

AtBC 2014 STAKEHOLDER FORUM BREAK OUT SESSION
NOVEMBER 24, 2014
SUPPORT B 2 B
ACCOMMODATIONS, F & B GROUP

- Training manuals
- List of supplier's i.e coffee
- Networking opportunities to cross reference employment opportunities i.e. chef
- Circle tour map
- Research document – Aboriginal accreditation; best practises
- Quality assurance
- Create a virtual Community list of Experience add on's to accommodation i.e. food, beverage, performances; artists/crafters; berry picking, etc.
- How to protect small operators under hotels umbrella against liability
- Restaurant Association
- Sales of wild game/fish, not allowed by Federal regulation – our People know what they are doing
- Authentic ID for accommodation, f & b
- Partnership with ATS create packages for hotel and food experiences
- Social media connections
- Tripadvisor
- Connect Stakeholder to other Stakeholders, how do we communicate and share ideas
- Accommodation, F & B AtBC Forum to share ideas and ask questions
- Looking at existing products for opportunities for FN to take over existing businesses i.e. fishing resorts, tours, Aboriginal experiences
- Brochures in other languages
- Promote one another
- Who is AtBC's Accommodation – F & B Lead? Teresa Ryder
- Authentic Aboriginal Experiences review page such as TripAdvisor

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CULTURAL EXPERIENCES

- Stakeholder video collateral
- EQ availability and training commit to come back together and use tool
- Webinars - google ranking, online strategy, social media, website traffic, customer service, Industry information
- Content marketing – what message works for your EQ customers, what stories targeted? Focus on best customers
- More media fans – be on your game when media visits, punctual, clear, inclusions, exceed expectations.
- More introductions to international markets, individual relationship building, facilitate and include AtBC Stakeholders
- Watch for buses, connect with AtBC to know who they are
- Who has AtBC pushed to Stakeholder, info about what Stakeholders can do to get more business
- Know other Stakeholders offerings to promote each other (B2B)
- Content circulation, reach out and get stories that are already out there
- One Feather
- Keep your AtBC Stakeholder listing up to date
- Utilize existing social media tools,
- More posts to social can promote existing content “#aboriginalbc”
- Work with other Aboriginal business groups i.e gas
- Include social media on corporate site
- Corporate site updates, places to share info and resources
- Leverage tourism tools i.e. DBC Essentials

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ARTISANS AND GIFT SHOPS**

- Workshops by experienced tourism Gift Shop operators to mentor artist in pricing and manufacturing
- Start a co-op of Gift Shop
- Most stores/galleries 100% mark ups
- Cultural Centres 20% - 30% mark ups
- Educate stores/galleries about knock offs
- Work must include story
- AtBC establish and manage an online store
- One item that artists can reproduce
- AtBC feature artists and story, gift shop and tribal connections
- Someone at Band to direct regular royalties
- Create FB conversation page

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CULTURAL PERFORMERS**

- Encourage participation of Community members
- Pre-booking mechanism
- Workshops, training, mentorships engaging cultural leadrs
- Index of Authentic Aboriginal performers
- Guidelines of what can and cannot be shared
- Nations based Cultural Coordinators
- Entrepreneurs' training for developing group
- Protocols of cultural sharing
- Sharing real stories
- Financial resources for making regalia, salaries, transportation, professional photos and marketing material
- One Feather app for Cultural performers