

# THRIVE Summit

Tuesday, May 14, 2024 | Blyth Memorial Community Hall

## 8:30-9:00am - Registration and Social (Main Lobby)

9:00am Festival Theatre	<b>Welcome and Introductions</b>
9:20-11:00am Festival Theatre	<b>Navigating the Opportunities and Challenges of Business Transitions</b> Panel Discussion Hosted by Brittany Wise, Sponsored by Community Futures Huron  Join us for an engaging conversation that celebrates the spirit of entrepreneurship and explores the power of strategic transitions in the local rural economy. This panel discussion, featuring local business owners, will offer practical guidance from and for business owners looking to retire or transition out of business as well as prospective buyers seeking investment opportunities within their community.

## 11:00-11:10am - Break with refreshments provided by BRØD Bread & Pastry (Lower Hall)

11:10-11:15am Festival Theatre	<b>Municipal Partner Highlights</b> – Township of North Huron
11:15-11:30am Festival Theatre	<b>Ontario's West Coast Highlights</b> Presented by Huron County Economic Development Team
11:30-11:35am Festival Theatre	<b>Municipal Partner Highlights</b> – Municipality of Central Huron

## 11:35am-12:45pm - Lunch provided by The Blyth Inn (Lower Hall)

12:45-1:45pm Festival Theatre	<b>Unlock the Power of Gen AI: A Practical Guide</b> Presented by Katherine Scarrow of The Globe and Mail, Supported by The Globe and Mail  This session explores the critical role of Generative Artificial Intelligence (AI) in revolutionizing tourism operations. Discover methods to sharpen your marketing, boost operational efficiency and elevate visitor experiences with actionable Gen AI strategies.
1:45-2:00pm Festival Theatre	<b>Huron Business Centre Highlights</b> Presented by Huron County Economic Development Team
2:00-2:05pm Festival Theatre	<b>Municipal Partner Highlights</b> – Municipality of Huron East



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**2:05-2:15pm - Break** with refreshments provided by Sweets N' Treats (Lower Hall)

<p>2:15-3:30pm Breakout Session Lower Hall</p>	<p><b>Content and User Experience Tips for Building a Better Travel Website Experience</b> Presented by Destination Ontario, Sponsored by RTO4</p> <p>Content and user experience play a key role in delivering value to your visitors by providing relevant product and trip planning information, as well as mobile-friendly and easy-to-navigate experiences that help drive leads. Join the Destination Ontario Content and UX team as they highlight the wins and lessons from their website redesign journey, including web writing, content planning and SEO best practices, user experience lessons and AI tips.</p>
<p>2:15-3:30pm Breakout Session Blyth Legion (next door)</p>	<p><b>Attracting and Retaining Your Future Workforce</b> Presented by Emily Van Stratton of ThinkHR, Supported by RED Workforce Project</p> <p>Learn how to create hiring strategies that actually work and build an attractive workplace that accents your unique retention strategies. This breakout session will transform your approach to workforce attraction by putting humans before resources and supporting employers in strengthening their approach to employee attraction.</p>
<p>2:15-3:30pm Breakout Session Festival Theatre</p>	<p><b>Recruitment and Retention</b> Panel Discussion Hosted by Roz Elliott, Sponsored by Service System Manager (SSM), Huron, Bruce, Grey, Perth</p> <p>You'll hear from employers, employees, and HR professionals from the region about the importance of being an Employer of Choice and how they are implementing it in their organizations. From creating a values-based culture to supporting the retention of international talent, this discussion will highlight what decent work means to Huron County employers.</p>
<p>2:15-3:30pm Breakout Session Meet in the Lobby</p>	<p><b>Jane's Walk</b> Guided walk around Blyth with David Sparling, Supported by Canenpak Inc.</p> <p>Jane's Walks encourage people to share stories about their neighbourhoods, discover unseen aspects of their communities, and use walking as a way to connect with their neighbours. We will walk from the G2G trailhead (518 Queen St) to the Blyth Festival to Cowbell Brewing Co. David Sparling, your guide, is the chair of the Blyth Repository of History and a member of the Blyth BIA executive and will discuss some of the history of the main of the village.</p>
<p>3:30-3:35pm Festival Theatre</p>	<p><b>Municipal Partner Highlights</b> – Township of Ashfield-Colbourne-Wawanosh</p>
<p>3:35-4:00pm Festival Theatre</p>	<p><b>Closing Remarks</b></p>

**4:00-5:00pm - Networking Reception** sponsored by Cowbell Brewing Co. (Lower Hall)



# THRIVE Summit

Wednesday, May 15, 2024 | Blyth Memorial Community Hall

## 8:30-9:00am - Registration and Social (Main Lobby)

9:00am Festival Theatre	<b>Welcome and Introductions</b>
9:20-10:20am Festival Theatre	<b>Placemaking is Your Best Economic Development Strategy</b> Presented by Leslie Fournier of Your Town Rising  This session will discuss the power of leveraging your local assets and residents, why it's cost effective, more sustainable, and the most authentic form of marketing. Based on a philosophy that the path to successful, vibrant communities doesn't start with grandiose plans or million-dollar grants. It truly begins at street level on a much smaller budget. It begins by building momentum. Using a proven community-building approach Your Town Rising is about giving you the inspiration and enthusiasm for creating momentum that snowballs.
10:20-11:00am Festival Theatre	<b>Creating Welcoming Communities</b> Presented by Dr. Wayne Caldwell and Dr. Rana Telfah, Supported by Immigration, Refugees and Citizenship Canada (IRCC)  Dr. Wayne Caldwell and Dr. Rana Telfah will present a study that was conducted in Exeter, Ontario that invited newcomers to Canada to visit the community and provide their first impressions of the community. Dr. Caldwell will present a list of recommendations the newcomers offered and invites other communities to reflect on how they can become a more welcoming place where immigrants and international workers want to stay.

## 11:00-11:10am - Break with refreshments provided by Wilhelmina Bakery (Lower Hall)

11:10-11:15am Festival Theatre	<b>Municipal Partner Highlights</b> – Municipality of Bluewater
11:15-11:30am Festival Theatre	<b>Sector Support Highlights</b> Presented by Huron County Economic Development Team
11:30-11:35am Festival Theatre	<b>Municipal Partner Highlights</b> – Town of Goderich

## 11:35am-1:00pm - Lunch provided by Riverview Local Eatery (Lower Hall)

1:00-2:00pm Festival Theatre	<b>Brick by Brick: Constructing the Future of Housing</b> Huron County Housing Video Premier, Followed by Panel Discussion Hosted by Roz Elliott, Supported by the Economic Development Board  This session shines a spotlight on the innovative solutions, collaborative efforts, and tangible progress achieved in ensuring access to safe, affordable, and sustainable housing for all residents.
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<p>2:00-2:15pm Festival Theatre</p>	<p><b>Local Immigration Partnership Highlights</b> Presented by Huron County Economic Development Team</p>
<p>2:15-2:20pm Festival Theatre</p>	<p><b>Municipal Partner Highlights</b> – Municipality of South Huron</p>
<p><b>2:20-2:30pm - Break</b> with refreshments provided by The Sprouted Mill &amp; Bakery (Lower Hall)</p>	
<p>2:30-3:45pm Breakout Session Lower Hall</p>	<p><b>Building Belonging: EDI in Rural Communities</b> Presented by Malissa Bryan from The Rainbow Diversity Institute, Supported by Immigration, Refugees and Citizenship Canada (IRCC)</p> <p>This session will increase your understanding of diversity, equity, and true inclusion. Together, we will look at systemic barriers to decolonization, along with how to build a more productive and inclusive environment for all members of your community.</p>
<p>2:30-3:45pm Breakout Session Festival Theatre</p>	<p><b>Investment Readiness</b> Panel Discussion Hosted by Chris Watson</p> <p>This session is a 101 for Investment Attraction for Municipal Staff and Council Members. A panel of experts will outline what it takes to participate in the investment attraction game. Investment Attraction is the active marketing of a community to targeted industrial markets, with the goal of bringing jobs and economic activity to a region.</p>
<p>2:30-3:45pm Breakout Session Gallery</p>	<p><b>Youth Opportunities in Huron</b> – Trade Show Style Session</p> <p>Youth outmigration continues to be an issue in most rural communities and Huron is no exception. Studies show that youth who feel supported and connected to their rural communities through leadership and training opportunities are more likely to return to their rural communities as young adults. Explore some of the youth opportunities available in Huron County and learn more about leadership training, skills development, entrepreneurial supports and mental health resources as you explore the youth trade show.</p>
<p>2:30-3:45pm Breakout Session Meet in the Lobby</p>	<p><b>Jane's Walk</b> Guided walk around Blyth with David Sparling, Supported by Canenpak Inc.</p> <p>Jane's Walks encourage people to share stories about their neighbourhoods, discover unseen aspects of their communities, and use walking as a way to connect with their neighbours. We will walk from the G2G trailhead (518 Queen St) to the Blyth Festival to Cowbell Brewing Co. David Sparling, your guide, is the chair of the Blyth Repository of History and a member of the Blyth BIA executive and will discuss some of the history of the main of the village.</p>
<p>3:45-4:00pm Festival Theatre</p>	<p><b>Closing Remarks</b></p>

**4:00-5:00pm - Networking Reception** with refreshments provided by Blyth Farm Cheese, Capella Meadows, Metzger Meats and Maelstrom Winery (Lower Hall)

