



## Webinar Recordings

Happy Friday!

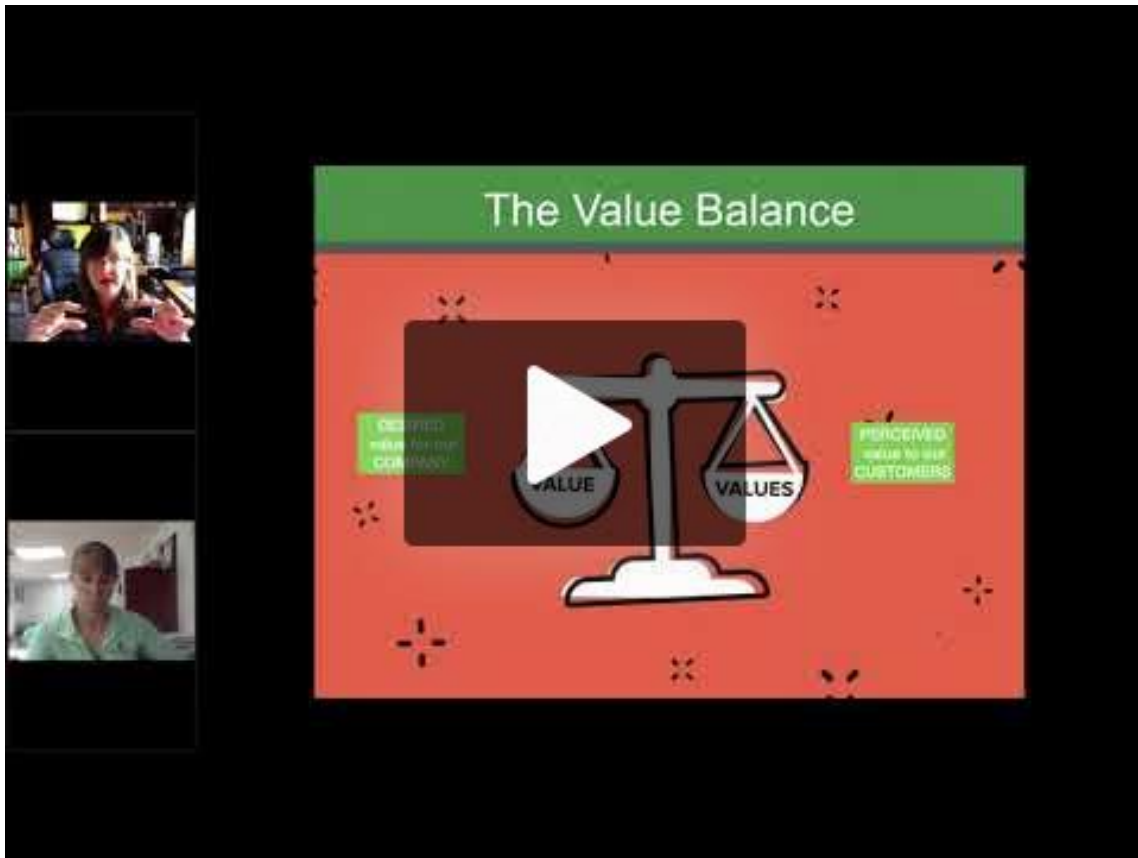
We have been busy these past couple of weeks with back to back webinars! We chatted with marketing and tourism experts on topics such as, **Providing Traveller Value, Reputation Management, and Attracting Tourist Through Partnerships and Itineraries.**

If you weren't able to make it to our webinars, or need a refresher, you can access the recording down below.

Please feel free to pass these along to any colleagues who may be interested!

Thank you.

**What are some topics you would be interested in learning more about?  
Reply to this email to let us know!**



## Providing Traveller Value As Tourism Slowly Reopens

Nancy Arsenault, Managing Partner at Tourism Cafe joins our webinar for an informative and timely presentation addressing what "traveller value" in the current COVID 19-era means.

[WATCH HERE](#)

**Top Most Trusted Brands 2020**

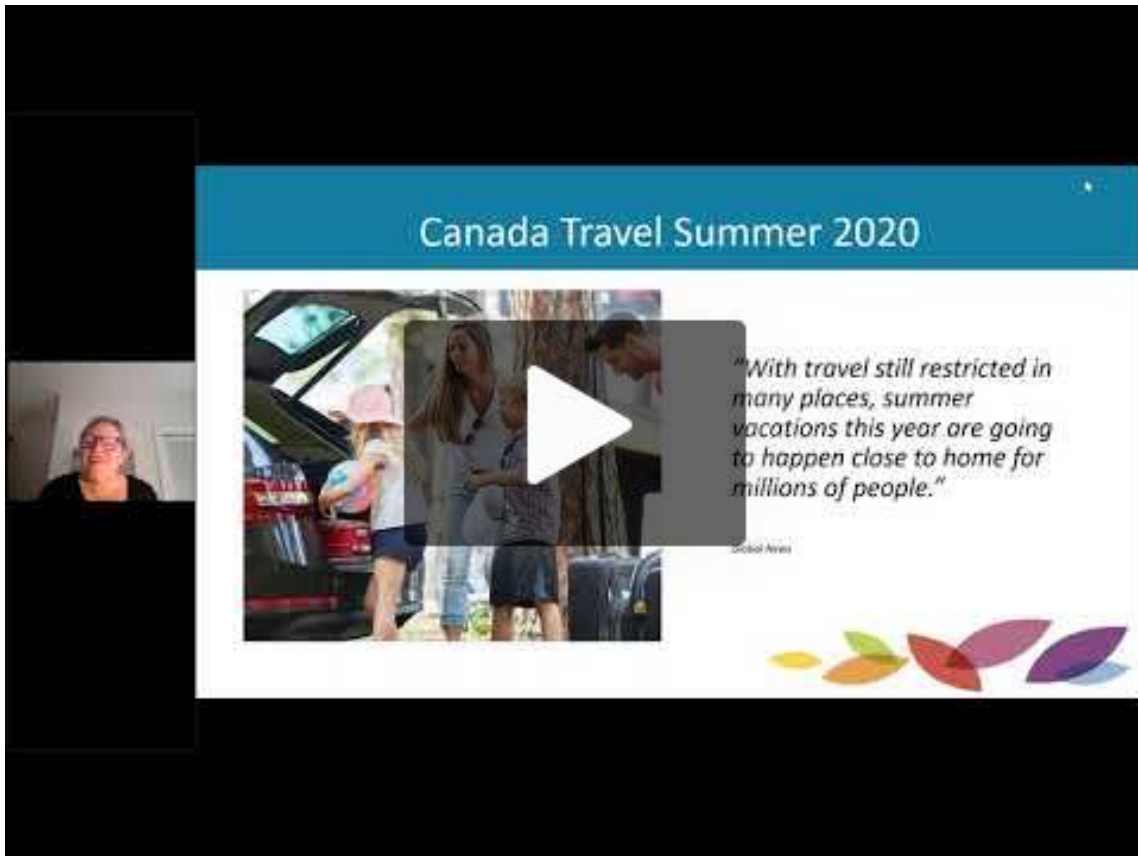
Rank 2020	Brand	Score	Rank 2019	Brand	Score
1	MEC	8.8	2	Canada's Fire	8.7
2	Canadian Automobile Association	8.7	8	Shoppers Drug Mart/Pharmaprix	8.6
3	Costco Wholesale	8.4	9	Home Hardware	8.4
4	Dyson	8.3	5	LEGO	8.3
5	Home Depot	8.2	0	BOSE	8.1
6	SONY	8.1	0	BAND-AID	8.1
			9	Xerox	8.0

**Gustavson School of Business**

## Reputation Management During Crisis

In this webinar, Beattie Tartan Managing Director, Deirdre Campbell, will speak on the steps tourism and hospitality businesses should take to maintain a trusted brand during a global crisis.

[WATCH HERE](#)



## Attracting Ontario Tourists Through Innovative Partnerships and Itineraries

We were pleased to partner once again with Eva Gutsche from STEM Consulting. This webinar will help businesses understand who their short-term Ontario-based customer could be, how to adjust your product offering, and how to create unique local itineraries to appeal to that market.

[WATCH HERE](#)

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