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Yukon tourism industry welcomes best-selling author and marketing guru Scott Stratten

Whitehorse – Yukon tourism business owners, operators and industry leaders can expect to welcome an engaging slate of guest speakers at the 2011 TIA Yukon Spring Conference and AGM, to be held May 5 to 7 in Dawson City.

This year's conference agenda features two keynote speakers, including Scott Stratten. Named one of America's 10 Marketing Gurus, Scott is also a best-selling author. But it's his presence on Twitter, with over 80,000 people following his daily rantings that has earned Scott international attention.

Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business, Scott is now crisscrossing North America preaching the art of "Un-Marketing." His book *UnMarketing: Stop Marketing Start Engaging* became a national best seller before it was released, topping the Globe and Mail #1 Business list, as well as the National Post, Amazon.com, Amazon.ca and Amazon UK best-seller lists. It was also named one of the top business books of the year by 1-800-CEO READ and one of the top 10 books of 2010 by Under30CEO.com.

As President of his "UnAgency", Scott helps companies find their way in the world of viral and social media, and the importance of authenticity in relationship marketing. For Scott, it is all about positioning yourself as a trusted expert in front of your target market, so when they have the need, they choose you. In today's world, it is no longer a question of *if* your clients are talking about you online – it's where and how often.

"Tourism is all about relationships and experience," says Rod Taylor, Chair of the Tourism Industry Association of the Yukon, "and increasingly, people are establishing that connection online before deciding to travel. Scott's message of engagement is important, and we're excited about the opportunities *UnMarketing* offers."

TIA Yukon's ability to attract keynote speaker Scott Stratten is made possible through strategic partnerships with industry sponsors including Air North, Yukon's Airline and the Department of Economic Development.

"Every visitor that arrives via our airline adds dollars directly into the Yukon economy," said Debra Ryan, Director of Marketing, Air North, Yukon's Airline. "Our marketing mission is to grow the number of visitor arrivals with compelling invitations to experience Yukon. Telling our story is key, and Scott Stratten's expertise in social media will provide insights for us to reach our goals via these new channels."

In addition to networking opportunities, the 3 day 2011 TIA Yukon Spring Conference will host the Annual General Meeting the Yukon Tourism Awards of Excellence Gala, as well as interactive workshops and panels to explore industry sustainability, best practices, and innovative product development.

For more information, contact:

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