



## **Product Development Day - “Delivering on the Promise”**

Mark your calendars for the 5<sup>th</sup> Annual Provincial Product Development Day - **April 25, 2007** at the Westin Nova Scotian in Halifax!

The Nova Scotia Tourism Partnership Council and the Department of Tourism, Culture and Heritage are pleased to present this interactive and in-depth workshop designed to assist community leaders in their efforts to advance Destination Development.

The answer to creating successful community brands lies in making and delivering on a valued promise. This year’s workshop will feature Bill Baker of Destination Management Inc., based out of Portland, Oregon. Bill will show you how to develop and bring community brands to life through product, ensuring your visitors have outstanding experiences, and delivering on your promise. This fast-paced, humorous, and high-content program will include presentations, Q & A’s, and round table discussions and exercises to provide you with a variety of learning opportunities. You will also receive templates and checklists ready to use when you return to your area.

Bill Baker is recognized internationally as an expert and pioneer in building brand recognition for countries, cities, and regions. With more than 30 years experience in more than 25 countries, Bill has been directly involved in some of the most exciting and successful destination marketing campaigns including Australia’s highly acclaimed “*Shrimp on the Barbie*” which he directed for seven years. He also produced tourism marketing and branding strategies for the Sydney 2000 Olympic Games, as well as destination branding for countries such as Australia, Hong Kong, Macau, Saudi Arabia, and many cities and regions throughout the United States.

Where possible, this workshop will follow “**Green**” principles. Please check with others in your area for opportunities to car/van pool when traveling to Halifax. There is no charge to attend, however, to help offset the environmental impact of your travel to the workshop, TIANS will be on hand accepting \$10 donations towards “Communities in Bloom”. This Canadian beautification program provides information and education, and awards Bloom Ratings for achievement in floral displays, landscapes, turf, urban forestry, community involvement, heritage conservation, environmental awareness and tidiness.

Space is limited, so **REGISTER NOW** by visiting [www.nstpc.com](http://www.nstpc.com) or by calling (902) 424-3908. Spread the word to colleagues and industry stakeholders and be part of this exciting workshop.