



## **Engaging Communities through Education and Tourism**

**Saturday, March 17<sup>th</sup>, 2012 @ James M. Hill Memorial High School**

Dear tourism operators, teachers and community members,

School District 16 and Miramichi River Tourism Association invites you to the first **Engaging Communities through Education and Tourism Symposium**. This symposium will improve your proficiency, effectiveness and comfort level with technology, and also inform you about Miramichi being the 1<sup>st</sup> SMART Showcase Community in the World.

### **Conference highlights**

- Learn what influence devices, such as I-Pads and I-Phones, are having on Education and Tourism?
- Examine how the Miramichi community is becoming the classroom for its students, and how those students, in turn, are promoting their community by meeting curriculum outcomes.
- Meet other teachers and tourism operators who use SMART products
- Discover what we need to know about Social Media in order to leverage its potential in both Education and Tourism?
- Receive complimentary snacks and lunch

### **Conference agenda**

**9:00- 9:15 a.m.**

Intro- Opening

**9:00 – 9:45 a.m.**

Welcome session- Guest speaker

**9:45 – 10:00 a.m.**

Break

**10:00 – 11:00 a.m.**

Session A- Tourism: The Link Between Curriculum and Community

**11:00-12:00pm**

Session B- There's an App for That!

**Noon – 1:00 pm**

Lunch

**1:00 – 2:00 p.m.**

Session C- Collaboration in the Age of Persuasion

**2:00-3:00 p.m.**

Session D- Get Smart: Maximizing Teaching and Tourism with SMART Technology

**3:00- 3:30**

Networking and wrap up

### **Location**

James M. Hill High School  
128 Henderson St.  
Miramichi, NB  
E1N 3W4

**Space is limited.** Please register early to reserve your spot and to take advantage of the early registration rate.

## **Engaging Communities Through Education and Tourism**

**Miramichi – The First SMART<sup>®</sup> Showcase Community in the World**  
**Saturday, March 17, 2012 @ James M. Hill Memorial High School**

### **Session A - Tourism: The Link Between Curriculum and Community**

While District 16 was in the process of developing the technology needed for students to share their creativity with our global community, it was also seeking authentic learning opportunities for youth in their local community. The key was to figure out how to link the curriculum to that community, because it was essential to student learning that curriculum be the catalyst for those opportunities. Tourism and Parks and the Miramichi River Tourism Association not only quickly provided that link, they also strongly maintained it. Consequently, authentic learning opportunities led to authentic tourism experiences. Learn how the Miramichi community is becoming the classroom for its students, and how those students, in turn, are promoting their community by meeting curriculum outcomes.

### **Session B – There’s an App for That!**

Mobile devices are revolutionizing societies. What influence are devices, such as I-Pads and I-Phones, having on Education and Tourism? Learn about Apps that are being created by School District 16, in partnership with the Miramichi River Tourism Association, which are not only motivating students, but also

promoting their communities. Find out about Apps, already developed, that can enhance Teaching and Tourism.

### **Session C – Collaboration in the Age of Persuasion**

Social Media - Facebook, Skype, and Twitter - provide exciting possibilities for professional collaboration, as well as significant opportunities for economical and effective community marketing. Trip Advisor provides visitors with unique opportunities to highlight special experiences we have to offer. WordPress enables students to share their reactions to those experiences. What do we need to know about Social Media in order to leverage its potential in both Education and Tourism? Come and find out!

### **Session D – Get Smart: Maximizing Teaching and Tourism with SMART Technology**

In 2007 School District 16 was named the first SMART<sup>®</sup> Showcase District in the world, after having transformed the learning environment of every one of its classrooms with SMART Boards. In 2010, the Miramichi was named the first SMART<sup>®</sup> Showcase Community in the world, after District 16 and the MRTA partnered to strategically place SMART Boards along the 160 km stretch of the Miramichi River in locations that would help enhance visitor experiences. Learn about the basics of engaging students in curriculum and visitors in communities with SMART Technology.