

# ON YOUR MARK! GET SET! CHANGE!



The Canadian Tourism Human Resource Council (CTHRC), along with the Conseil québécois des ressources humaines en tourisme (CQRHT), invites you to attend the premier HR event for the tourism sector – the annual **Tourism HR Forum**. The HR Forum has become a “must go” event for anyone involved in managing and developing people for the tourism sector – executives, managers, corporate trainers, educators and association representatives.

Featured speakers will examine issues from three perspectives – Quebec, Canada, and the world. An exciting program reflects the unique collaboration of the Quebec and Canadian tourism HR organizations in bringing together their annual HR conferences. With a focus on critical issues related to recruitment, retention, and staff development in these challenging times, this event in Montreal provides an opportunity you won't want to miss!

8<sup>th</sup> Annual

## Tourism HR Forum

November 23-25, 2009

Delta Centre-Ville

Montreal, Quebec



CANADIAN TOURISM  
HUMAN RESOURCE  
COUNCIL

CONSEIL CANADIEN DES  
RESSOURCES HUMAINES  
EN TOURISME



## MONDAY, NOVEMBER 23

9:00 a.m. – 4:00 p.m. **EXCLUSIVE SHOPPING TOUR À LA MONTRÉAL!** (see page 4)

5:30 p.m. – 7:00 p.m. **OPENING RECEPTION & REGISTRATION**

## TUESDAY, NOVEMBER 24

7:00 a.m. – 5:00 p.m. **REGISTRATION AND INFORMATION**

7:30 a.m. – 9:00 a.m. **WALKING TOUR THROUGH OLD MONTRÉAL** (see page 4)

9:00 a.m. – 10:00 a.m. **BREAKFAST WITH EXHIBITORS**

10:00 a.m. – 10:30 a.m. **WELCOME REMARKS**

10:30 a.m. – 12:00 p.m. **OPENING KEYNOTE**



Dr. Rick Johnson  
CEO Strategist

### **Now is the Time – Plan to Master Change in Today's Environment** E

Being on the right side of the storm and understanding why we are sometimes ineffective at adapting to change are crucial to understanding an economic crisis. The ability of an organization to grow and step out of its comfort zone without the urgency of crisis is extremely difficult. The most effective way to deal with crisis is to recognize, prioritize, plan and mobilize awareness for needed change. Understanding and focusing on the core purpose of the organization are necessary to knowing how an organization's principles are related to impending change.

The founder of CEO Strategist, *Rick Johnson* has served more than 30 years in the distribution industry. His experience is vast, and its applications are highly sought after by businesses wanting to accelerate growth and increase profitability. Rick received an MBA from Keller Graduate School in Chicago and a Bachelor's degree from Capital University, Columbus Ohio. He also served in the United States Air Force. Rick completed his dissertation on Strategic Leadership and received his Ph.D. in 2005.

12:00 p.m. – 1:30 p.m. **LUNCH**

1:30 p.m. – 3:00 p.m. **CONCURRENT SESSIONS (3)**

### **1. Leadership Techniques in an Economic Recovery – with Dr Rick Johnson** E

This follow-up session to Dr Johnson's Opening Keynote will cover the realities of effective leadership during economic recovery. Successful leadership in tough times means creating a sense of urgency, getting mutual commitment to action, and reexamining your personal leadership model. This becomes especially difficult when economic challenges test the effectiveness of your organization.

### **2. Career Pathways and Recognition** E

Organizations and individuals that are open to learning adapt more quickly to change. Learn about a leading Qualifications Framework which improves the ability to attract and retain qualified workers. This innovative system enables employers, students, and employees to identify the benefits of continuous learning and the pathways for career advancement. Hear how respected chefs, progressive employers, and educators in the culinary and hospitality field put this framework into action.

**Richard Chiasson**, Owner, L'Institut Culinaire de l'Atlantique (invited)

**Mary Dempster**, Hotel Manager, Delta Halifax and Delta Barrington (invited)

**Rudolf Fischbacher**, CCC, CCI Chairman, Canadian Culinary Institute, CCFCC (invited)

**Bernard Martinage**, Founder and President, Federation of Dining Room Professionals (invited)

### **3. Integrating Sustainability in Post Secondary Education** F

How is the future workforce being prepared to work in an eco-friendly environment? Listen as our panel discusses how they've updated training programs to incorporate the fundamental principles of sustainability into their post-secondary courses. The result is this target group will be seeking employers who have adopted sustainability into their workplace.

**Marion Joppe**, Research Chair in Tourism, University of Guelph

**Marie-Janou Lusignan**, Coordinator, Tourism Techniques, Cegep Granby-Haute-Yamaska

**Catherine Noppen**, Professor, Event and Conference Planning, Institut de tourisme et d'hôtellerie du Québec

3:00 p.m. – 3:30 p.m. **NETWORKING BREAK**

3:30 p.m. – 5:00 p.m. **PLENARY**



Alain Samson – Author and  
Speaker with Formatout Inc.

### **How to Keep Your Best Employees** F

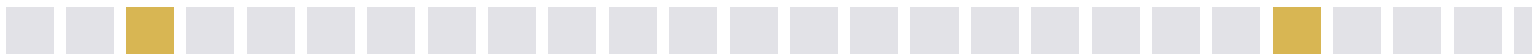
In today's business world, finding and keeping your best, most desirable employees are key challenges many organizations face. In this session, Alain Samson will offer various insights and strategies to help you find and retain your best staff in order to make your organization stand apart from your competitors, as well as to survive and thrive in an ever-changing business environment. You will come away from this session rethinking much of what you do in human resources management.

*Alain Samson* is well known as an expert in the theory of persuasion. Since 1993, Alain has been helping hundreds of organizations meet the challenges they face in their workplaces and personal lives. He focuses on the root cause of the issues while capturing his audience with his pleasing dry wit and sarcastic humour. Alain holds a B.A. in Social Sciences, an MBA, and a post-graduate Diploma in Distance Education. He is also a graduate of the Authentic Happiness Coaching Program.

6:00 p.m.

### **DINNER ACTIVITY**

**Montréal's Revolving Rooftop Restaurant – TOUR DE VILLE**



## WEDNESDAY, NOVEMBER 25

7:00 a.m. – 5:00 p.m. **REGISTRATION AND INFORMATION**

8:00 a.m. – 9:00 a.m. **BREAKFAST WITH EXHIBITORS**

9:00 a.m. – 10:15 a.m. **PLENARY PANEL**

### In Conversation With... **E/F**

What can your industry association do to help you counter the future challenges to your workforce? A panel of selected stakeholders and industry representatives will deliver a lively, far-reaching discussion and debate about the current status of HR issues and trends, and the vision required to strengthen our industry tomorrow.

**Lucie Charland**, Executive Director, Conseil québécois de l'industrie touristique

**Jean Lortie**, Président, Fédération du commerce inc. (CSN)

**Wendy Swedlove**, President, Canadian Tourism Human Resource Council

**Justin Taylor**, Vice President, Labour and Taxation, Canadian Restaurant and Foodservices Association

**Randy Williams**, President & CEO, Tourism Industry Association of Canada

10:15 a.m. – 10:45 a.m. **NETWORKING BREAK**

10:45 a.m. – 12:00 p.m. **CONCURRENT SESSIONS (3)**

### 1. Importance of Training: Engaging Employees During Change **E/F**

Keeping a workforce engaged during change is the most crucial element of our success. But what does it mean to keep a workforce engaged? Panelists will walk us through their efforts to train and retain their employees and share the accompanying challenges.

**Geneviève Brault**, Human Resources Director, Parc Safari

**Mark Reynolds** C.H.R.P., Vice President Human Resources, Canlan Ice Sports Corp.

**Jérôme Vigneault**, Human Resources Manager, Auberge Le Baluchon

### 2. State of the Labor Market: Forecasting the Outcome **E**

An in-depth analysis of National Labor Market Data will give you the information necessary to prepare for a successful future. Scenarios and trends in supply-demand and compensation will be presented, as well as measuring return on investment.

**Greg Hermus**, Associate Director, Conference Board of Canada

### 3. Raising the Profile for the Events Industry **E/F**

Specialists in the festival, meeting, special events, and exhibition disciplines have come together to develop a globally accepted Occupational Standard for Event Management. In this session leaders in the events field will discuss how this initiative can strengthen your business practices and educational programs.

**Nathalie Courville**, General Manager, Institut de l'événement

**Joyce Dogniez**, CMM, Director of Global Training Practice Meeting Professionals International, Luxembourg

**Michael Granek**, CSEP, Academic Director – Event Management Diploma Program, The Art Institute of Vancouver

**Thérèse St Onge**, IFEA Canada Director, International Festivals and Events Association

12:00 p.m. – 1:00 p.m. **LUNCH WITH EXHIBITORS**

1:00 p.m. – 2:00 p.m. **CLOSING KEYNOTE**



Bryan Dodge – President  
Dodge Development Group

### How to Build a Better You **E**

Professional speaker, author, and radio show personality Bryan Dodge will open your mind and heart to help you focus on the most essential aspects of life. To accomplish this goal, Bryan teaches a stair-step method on how top producers and effective leaders keep on the cutting edge and achieve excellence. Bryan's message on professional growth and personal development focuses on three key areas: how to have your best year ever; how to create consistent upward growth in your life; and how to harness the power of personal energy and tap its unlimited supply. The best is his delivery style makes learning fun and memorable!

For over 20 years, Bryan has been a popular choice for corporate events, conferences, and conventions. His inspirational keynotes are on the subjects of personal and professional balance and development, success habits of the wealthy, and leadership principles. The underlying thesis of all of Bryan Dodge's teachings is that "Life is too short not to be happy, and life is too long not to do well."

2:00 p.m.

**CLOSING REMARKS**

## GENERAL INFORMATION

### HOW TO REGISTER

To register and pay online, please visit [www.cthrc.ca/hrforum](http://www.cthrc.ca/hrforum). Otherwise, complete the enclosed registration form and mail or fax to *The Bowering Group*. Include your full payment of Forum registration fees by Visa, MasterCard, American Express, or cheque (payable to *The Bowering Group*).

### FULL REGISTRATION

**FEE: \$295.00 PLUS GST & QST**

Full registration includes admission to all sessions, conference materials, continental breakfasts, refreshment breaks, lunches, and opening reception. Tuesday night dinner tickets may be purchased for **\$50.00 PLUS GST & QST**.

### 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; individuals will not be permitted to collect materials for other delegates. Cancellations received in writing prior to Friday, October 23<sup>rd</sup>, 2009 will be refunded in full, less a \$50.00 cancellation fee.

Cancellations received after October 23<sup>rd</sup> 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 13<sup>th</sup>.

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.

### ACCOMMODATION

The Canadian Tourism Human Resource Council has reserved a block of rooms and has negotiated a special Forum rate of **\$139.00 per single/double occupancy** (plus taxes) at The Delta Centre-Ville. Reservations must be made by **October 23, 2009** 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 Delta Centre-Ville**  
777 University  
Montreal, Quebec H3C 3Z7  
Tel: 1-800-268-1133  
[www.deltacentreville.com](http://www.deltacentreville.com)

### TRANSPORTATION

VIA Rail Canada has been appointed as the major ground transportation company for the HR Forum. The discount includes 10% off the best available fare in Economy class/ Business class or Sleeper class (except YS or JX)\*. The offer is valid from November 21 – 27, 2009 system wide to/ from Montreal, Quebec. Contact VIA Rail Canada's toll free number at 1-888-842-7245 and make verbal reference to Promo Number #11780. \* Fare applies to maximum of two passengers per purchase.

### TOURS OF MONTREAL


#### Exclusive Shopping Tour à la Montréal!

From exclusive boutiques of haute couture to eclectic antique shops and art galleries, Montreal is truly a fascinating city for shoppers. In this special 7 hour guided tour, you will be transported in style from location to location as you meet and chat with some of Quebec's top fashion designers as well as shop to your heart's content! Included is a VIP lunch at one of the many fabulous restaurants in the Latin Quarter. If you are interested in participating, please add this option to your registration forms.

#### Walking Tour through Old Montréal

Old Montréal represents one of North America's most remarkable architectural achievements. Discover the beauty and diverse cultural heritage of Old Montréal with this guided tour which leads you through a maze of streets, squares and historic buildings. Enjoy the beauty, old world charm, and joie de vivre! If the weather is not cooperating, we will explore the Underground Pedestrian Network. If you are interested in participating, please add this option to your registration form.

### LANGUAGE OF PRESENTATIONS

The language of each session is indicated in the following way: E = English and F = French after the session title. The headset symbol  indicates that the session is being interpreted in the other official language.

### 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](http://www.cthrc.ca) for details.

For partnership information, please contact:

Judith Cabrita, (902) 440-3621 or  
[tsjbc@eastlink.ca](mailto:tsjbc@eastlink.ca), or the CTHRC office at  
(613) 231-6949, extension 222.



CQRHText, the CQRHT's translation department, provided the French version of this program. CQRHText – making sense!

### 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  
[cthrcregistration@bowering.com](mailto:cthrcregistration@bowering.com)

Toll free message line:

**TOLL FREE NUMBER – 1-877-75CTHRC (752-8472)**

*This Preliminary Program is subject to change without notice.*

 Partially funded by the Government of  
Canada's Sector Council Program.