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## Market Canada to the world by leveraging the internet!

Michele McKenzie, President & CEO of the Canadian Tourism Commission (CTC) invites provincial and destination tourism marketing organizations to join the first CTC E-marketing summit on May 15, 2006 in Ottawa, Canada

### Keynote speakers:

**Peter Yesawich**, Chairman & CEO of YPB&R

**Ron Andruff**, President & CEO of Tralliance Corp.

**Claude Guay**, Senior Strategic Analyst, Phocuswright

**Anna Pollock**, VP Strategy, CTC

**Greg Klassen**, VP Marketing, CTC

**Jens Thraenhart**, Executive Director, Marketing Strategy & CRM, CTC

### Roundtable Discussions will be facilitated by:

**Claude Guay**, Senior Strategic Analyst, Phocus Wright

Request your invites - [chan.mimi@ctc-cct.ca](mailto:chan.mimi@ctc-cct.ca) or call 1.604.638.8402

### Look forward to seeing you in Ottawa!

#### **Jens Thraenhart**

Executive Director, Marketing Strategy & CRM  
Chair, CTC E-Marketing Summit 2006



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## Mark Your Calendar for the First Canadian Online Travel Conference!

**Online Revealed Canada** [www.onlinerevealedcanada.com](http://www.onlinerevealedcanada.com) is a forum with a uniquely Canadian approach to the ever-changing online marketplace and what it means to hospitality suppliers, vendors, hotel groups, individual hotels, tourism operators, travel intermediaries, agencies and other Canadian Travel Professionals.