

# What To Expect at SYTA's Annual Conference In Winnipeg!

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Winnipeg, Manitoba, Canada | August 18-22, 2023 | #SYTA2023



# Thank You To Our Annual Conference Committee Members!

Courtenay Betts - Chair, *EF*

Nicholas Faranda – Vice Chair, *Disney on Broadway*

Christopher Rosenow, *Hudson Yards*

Jason Wood, *TravelAdvocates*

Melanie Swenarchuk, *Travel Manitoba*

Pam Kruseck, *Legends Attractions*

Pete Smith, *Smokey Mountain Resorts*

Sarah Robinson, *Tourism Winnipeg*

Valerie Bedard, *A+ Voyages*

# SYTA STAFF



**Chief Executive Officer**  
Carylann Assante, CAE  
cassante@syta.org



**Sr. Manager of Education & Professional Development**  
Katy Summers  
ksummers@syta.org



**Membership Coordinator**  
Natalie Villar  
nvillar@syta.org



**Director of Membership & Communications**  
Amy Cannon  
acannon@syta.org



**Manager, Engagement & Outreach**  
Henry DeLeon  
hdeleon@syta.org

# SYTA ANNUAL CONFERENCE



WINNIPEG, MANITOBA, CANADA  
AUGUST 18-22, 2023

**OVER 20,000** Pre-scheduled  
business meetings

**50+ HOURS** of networking  
opportunities

**EDUCATION SESSIONS**

**SIGHTSEEING** around  
Manitoba, Winnipeg

SYTA  
ANNUAL  
CONFERENCE

#SYTA2023

# CONFERENCE LOCATION

## RBC Convention Centre

375 York Avenue  
Winnipeg, MB R3C 3J3



The RBC is Winnipeg's premier event facility! Located in the centre of the city's bustling downtown, the three story, multi-purpose facility has access to 2,300 downtown hotel rooms and is within walking distance to many of the city's best restaurants and new attractions.

# TRAVEL TO CANADA



- Winnipeg James Armstrong Richardson International Airport
- Passport required to fly into Canada – check your documents now – don't wait until the last minute
- Official Recognition Letter for 2023 SYTA Conference – not required but helpful
- Attending a conference (business travel)
- Declaration Card when leaving
- Shuttles from airport to host hotels Thursday & Friday

# HOTEL ROOMS

- We hope you have your room booked.
- If not, please use the link on the Conference website on the Hotel tab and search for a room using the hotel link.
- Transportation will be provided to the evening events from the Delta, the ALT and the Fort Garry hotels.



# WHO YOU CAN EXPECT TO SEE

- Almost 700 registered to date!
  - 165 Tour Operators, representing 78 companies
  - 484 Suppliers, representing 406 companies
  - Allied partners, speakers, guests, and staff make up the difference
  - For a list of companies attending, see the Connect tab on the Conference website



# WHAT'S INCLUDED IN YOUR REGISTRATION FEE

- General Sessions
- All Evening events
- Face-to-face business appointments
- Luncheons each day:
  - Saturday – Annual Conference Welcome
  - Sunday - SYTA Youth Foundation
  - Monday – Presidential Speeches and Best of Broadway
- Education
- For Tour Operators – coffee and/or breakfasts



# SYTA MOBILE APP

- This will serve as your **conference guide and full program**. Printed programs will not be available.
- You can easily access important event information, such as:
  - Complete schedule (events, education, luncheons)
  - Event information
  - Venue maps
- Share your experience and communicate with fellow attendees. The app provides an easy way to connect with fellow attendees, exhibitors, and sponsors.
- Expand your professional network and have fun!
- **\*Your personal business appointment schedule will not be in the app**

# BUSINESS APPOINTMENTS

- 6-minute prescheduled one-on-one appointments
- Ratio of 4 suppliers to 1 tour operator
- Final appointment schedules will be available online on **August 7**
- Suppliers will see their appointments spread over four of the six business appointment sessions. This gives you time to attend education sessions, schedule meetings, catch up on voicemails or take a break
- **In accordance with SYTA's commitment to sustainable practices, there will be no paper schedules. Please plan to [print your own schedule](#) or [bring an electronic version](#)**

# BUSINESS APPOINTMENT HOURS

**Saturday, August 19**

10:00 AM - 12:12 PM  
3:00 PM - 5:12 PM

**Monday, August 21**

10:00 AM - 12:12 PM  
3:00 PM - 5:12 PM

**Sunday, August 20**

10:00 AM - 12:12 PM  
3:00 PM - 5:12 PM

**\*All sessions are open to all appointment takers**

# TIP: RESEARCH COMPANIES WITH WHOM YOU HAVE APPOINTMENTS



Spend time researching your appointments before the show so that you will have a clear idea of who you are seeing and what you need to learn from them



Review company websites, check online profiles, see what past-history your company has had with each client

# TIP: PREPARATION IS KEY

- Prepare a 30-second elevator speech
- Prepare your materials for conference in advance
- Order extra business cards to bring with you
- In effort to be more sustainable, digital sales sheets are available within the appointment portal. Sellers - be sure to upload your file! Consider bringing an iPad or Tablet to show your product, attraction or venue

# BUSINESS APPOINTMENT ETIQUETTE

- Be on time
- End on time
- Be respectful
- Turn phone off
- Ask about a preferred time and manner in which to follow up



# SYTA GUARANTEE

If you have not had the opportunity to meet with a particular tour operator or supplier company, let a member of the SYTA leadership or SYTA team know, and we will arrange a personal introduction for you!





# EDUCATION SESSIONS & TRAVEL TALKS

- Take advantage of the **Education Sessions**. Not only is it great to learn the latest trends from leaders in the travel industry, but this is also a way for you to connect with other members of SYTA. Sessions may count toward earning your Certified Student Travel Professional (CSTP) designation
- **Travel Talks** are unique sessions that allow tour operators to gain in-depth knowledge of a destination, region, or product. In these 30-minute presentations, attendees will gain information and have opportunities to engage in discussion and ask questions all aimed at providing quality education
- **Education** is open to everyone!

# EDUCATION BITES

- If you are unable to attend a session in person, we invite you to participate in [EDUCATION BITES!](#)
- Speakers, industry leaders, SYTA leadership, and others will be available for informal, small discussions to discuss varying topics of interest
- Look for tables set up near SYTA Central and view the schedule in the app for more details

# SCHEDULE OVERVIEW

# THURSDAY, AUGUST 17

- Attendee arrivals
- Registration and Host booth: open 2:00 PM – 6:00 PM
- Volunteer opportunities
- SYTA Youth Foundation: Silent Auction & Chance Drawing Sign Up
- Meet & Greet: 6:00 – 8:00 PM at The Shark Club

# FRIDAY, AUGUST 18

- **MORNING & AFTERNOON**

- Attendee arrivals
- Registration
- Sightseeing Tours
- SYTA Youth Foundation: Silent Auction & Chance Drawing Sign Up

- **EVENING**

- Attendee Orientation and Tour of Showcase Floor
- **Friday Night Rights: Canadian Museum for Human Rights**

# FRIDAY EVENING EVENT



## Friday Night Rights

- Canadian Museum for Human Rights
- Showcasing Winnipeg's artists, makers, diversity, talent, and cuisine
- Special guests and unique experiences!

# SATURDAY, AUGUST 19

- **MORNING**

- Tour Operator Breakfast
- First Timer/New Attendee Get Together
- Student & Youth Travel Showcase
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing
- Travel Talks for Tour Operators
- Business Appointment Session I
- Education Sessions and Education Bites

- **AFTERNOON**

- **Annual Conference Welcome Luncheon**
- Student & Youth Travel Showcase
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing
- Business Appointment Session II
- Education Sessions and Education Bites
- Canadian Tour Operator Reception

- **EVENING**

- SYTA Board of Directors Election Closes
- **Dine Around**

# SATURDAY EVENING EVENT



## Dine Around

- Folklorama
- Block concert
- Group dinners



# SUNDAY, AUGUST 20

- **MORNING**

- Tour Operator Breakfast
- Supplier Session: Tour Operator Panel
- Travel Talks for Tour Operators
- Student & Youth Travel Showcase
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing
- Business Appointment Session III
- Education Sessions & Education Bites

- **AFTERNOON**

- **SYTA Youth Foundation Luncheon**
- Student & Youth Travel Showcase
- SYTA Youth Foundation Silent Auction & Chance Drawing
- Business Appointment Session IV
- Education Sessions & Education Bites

- **EVENING**

- **Assiniboine Park & Zoo**

# SUNDAY EVENING EVENT



## Assiniboine Park & Zoo

- Celebrate Manitoba's history, people and culture
- Nanuk (polar bears) are ready to welcome you!
- Taste indigenous cuisine and experience spectacular performances

# MONDAY, AUGUST 21

- **MORNING**

- Tour Operators & Suppliers: Morning Joe & Education Session
- Student & Youth Travel Showcase
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing (closes at 12:30)
- Business Appointment Session V
- Education Sessions & Education Bites

- **AFTERNOON**

- **Presidential Speeches and the Best of Broadway Lunch**
- Student & Youth Travel Showcase
- Business Appointment Session VI
- Auction Item Pick Up (2:30 – 5:30 PM)
- Education Bites

- **EVENING**

- **Get Ready for NYC! A Closing Night Celebration**

# MONDAY EVENING EVENT



## Get Ready for NYC – A Closing Celebration!

- Hargrave St. Market at True North Square
- Hip-hop themed to celebrate NYC's 50<sup>th</sup> anniversary of hip-hop!
- Including NYC local legend and DJ

# ATTIRE

- Business casual during the day
- Evening events, dress is dependent on activity
- Weather may vary between 75-85 degrees Fahrenheit



# TRANSPORTATION

## Airport Shuttles:

- August 17th shuttle schedule: 9:30 am – midnight
- August 18th shuttle schedule: 9:30 am – 4:30 pm / 5:00pm
- August 22 will run from – 3:00 am – 1:30pm

## Hotel shuttles to Convention Centre:

- Friday: 7:00 – 7:45 AM and 12:00 – 12:45 PM
- Saturday – Monday: 7:00 – 10:00 AM and 3:00 – 5:45 PM

Transportation will be provided for all evening events except for Saturday Dine Around and Monday's evening event (walkable from the Convention Centre)

A shuttle buses will have "SYTA Shuttle Bus" sign in the window

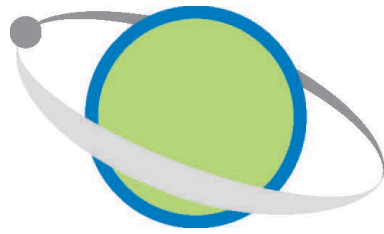
# SYTA CENTRAL

- Your source for information beginning on Saturday
- Will be staffed by SYTA staff, leadership and volunteers
- Get information on:
  - Membership
  - Schedule questions
  - Cast your vote in the Board of Directors election or get your “I Voted” sticker

# BOARD OF DIRECTORS ELECTION

- Voting opens Monday, August 7 and closes Saturday, August 19, at 6 PM Central
- Candidate information available online at [syta.org](https://syta.org) and ballots will be sent via email
- Primary contact for the company is the voting member





syta  
youth foundation



MAKE A  
DIFFERENCE  
TODAY!

# IMPACT A LIFE, FULFILL A DREAM!

- Proceeds raised from the Auction and Chance Drawing provide scholarships and programming for underserved youth to travel as part of their education
- **Silent Auction (online):** Bidders can register online and manage their bids through [OneCause](#). Silent Auction opens August 14<sup>th</sup>.
- **Chance Drawing (onsite):** Conference attendees can purchase tickets in advance or onsite and drop their tickets in the item box of their choice for a chance to win fun prizes.
- Silent Auction and Chance Drawing will close on **August 21 at 12:30 PM**
- Learn more about the SYTA Youth Foundation during the SYF luncheon on Sunday

# BE A VOLUNTEER!

- This is a great way to meet new people and get involved while we are all together onsite
- All attendees are welcome to volunteer to assist SYTA staff and leadership at the 2023 SYTA Annual Conference
- Look for the Call for Volunteers soon!

# WEAR YOUR BADGE

- Your badge is your ticket to all conference events
- Supplier/Sellers will have black neck wallets
- Tour Operators/Buyers will have blue neck wallets
- Ribbons – be sure to pick up your designated badge ribbons from the ribbon table at Registration



# UPCOMING 2023 ANNUAL CONFERENCE WEBINAR

- SYTA Annual Conference Mentor & Mentee Meet Up #2
  - August 3 at 1:00 EDT
- If you are interested in being a mentor or having one to guide you, please contact Amy at [acannon@syta.org](mailto:acannon@syta.org)

## SYTA STRATEGIC PARTNERS



We look forward to seeing you in Winnipeg!

**REMINDER** – Appointment schedules will be available on  
August 7<sup>th</sup>

**QUESTIONS?**