

TOURISM FERNIE ANNUAL GENERAL MEETING

Networking Reception & Guest Speaker



Thursday, June 16, 2015, 8:30am - 11:00am at Park Place Lodge

AGENDA

8:30am: Networking and breakfast

9:15am: Formal AGM Business

1. Welcome, Acknowledgements and Call to Order
2. Motion to approve agenda
3. Motion to approve minutes from the 2015 AGM
4. Motion to approve bylaw changes:
 - a. Change bylaw 7.7 as follows:

From current wording: The fiscal year for all financial accounts of the DMO shall be the first day of April to the last day of March of each year.

To: The fiscal year for all financial accounts of the DMO shall be the first day of January to the last day of December of each year.
5. Presentation of Audited Financial Statements: Gerald Price, GPI Accounting
6. Motion to approve Audited Financials
7. Motion to approve Auditor for 2016
8. Annual Report & Highlights of Strategic Plan: Jikke Gyorki, Executive Officer
9. Election of New Directors: Electoral Officer – Graeme Nunn, Rockies Law
10. Introduction of Directors for 2016
11. Announcements & Recognitions
12. AGM business portion concludes – Motion to adjourn

10:15am: Networking Break

10:30am: Guest Speaker

**PRESS +
POST**



The Evolution of Brand Storytelling : Real Time Moments or Bust

by Kimberley Hill from **Press + Post. The Social School**

Digital media is forever changing the marketing and business landscape. Always-on content is where it's at - real-time moments that give brands the power to deeply connect to travellers seeking inspiration for their next trip. In this session, we'll explore the evolution of brand storytelling, looking at some key case-studies of travel brands doing awesome things to share their unique stories, as well as imparting some practical tips and tricks for you to get in the 'human-to-human' digital game.