

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

## The Forum Series for Women Entrepreneurs in Tourism

### *Applicant Information Package*

*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



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### **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 4:00pm PST on January 6, 2022 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 whose product or service is regularly available for purchase within BC.
- 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.

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.

A summary of the planned agenda for each day is included below:

January 13, 2022

Time	Topic	Speaker(s)
9:00am	Welcome & Introductions	
9:30am	Opening Keynote Presentation	<a href="#">Michelle Ng</a> , Granville Island Delivery Co. / Vancouver Foodie Tours
10:00am	Operations Breakout 1: Contact Management Systems	Speaker TBD
	Operations Breakout 2: Financial Management Systems	<a href="#">Jacinthe Koddo</a> , Koddo and Co.
	Operations Breakout 3: HR Systems	<a href="#">Michelle Clayton</a> , Visier / BC Place Stadium
11:00am	Panel Discussion: HR Challenges and Opportunities	<a href="#">Kirby Brown</a> , Sea to Sky Gondola <a href="#">Mandy Farmer</a> , Accent Inns / Hotel Zed <a href="#">Arun Subramaniam</a> , go2HR <a href="#">Nicole Smith</a> , Flytography (Moderator)
12:00pm	Lunch Break	

12:30pm	Marketing Breakout 1: (Re)Defining Your Customer Profiles	<u>Annie Wise</u> , Sunshine Coast Tourism
	Marketing Breakout 2: PR & Media on a Budget	<u>Kaylyn Storey</u> , SMC Communications
	Marketing Breakout 3: Email Marketing – Owning Your Audience	<u>Samantha Renée</u> , Shopify / Brands by Samantha Renée
	Marketing Breakout 4: Social Media Strategies to Stand Out and Sell Online	<u>Emily Chow</u> , Emily Chow Marketing
1:30pm	Access to Capital Breakout 1: Debt	Speaker TBD
	Access to Capital Breakout 2: Grants	<u>Stephanie Sang</u> , Granted
	Access to Capital Breakout 3: Equity	Speaker TBD
2:30pm	Leading During Uncertain Times	<u>Dr. Thara Vayali</u> , Vayali Health Consulting
3:15pm	Community Discussion and Digestion	
3:45pm	Next Steps & Closing	

January 20, 2022

Time	Topic	Speaker(s)
9:00am	Welcome & Landing	
9:30am	Opening Keynote Presentation	<u>Teara Fraser</u> , Iskwew Air
10:00am	Orientation to the Mindset and Mindshare Process	
10:10am	Mindset and Mindshare Breakouts - Block 1 <ul style="list-style-type: none"> <li>• Participant-led Challenges by Theme: <ul style="list-style-type: none"> <li>○ Pivots / Business Strategy</li> <li>○ Marketing &amp; Communications</li> <li>○ Human Resources</li> <li>○ Others, based on interest</li> <li>○</li> </ul> </li> </ul>	Participant-led challenges in breakout rooms
11:15am	Mindset and Mindshare Breakouts - Block 2	Participant-led challenges in breakout rooms
12:15pm	Closing Reflections & Celebration	

## 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 from across the province.

### **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 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.

Applicants' business must be a BC-based tourism business whose product or service is regularly available for purchase within BC.

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

Applications can be [submitted here](#) and will be accepted until 4:00pm PST on January 6, 2022 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)