



The Canadian Online Travel Conference

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The first "Online Revealed Canada" conference is set to become the annual online travel event, changing its location from major cities across Canada, over the next five years.

The conference provides attendees with a forum to discuss issues surrounding the Internet as a distribution vertical, and what this means to the Canadian tourism. With speakers from search engine giants, online marketing research experts, and online travel distribution leaders, the event will give attendees insight into marketing and delivering Canadian tourism product online and off. The keynote address will be delivered by **Geoff Ramsey**, CEO of e-Marketer.

Key travel leading speakers will address a multitude of topics, such as:

- Implementing tools to boost customer retention
- Using compelling content to build your online Canadian brand
- Exploring the difference in search between Canada and USA
- Leveraging traditional offline campaigns with explosive new online trends – RSS & Blogging

Visit www.onlinerevealed.com for more information and for registration! **Online Revealed 2006** is also an excellent opportunity to profile your products and services before an influential and targeted group of decision-makers.

Contact **Patricia Brusha** at pbrusha@acoupleofchicks.com if you are interested in becoming an official sponsor of **Online Revealed**.



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