain of 96 steakhouse & bars employing over 7,200 people. Prior to heading up HR for the Keg, Mr. Sockett was in restaurant operations for 15 years. For five consecutive years, Keg Restaurants has been recognized as one of the “50 Best Employers in Canada” by Report on Business Magazine.

6:00 pm – 10:00 pm

DINNER – THE FAIRMONT WINNIPEG

Experience the “merit of mentorship” as seasoned chefs join forces with culinary students to create a reception and dinner from one of the country's finest hotel kitchens.

WEDNESDAY, NOVEMBER 19

7:30 am – 8:30 am

BREAKFAST WITH EXHIBITORS

8:30 am – 10:00 am

PLENARY SESSION



Deri J. Latimer

Move... into a new Groove... NOW!

Imagine your staff more resilient to change, more engaged with the organization, and more productive overall. Now, turn that image into reality! Deri Latimer is a professional speaker with wit, charm, and energy; affecting personal shifts that inspire people and organizations to ‘move into a new groove’. Get ready to shift gears and MOVE...NOW!

Deri J. Latimer is a professional speaker, trainer, consultant, and author combining a business degree with 19 years of human resource development experience. Deri's areas of expertise include human resource development, leadership effectiveness, interpersonal communication, and personal resourcefulness.

10:00 am – 10:30 am

NETWORKING BREAK

10:30 am – 12:00 pm

CONCURRENT SESSIONS

1. The Coach Approach to Leadership with Bruce H. Swan

Organizations and businesses are crying out for strong, consistent leadership with a compassion for the people they are leading. This is the source of the problem in many work environments today. In this session, learn how to improve leadership behaviour at the Executive and Middle Management levels.

2. Tapping into Foreign-Trained Workers

Foreign workers can be an important resource to assist Canadian businesses in addressing their labour supply needs. The session will highlight examples of good practices and the success of integrating and supporting foreign-trained workers.

3. Competing for Aboriginal Talent

By 2020, over 400,000 young Aboriginal people will enter the workforce, adding to the 652,000 who are already of working age. Employers discuss the business case for creating a workplace inclusive of Aboriginal people and share practical ways to benefit from Aboriginal talent.

12:00 pm – 1:30 pm

LUNCHEON

1:30 pm – 3:00 pm

CONCURRENT SESSIONS (repeat from morning)

3:00 pm – 3:30 pm

NETWORKING BREAK

3:30 pm – 4:30 pm

CLOSING PLENARY SESSION



Olivia Mclvor

Four Generations, One Workplace...

How to Bridge the Gaps and Thrive in the Future

Winning and keeping talented people has become one of the top concerns of today's managers and business owners, who are determined to weather the turmoil and emerge with the strength to dominate their industry. By defining the new work ethic and what it means for business, Ms. Mclvor will help you understand how new leadership strategies can bring out the best in Pre-Boomers, Baby Boomers, Generation Xers, and the Net Generation, all of whom view work differently.

Olivia Mclvor's successful 23-year career in business management has been supported by a 19-year background in the field of Human Resource Management and Leadership. Her diverse background includes progressive careers in retail and tourism prior to establishing a name in the financial industry as the ‘Human Touch’ HR Director.

4:30 pm

CLOSING REMARKS

GENERAL INFORMATION

HOW TO REGISTER

To register and pay on-line, please visit www.cthrc.ca. Otherwise, complete the enclosed registration form and mail or fax to *The Bowering Group*. Enclose your full payment of Forum registration fees by Visa, MasterCard, American Express, or cheque (payable to *The Bowering Group*).

Full registrations include admission to all sessions, conference materials, continental breakfasts, refreshment breaks, lunches, opening reception, and Tuesday night dinner. The day rates and student rates include all of the above with the exception of the Tuesday night dinner. Dinner tickets may be purchased for \$50.

ACCOMMODATION

The Canadian Tourism Human Resource Council has reserved a block of rooms and negotiated a special Forum rate of **\$150.00 per single/double occupancy** (plus taxes) at The Fairmont Winnipeg. Reservations must be made by **October 16, 2008** to take advantage of this significant saving. After this date, the CTHRC room block will be released, reservations will be based on availability, and the rate cannot be guaranteed. When calling, please quote **"CTHRC HR Forum"**.

The Fairmont Winnipeg

Two Lombard Place
Winnipeg, Manitoba R3B OY3
Tel: 1-800-441-1414
www.fairmont.com

PARTNERSHIP OPPORTUNITIES

There is an abundant menu of partnership opportunities to showcase your organization to delegates from hospitality, travel, and tourism organizations.

Visit www.cthrc.ca for details.

For partnership information, please contact Judith Cabrita, (902) 440-3621 or tsjbc@eastlink.ca, or the CTHRC office at (613) 231-6949, extension 222.

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INFORMATION

Another event professionally managed by:



For further information, please contact:

The Bowering Group

P.O. Box 116, Winnipeg, Manitoba R3C 2G1
Tel: (204) 958-7540 Fax: (204) 958-7547
mail@bowering.com

Toll free message line:
1-877-CTHRC08 (284-7208)

This Preliminary Program is subject to change without notice.

SCHEDULE OF FEES

	Member	Non-member	Student
Full Registration			
Early Bird	\$445.00	\$515.00	–
Regular	\$545.00	\$675.00	–
Daily Rates			
Early Bird	\$250.00	\$275.00	\$50.00
Regular	\$295.00	\$350.00	\$50.00

Early Bird registrations must be received by **Friday, October 3rd, 2008**.

RECEIPTS FOR PAYMENT

Receipts for registration payments will be mailed or emailed.

REGISTRATION, CANCELLATION, AND SUBSTITUTION POLICIES

Registration forms will be processed only if accompanied by full payment of registration fees. Only registered delegates may claim registration materials at the Forum Registration Desk and will not be permitted to collect materials for other delegates.

Cancellations received in writing prior to Friday, October 10, 2008 will be refunded in full less a \$50.00 cancellation fee.

Cancellations received after October 10th are non-refundable. Only cancellations received in writing will be processed. If you are unable to attend, we encourage you to find an alternate delegate to replace you by Friday, November 7th.

The Canadian Tourism Human Resource Council reserves the right to cancel this Forum due to insufficient registration and will be responsible for refunding Forum registration fees only.