NORTHERN • ONTARIO TOURISM SUMMIT 2026

AGENDA VERSION 1.0

WEDNESDAY, NOVEMBER 4, 2026

7:30 am	Breakfast Sponsored by **Nuclear Waste Management Organization (NWMO)**	Main Ballroom
8:30 am	Tradeshow Floor is open - visit our exhibitors!	Main Ballroom
8:30 am	Program Starts	Main Ballroom
8:50 am	**Keynote Speaker – Dan Kelly, President, CEO and Chair of Canadian Federation of Independent Business**. Dan Kelly serves as CFIB's President and CEO and is the lead spokesperson and advocate for the views of the organization's 103,000 members.	Main Ballroom
10:00 am	**Unlocking NOHFC: How to Turn Your Tourism Idea into Funded Realit –** Presented by Melanie Muncaster, Director of Regional Economic Development at the Ministry of Northern Economic Development and Growth, and Liam McGill, Acting Executive Director of the Northern Ontario Heritage Fund Corporation	Main Ballroom
10:30 am	Coffee Break – Sponsored by **Smoker Craft**	
11:00 am	**From Chatbot to Coworker: Making AI Actually Earn Its Keep** – presented by Mike Jacobs, CEO, The New Business	Main Ballroom
11:57 am	A few words from **Jeff Elgie, CEO of Village Media Inc.**	Main Ballroom
12:00 pm	Lunch – Sponsored by **Village Media**	Main Ballroom
1:00 pm	*Optional Off Site Experience* **— Culinary and Agritourism Product Development in Action:** Culinary Tourism Alliance and Destination Northern Ontario **Cost:** $25 per person added to your full conference ticket – ***Pre-registration required.*** **Transportation:** Bus pickup and drop-off at the Quattro Hotel and Conference Centre Visit our website for full details: northernontariotourismsummit.ca	OFF SITE
	Redefining Paths to Growth in Tourism Careers – Panel Discussion **Moderator:** Andrew Siegwart, President of Tourism Association of Ontario (TIAO) **Panelists:** Dr Jasveen Rattan, Director of Policy & Government Relations, Ontario Restaurant Hotel & Motel Association (ORHMA) to the stage and Lackeisha Currie, Labour Force Development Coordinator, Community Development & Enterprise Services, City of Sault Ste. Marie	Main Ballroom
	Emergency Preparedness: Flood, Fire, Certifications	Erie Room
	Community Engagement through Authentic Storytelling: Indigenous Tourism Ontario Session	Ontario Room
2:00 pm	**Concurrent Sessions**	
	Building Better Relationships: Tourism, Forestry & Resource Stewardship Agreements – Presented by Josh Wilson, Senior Policy Advisor,Tourism Policy Unit within the Ministry of Tourism Culture and Gaming and Laurie Brownlee, Coordinator, Resource-Based Tourism, also from the Tourism Policy Unit within the Ministry of Tourism, Culture and Gaming	Main Ballroom
	Northern Ontario Travel Insights: How to Use the Destination Ontario Insights Portal (DO-IP)	Erie Room
2:30 pm	Coffee Break **Sponsored by TBA**	Main Ballroom
3:00 pm	Main Ballroom **CLOSED** beginning at 3:00 pm for Gala setup	Main Ballroom
3:00 pm	**Concurrent Sessions**	
	Georgian Bay Geopark: Building a World-Class Geotourism Destination – Presented by Jeff MacInnis, Executive Director and Bryan Plumstead Georgian Bay GeoPark Tourism Team	Erie Room
	Networking in the Tradeshow Area – Have you completed your NOTSOPOLY card yet? Now's a great time to connect with exhibitors, do some networking, and collect those stamps!	Tradeshow Floor

LATEST UPDATES

NOTE **– this agenda is subject to change.**
Please refer to our website for latest updates and full agenda details.

VISIT OUR WEBSITE northernontariotourismsummit.ca

SCAN to visit our website

WEDNESDAY, NOVEMBER 4, 2026

3:30 pm	**Concurrent Sessions**	
	ATS Cyber Security: What happened, How to resolve, How to protect. Presented by Sabab Rahman, Algoma Technology Services (ATS)	Erie Room
	Get Involved: WSIB Health and Safety Excellence Program | WSPS – Presented by Jeff Pedlow, Manager of Programs and Services at Workplace Safety & Prevention Services (WSPS)	Erie Room
6:00 pm	Cocktail Hour & Hors d'oeuvres **sponsored by The New Business**	Main Ballroom
6:30 pm	President's & Gala Awards Dinner – Wine **sponsored by Yamaha Motor Canada**	Main Ballroom
10:00 pm	Nature & Outdoor Tourism Ontario's Hospitality Suite – **sponsored by Mercury Marine**	Penthouse Suite

THURSDAY, NOVEMBER 5, 2026

7:30 am	Breakfast Sponsored by **Nuclear Waste Management Organization (NWMO)**	Main Ballroom
8:30 am	Tradeshow Floor is Open - visit our exhibitors!	Main Ballroom
8:25 am	Program Starts	Main Ballroom
8:30 am	**Key Traveller Segments to Northern Ontario:** Fresh Insights from Destination Ontario and Destination Northern Ontario Consumer Segmentation Research	Main Ballroom
9:25 am	Remarks from **Hon. George Pirie, Minister of Northern Economic Development and Growth**	Main Ballroom
9:30 am	**Indigenous Tourism Ontario Session:** Experiential Cultural Tourism, A Meaningful Conversation	Main Ballroom
10:30 am	Coffee Break **Sponsored BrokerLink**	Main Ballroom
11:00 am	**Concurrent Sessions**	
	Tourism Roundtable Discussions – Connect with fellow tourism professionals to share experiences, discuss common challenges, and explore practical solutions.	Main Ballroom
	WMU 13 Moose Research Project Updates	Erie Room
	Access in Action: Programming, Partnerships, and Adaptive Design – Presented by Kerry Lamarche, Executive Director, Kivi Park	Ontario Room
12:00 pm	Lunch – **sponsored by J&B Cycle and Marine**	Main Ballroom
PORTER AIRLINES PRIZE	**Porter Airlines Prize Giveaway** – Thanks to our amazing friends at **Porter Airlines**, we're giving away a very special donated prize during the event! To win, you **MUST** be **present on the tradeshow floor at 12:30 pm** and have **completed your NOTSopoly board**.	Main Ballroom (12:30 pm)

Thank you to our Diamond Sponsors!

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