



SITE Canada Education Day - Sustain Your Future

Wednesday, November 21, 2007 Sheraton Centre Toronto

10:30 - 11:00am: Registration (Coffee/ Tea/ Cookies)

11:00 - 12:30pm:

Topic #1: Tapping the Iceberg - Tim Cork

Most people tap very little of their natural potential, leaving many strengths under-developed and under-utilized and many opportunities unrealized. If you're like most people, your greatest talents will remain below the surface, like an iceberg with 90% of its mass under water. Yet this is what must be tapped if you are to realize all the possibilities of your own life.

The question is, how are you going to tap all that strength and potential to achieve your success? Tim believes the answer is through the Straight A's of Attitude, Aptitude, and Action. It is not a matter of understanding or perfecting any one of the Three A's; it is about practicing and excelling in all three of them in your everyday life. When you have all Three A's in synch, you will have mastered the formula for success.

You will be introduced to a number of powerful concepts that will change the

way you feel about yourself, the way you conduct business, and the way in which you interact with people on all levels. Tim will show you how to fuel your dreams with passion, fly with the eagles and ignite your energy from within. Most importantly and the true secret to success is having an Attitude of G7 (give, give, give, give, give and give again) everyday in everything you do. The true law of attraction is initiated through genuine enthusiasm which is the contagious ingredient for success.

Tapping the Iceberg is your guide and coach, providing you with a timeless blueprint for learning and living the Straight A's approach to life.

12:30 - 1:30pm: Lunch

1:30 - 3:00pm

Topic #2: Sustainability/ Carbon Emissions - Jacqueline Kuehnel

Greening My Business and My Client, deepens the understanding of key issues surrounding climate change and the emerging green trend. This session will address how business operations, demand and supply for incentive travel will be impacted by global warming and a more environmentally aware client.

The challenges posed by a changing environment, and also the many opportunities, will provide context for the business case for taking action. Key questions such as: what is my operational impact, how can I mitigate it, what do I need to do, how much will it cost me and how will I add value to my client, will be explored.

On the demand side, shifting attitudes towards the impact of travel and event planning will be addressed through questions such as: what do I need to know to offer a green event, how do I market myself as a responsible enterprise, and how can I innovate and differentiate my services. Partnering with suppliers who provide green products and services is essential. This session will provide an overview of how to source suppliers ranging from hotels to bio degradable cups.

Transforming towards a green business model is a journey which requires time and effort. It is no longer a nice thing to do. It is a strategic long-term decision to meet the demands of a changing travel market.

Sponsored by:



THE WESTIN

ST. MAARTEN
DAWN BEACH
RESORT & SPA



Sheraton Centre
Toronto
HOTEL



Wednesday November 21, 2007

SITE Canada Education Day

Please send cheque and registration to: SITE CANADA, 6519-B Mississauga Road, Mississauga, Ontario L5N 1A6 Tel: (905) 567-7190 Fax: (905) 567-7191

_____ Member _____ Non-Member

Name: _____

Company: _____

Guest Name: _____

Guest Company: _____

Address _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-Mail: _____

Dietary Restrictions: _____

Cheque Enclosed

Visa/Mastercard/Amex _____

Expiry Date: _____ Signature: _____

Cancellations must be received in writing prior to November 19 to qualify for a refund.

No Show - Full Fee.

Location:

Sheraton Centre Toronto Hotel,
123 Queen Street West

Time:

Wednesday November 21, 2007
10:30 a.m. - 3:00 p.m.

Fees: Before Monday, Nov 19

Member \$65.00

Non-Member \$75.00

After Monday, Nov 19

Member \$75.00

Non-Member \$85.00

(Includes GST #125399790)

Society of Incentive & Travel Executives (SITE Canada)

www.sitecanada.org