

# Don't miss Simcoe County's 2014

## Beyond

## The City

## Lights

# Regional Tourism Conference

**Tuesday, April 29, 2014**  
**8:30 AM to 2:30 PM**

### Fern Resort

4432 Fern Resort Rd,  
Orillia, ON  
[www.fernresort.ca](http://www.fernresort.ca)

### \$65.00 per person

Includes taxes, light breakfast,  
lunch, and refreshments

#### Festivals & Events Panel Discussion:

*Keeping Festivals Relevant*

#### Cycling Tourism Panel Discussion:

*Building Cycling Destinations*



### Key Note Speaker: Kelven Tan

**"Crouching Tiger, Listening Heart. Strategic Marketing through Consumer Insights"**

Kelven has dedicated 25 years to working with private businesses and government agencies to grow festivals and events, to build attendance, gain national and international recognition and to be sustainable. His clients include theme parks, leisure attractions, community groups and national organizations. Kelven is a Board Director for the International Association of Amusement Parks and Attractions (IAAPA) and the International Festivals and Events Association (IFEA) and has been recognized on several occasions for his service to these associations. Kelven moved to Canada in 2010, and he is now bringing his knowledge and expertise to Canadian event managers, including his new hometown of Coquitlam, where he is on the advisory panel for Celebrate Coquitlam.



Simcoe County Rural Tourism Conference

For more information contact:

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### Organizing Committee Partners

