

## The Vancouver, Coast & Mountains Tourism Region and The Forum present:

### The Forum Series for Women Entrepreneurs in Tourism

***Applicant Information Package - [Apply Here Today](#)***

*Take part in an immersive virtual program aimed at helping participants  
recover, adapt, and continue to build resilient businesses.*

APPLICATIONS NOW OPEN

## The Forum Series for Women Entrepreneurs in Tourism

**THE  
Forum** X **VCM** VANCOUVER, COAST  
& MOUNTAINS  
TOURISM REGION



### **Program Overview:**

The pandemic has presented challenges for BC's tourism industry, especially in the Vancouver, Coast & Mountains (VCM) tourism region, as we rely heavily on domestic and international visitation. Women- and Indigenous-led businesses and entrepreneurs have been hit especially hard.

The VCM team, managed by Destination BC, is dedicated to working with our tourism and government partners to build back better. In support of this, VCM is collaborating with [The Forum](#), a BC-based national charity whose mission is to provide self-identified women entrepreneurs with the resources and community they need to succeed in business.

Entrepreneurs play an important role in our economy, and small businesses make up the foundation of our province. Through this partnership, VCM and The Forum are offering expertise and resources to support women entrepreneurs in tourism.

The free, application-based virtual program will take place in January 2022 over two days on:

- **January 13, 2022, from 9:00am to 4:00pm PST; and**
- **January 20, 2022, from 9:00am to 12:30pm PST**

Applications can be submitted [here](#) and will be accepted until December 15, 2021 at 4:00pm PST or until all available spots have been filled. You are advised to apply early as applications will be reviewed on a rolling basis.

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### **Eligible Participants**

This program is offered free of charge, and spaces are limited. We encourage early applications from entrepreneurs who fit the criteria below:

- Applicants must be self-identified women business owners or co-owners, or an employee in line to lead the business. Applications from businesses owned by Indigenous peoples, people of colour, and youth (under 30) are especially encouraged to apply.
- Applicants' business must be a BC-based tourism business. Preference will be given to Vancouver, Coast, and Mountains Tourism Region-based businesses and/or those whose product or service is regularly available for purchase within the Vancouver, Coast & Mountains Tourism Region.

- Applicants must be legal residents of Canada.

Those who have founded or operate businesses that relate to tourism attractions or experiences will find this program helpful—no matter the stage or size of their business.

This includes entrepreneurs whose businesses provide tourism-related products and services including:

- Accommodation
- Activities and Experiences
- Attractions
- Culinary Experiences (winery, brewery, cidery etc.)
- Festivals & Events
- Other

### **What to Expect**

A series of live seminars and breakout sessions will be led by industry experts and seasoned entrepreneurs. Participants will be able to connect with a community of women entrepreneurs whose businesses provide tourism-related products and services, and uncover their next business steps through targeted learning modules that are catered to the tourism industry. Live sessions will be recorded and made available for participants to review on their own time after the program finishes. Topics covered include Operations, Marketing, HR, and Leadership. Several learning modules offer various breakout sessions, so that you can attend the session that most meets your needs.

The half-day *Mindset and Mindshare* session that follows will give participants the chance to follow up with other participants after they've taken some time to map out their next steps. The *Mindset and Mindshare* session will provide space for collective ideation and problem-solving across the community.

### **Key Features**

#### **Subject Matter Experts and Experienced Entrepreneurs**

Receive guidance from professionals who understand the current landscape and have relevant, first-hand experience.

### **Live Virtual Sessions**

Combining the immersive qualities of a conference with the convenience of online engagement, participants can join in from home or otherwise, while connecting with other tourism entrepreneurs in the VCM region.

### **Recorded Learnings**

After the program, participants will have access to recordings of each session, allowing them to dive deeper into specific topics on their own time.

### **Community**

One of the greatest barriers women entrepreneurs face is building a support network. The Forum's community is made up of industry experts, entrepreneurs, and their supporters—giving participants access to advice and support that facilitate professional growth.

### **Subsequent Guidance**

After a full day of live sessions, participants will be given time to reflect on their takeaways and reconnect at the half-day *Mindset and Mindshare* session. Continued guidance is also available through The Forum's [Mentor Program](#).

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## **FAQs**

### **When will the program take place?**

The full-day program will run on January 13, 2022 from 9:00am to 4:00pm PST, with breaks in between the live sessions.

The half-day *Mindset and Mindshare* program complements the first part of the program and will run on January 20, 2022 from 9:00am to 12:30pm PST.

### **Why should I take part?**

Entrepreneurs whose businesses provide tourism-related products and services (e.g. accommodations, activities & experiences, attractions, festivals & events, culinary experiences) will leave with a deeper understanding of how they can tackle some of their most pressing business challenges.

You'll be taught by a faculty of seasoned professionals and entrepreneurs through live sessions and collaborative breakout sessions, with plenty of guidance provided so that you can implement what you've learned as you evolve and grow your business.

At the same time, you'll be surrounded by fellow tourism entrepreneurs, and The Forum's many supporters who want to see you succeed. They'll inspire you, create with you, and cheer for you as you reach your next milestone.

### **What requirements does my business need to meet for my application to qualify?**

Applicants must be self-identified women business owners or co-owners, or or an employee in line to lead the business.

Your business must provide tourism products, experiences, and/or services, and can include accommodation, activities and experiences, attractions, culinary experiences, and festivals & events.

Your business does not need to be of a particular size to qualify, as long as your business is already established—all entrepreneurs who meet the requirements listed above will benefit from this program and are welcome to apply.

Preference will be given to applicants from the Vancouver, Coast and Mountains (VCM) tourism region. Applicants from other regions are encouraged to apply and may be able to gain access to available spaces on a first-come-first-served basis.

### **When is the application deadline, and what do I need to apply?**

Applications can be [submitted here](#) and will be accepted until December 15, 2021 at 4:00pm PST or until all available spots have been filled. You are advised to apply early as applications will be reviewed on a rolling basis.

### **How is this program delivered?**

Everything is done virtually, so you can participate from any location that's convenient to you. All recordings and resources will also be available digitally, allowing you to revisit the material after the sessions.

### **What do I need to participate?**

To participate, you'll need access to a computer with stable internet access and a webcam for group video sessions.

During the program we will also use the following free programs:

- [Zoom](#) (for live seminars)
- [Thinkific](#) (for session recordings)

### **What if I struggle with online learning?**

Making sure our programs are accessible to everyone is incredibly important to us. Here are the ways we've designed the program to support you:

- The program components are simple to access and require no paid apps or computer programs.
- Closed captioning is available during live sessions and on recorded content.
- Program sessions are delivered live and offer time for Q&As with the presenters, so that you have the opportunity to ask questions in the moment.
- All sessions are recorded and made available to you afterwards, so if you want to watch or rewatch any of the sessions, you're welcome and encouraged to do that.

### **What is the *Mentor Program*?**

The Forum's *Mentor Program* gives both new and established entrepreneurs the opportunity to receive personalized insights and guidance from a mentor who has a proven track record. Mentors provide ongoing support, motivate you to stay accountable, and help you to make the most of your time and money. Learn more about the program [here](#).

Note that the Mentor Program is not included as part of your free access to this Program.

### **Who can I contact with questions?**

Please contact Tamara Connell, Program and Community Manager at The Forum, with any question you may have at: [tamara@theforum.ca](mailto:tamara@theforum.ca)