

INVESTING IN THE DEVELOPMENT OF MANITOBA'S TOURISM INDUSTRY 2021



Join tourism stakeholders in Manitoba for a series of inspirational and engaging training sessions, as we navigate out of this COVID storm and into a new future for tourism in our province, the country and the world.

As a part of their Feasibility Project, the Working Group of the Tourism Industry Association of Manitoba (TIAM) committed to delivering relevant training and development opportunities to inspire new thinking and understanding during COVID recovery and beyond.

COFFEE and COVID CHAOS: Surviving the Worst Storm of our Lives and Living to Tell the Tale(s)

Join Manitoba's own Eleanor Coopsammy and four diverse industry leaders from home and away to share COVID survival stories from the edge.

This interactive 1.5 hour event will present the good, the bad and the ugly from local and national operators with truth, humour and insights for the future.

Wednesday, September 22

8:00 - 9:30 am CST

Cost: Free of Charge
Registration Required

To register [Click Here](#)

Tourism Operator One-on-One Coaching

On a first-come first-served basis, Manitoba Tourism Education Council (MTEC) will be offering **free** 3-hour counselling sessions to up to 25 tourism businesses in Manitoba.

Your commitment:

- to complete a short pre and post evaluation, and
- make a commitment to do one new thing inspired by the sessions for your business.

Sample areas for coaching could include pivoting your business, local marketing, social media strategies, working through partnerships and experience development and more.

Starting week of **September 20, 2021**

Call MTEC to book a counselling session: [204-957-7437](tel:204-957-7437)

MTEC Workshop Series

In response to the online survey hosted by TIA Manitoba, MTEC has designed two **free**, three-hour interactive training sessions that will be delivered through ZOOM webinars. Registration will be limited. They include:

1. Innovation and Reinventing Your Business (October 25, 9:00 - Noon)

Pivoting for the Short and Long Term Survival of Your Business: Training is about accurately understanding our current situation from multiple perspectives, how to access the situation and having a Plan B.

To register [Click Here](#)

2. Marketing Your Business in Challenging Times (October 20, 9:00 - Noon)

How to access the market and adjust your strategy, things to avoid, getting creative and taking decisive action and positioning your business for recovery.

To register [Click Here](#)