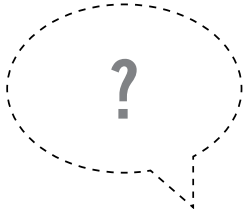




CHANGE THE CONVERSATION



TOURISM IN NOVA SCOTIA



JOIN THE CONVERSATION



JOIN US TO LEARN HOW YOU CAN CHANGE THE CONVERSATION IN YOUR COMMUNITY.

THE CHALLENGE

TOURISM IS OVERLOOKED AS A MAJOR INDUSTRY IN NOVA SCOTIA.

Communicating the **value** and **impact** of the tourism industry can be challenging.

THE OPPORTUNITY

WE NEED TO CHANGE THE CONVERSATION.

The tourism industry needs to be able to tell its story in a way that positions tourism as **part of the solution** for the most current and urgent business challenges.

THE NARRATIVE

TOURISM WORKS FOR NOVA SCOTIA.

Not only does tourism provide jobs in rural economies, but it is an industry with room for **growth** and **opportunity** to compete in a global market.

REGISTER NOW

In partnership with Destination Halifax,

TIANS brings you **Change The Conversation** - our highly requested Narrative Toolkit.

We welcome you to join us!

To register, email tiffany@tourism.ca or call (902) 423-4480.

April 8, 2014 - Atlantica Hotel • 9:00am- 11:00am

1980 Robie St, Halifax, NS B3H 3G5



NOVA SCOTIA • CANADA

Photo Credit: Nova Scotia Tourism Agency