

Tools for Successful Partnership 2009



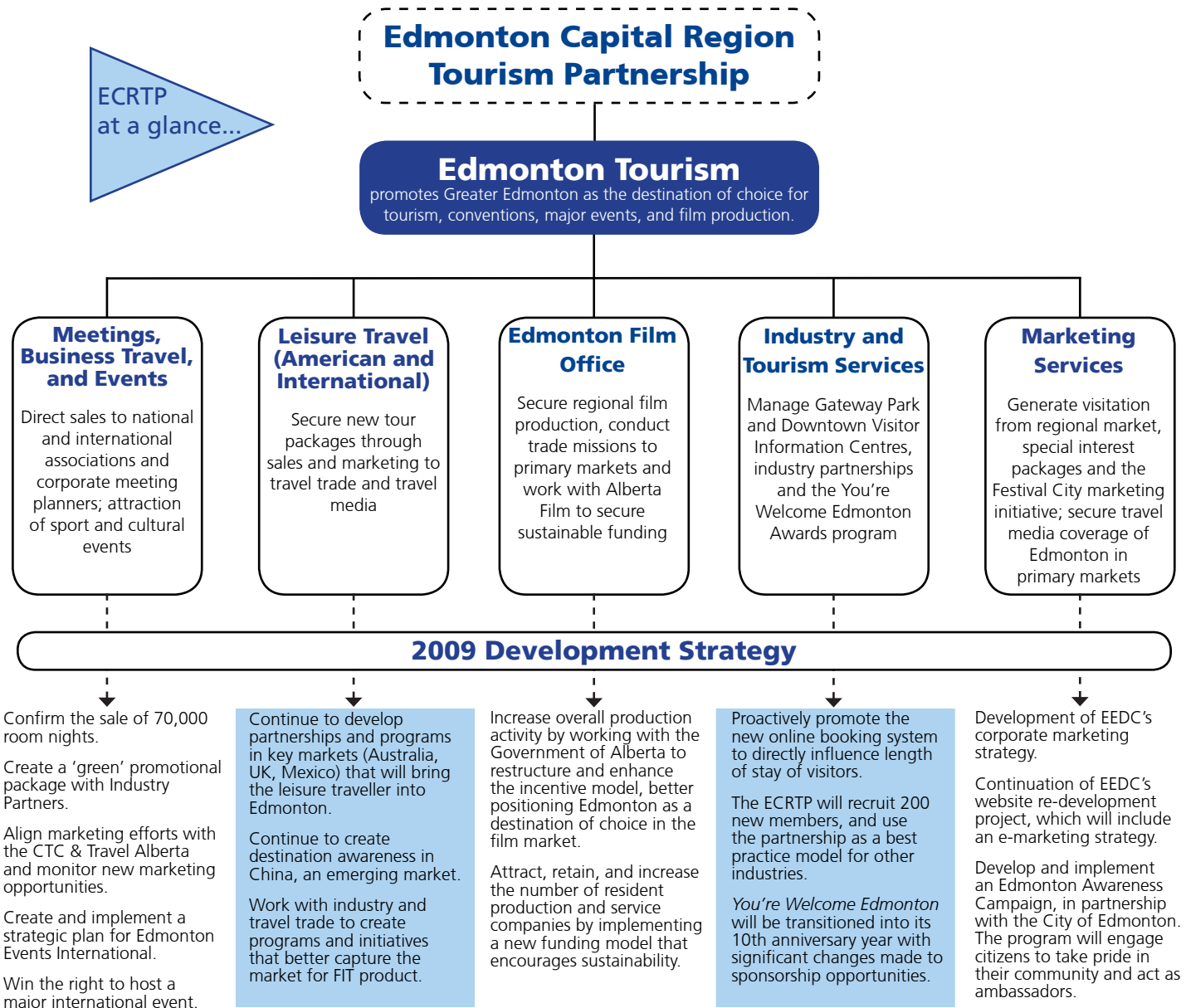
For over a decade, the Edmonton Capital Region Tourism Partnership (ECRTP) has been **“One unified and strong Voice for Tourism.”**

The ECRTP is governed by the Tourism Partnership Council (TPC), an industry-led advisory body responsible for recommending policy and setting strategic direction for regional tourism initiatives. The TPC consists of twelve appointed members and seven elected members from various sectors of the tourism industry. It provides marketing, advocacy, education, and networking support for Industry Partners.

Our Vision... *“For Greater Edmonton to be a must-see tourism destination.”*

Our Mission... *“Working as a team, establish an environment in the Greater Edmonton Region that encourages and fosters tourism partnership opportunities.”*

Our Goal... *“To promote Greater Edmonton as the destination of choice for tourism, conventions, major events & film production.”*



Mark Your Calendar!



Upcoming Breakfast Mixers

Wednesday, February 25th
Ramada Hotel & Conference Centre

Wednesday, March 25th
Coast Edmonton Plaza

9th Annual You're Welcome Edmonton Awards



Wednesday, April 22nd
Francis Winspear Centre for Music

You're Welcome Edmonton Frontline Training

Wednesday, February 25th

Wednesday, May 27th

Wednesday, September 30th

Wednesday, October 28th

10th Annual Edmonton Tourism Golf Classic

Tuesday, August 11th
RedTail Landing Golf Club



Maximize Your Industry Partnership Benefits Now!

4 QUICK TIPS...

- 1. Take the time to read what we send you.**
We send a substantial amount of information on various initiatives to you throughout the year - don't miss out on a great opportunity to better reach your customer!
- 2. Educate us about your organization.**
Make a presentation at a monthly Edmonton Tourism staff meeting to better enable us to refer qualified business your way.
- 3. Take advantage of networking events.**
Breakfast Mixers, training sessions, the *You're Welcome Edmonton* program and our Annual Golf Classic offer great opportunities for you to interact with leaders in the industry.
- 4. Keep us informed of any changes.**
Always tell us about any changes within your business - whether it's a contact update or a new service, let us know. Be sure to send your updated brochures to our VICs so we can effectively market to visitors.

Industry Partner Updates

2009 Code of Business Practice & Window Sticker



Keep your eyes on your mailbox... the updated Industry Partner Codes of Business Practice and window stickers will be distributed to partner organizations throughout early 2009.

We Want to Get to Know You!

Give Edmonton Tourism staff a first-hand account of what your business is all about! The best way for us to optimize partnering opportunities with our Industry Partners is to hear what they are up to first-hand in a presentation during one of our staff meetings. Please contact Carol Donahue at (780) 917-7628 or cdonahue@edmonton.com to find out what upcoming meeting dates are available for Partner presentations.

You're Welcome Edmonton Interview Week 2009

Thanks to the great feedback from nominees and their employers, *You're Welcome Edmonton* Interview Week will take place in 3 locations once again this year. Interviews will be scheduled at the Shaw Conference Centre, the Mayfield Inn & Suites, and the Edmonton Research Park to enhance ease of interview location access for the nominees. We will require interviewers with a managerial and/or HR background for all three spots so please stay tuned for the official interview call-out. Interview Week will run through March 19th, 20th, and 23rd in 2009.

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