

Simcoe County Rural Tourism Conference**Harness the Power of Online Social Networking**Sofie Andreou
& Associates**Creating the WOW Customer Experience**syer
hospitality group inc.

Wednesday, April 28, 2010 - 8:30 am to 2:00 pm
 Brooklea Golf & Country Club
 8567 Highway #93, Midland

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|---------------|--|
| 8:30 – 9:00 | Registration / Networking |
| 9:00 – 10:00 | Sofie Andreou– Social Networking |
| 10:00 – 10:30 | Break / Networking |
| 10:30 – 11:30 | Sofie Andreou cont. |
| 11:30 – 12:00 | Tourism Simcoe County Update |
| 12:00 – 1:00 | Lunch / Networking |
| 1:00 – 2:00 | Teresa Syer– Creating the WOW Customer Service |

Registration Form

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|---|---------------|
| COMPANY/ORGANIZATION: | |
| ADDRESS: | |
| CITY: | POSTAL CODE: |
| PHONE: | FAX: |
| EMAIL: | CONTACT NAME: |
| SECTOR: <input type="checkbox"/> Accommodation <input type="checkbox"/> Attraction <input type="checkbox"/> Event <input type="checkbox"/> Public <input type="checkbox"/> Service <input type="checkbox"/> Other | |

Please check applicable boxes below:

Registration Fee and Payment:

\$60.00/person - tax included - Light breakfast, lunch and refreshments

Limited Seating Available - REGISTER TODAY!**Payment Options:** Invoice Credit Card

| | |
|--|------------|
| Credit Card Type: <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD | |
| Expiry: | Card #: |
| Cardholders Name: | Signature: |

Registration & Cancellation Policy

Due to limited seating registration must be pre-paid. Regrettably, we are unable to offer any refunds; however substitution is welcomed at any time.

**Fax completed registration to 705.728.9130****Tourism Simcoe County**Phone: 800.487.6642 Email: gayle.mckay@simcoe.ca*Please note all registered participants will receive a confirmation by email.*

Harness the Power of Online Social Networking



Increase your company's revenue and client base through the power of Internet Social Networking.

- Learn to measure the success of your efforts
- Learn to connect these different social medias together and create your own WEB to capture your clients
- Walk away with a workbook to help you sustain your own efforts

Sofie Andreou M.Eng & Associates is the creator of the Online Business Principles course and seminar series. She presents her seminars to over 100 business owners monthly, and lectures at both Trent and Toronto Universities. For 15 years Sofie held senior roles with Sales, Engineering and Client Support teams at Bell Canada. Sofie then became a senior member of Ericsson North Americas Professional Services team, securing North American Partnership. Next, Sofie was recruited as the Chief Operating Officer at a new public high-tech company. Sofie helped grow that company from 8 to over 30 people & was a part of the Executive team who helped them find their public legs & new markets. From 2001 to 2004 Sofie was a member of the Board of Directors of Mobile Climate Control Incorporated, a 78 million dollar Multinational Public Company. This Hands-on Public Board position helped with international acquisitions and mergers transitioning the company to sustainable profits.

In 2003, Sofie became a Partner with YLM, The Breken Group, focusing on bringing online Economic Development Toolsets and Business Data to over 50 Municipalities and 2 Provinces across Canada, and recently, into the Country of Algeria. Over 121 communities are utilizing the YLM Online Business Data Toolsets and Directories, and 1,000s of businesses are leveraging their Online Business Solutions.

Sofie is recognized as a leader in both International Economic Development and Online Business communities, and is a sought after speaker in those circles. Sofie's Leveraging the Power of the Internet Seminar series is currently booked to be delivered in over a dozen communities in the next few months.

Sofie holds an Honour in Computer Science degree from the University of Windsor Ontario, and her Masters of Engineering, in Information Systems is from the University of Toronto.

Sofie has completed four 1/2 marathons in the last year and a half! Her further passions include travel, dogs, horses, seminars, and inventing the future with both her students and business owners!

Creating the WOW Customer Experience



Today more than ever, small business owners need to further enhance the hospitality experience in order to differentiate themselves from the competition. Your staff has to be able to personalize each guest experience.

There is no question that a customized guest experience is the key to repeat business and a healthier bottom line. It seems like many

companies have implemented steps for improved service but they don't offer the 'wow'.

This session will introduce no-cost customer service ideas that are easy for staff to execute and help make customers feel the 'wow!' Learn to create a memorable event that is so unusual that your customers will be compelled to tell others.

Theresa Syer's impressive career spans more than two decades and includes all aspects of hotel senior management. An unapologetic optimist, she inspires and empowers hospitality partners to make a personal guest experience in an effort to differentiate themselves from the competition. A successful entrepreneur, Theresa is the founding partner of the Syer Hospitality Group Inc., leading experts in the Guest Experience. Theresa is a leading consultant that helps hospitality partners differentiate themselves through superlative customer service and in deliver their brand through their people. She works with the industry's most respected brands of hotels and resorts to perform Guest Experience Measurement and Customized Training Solutions. She works with clients to ensure they are creating a memorable guest experience for their guests that will have them coming back for more. Theresa is also a professional speaker and proud member of both CAPS (Canadian Association of Professional Speakers) and NSA (National Speakers Association). She has been a keynotespeaker at some of the industry's leading educational conferences. A former Director of Sales & Marketing with Sheraton Hotels, and Regional Director of Sales & Marketing for GGS Holdings Inc. (hotel management co), her honours include Sheraton Canada's Sales & Marketing Award, Sheraton's Manager of the Year and numerous Adrian Advertising Awards from HSMIA (Hospitality Sales and Marketing Association International). In addition, she was recognized with the prestigious Greater Hamilton Economic Development Lifetime Achievement Award. Theresa's services and powerful message invigorates teams to shake off mediocrity, master the guest experience and out shine the competition!

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