

**2012 Edge of the Wedge Information Package**





Dear Participants:

We are delighted that you will be joining us in Gros Morne National Park for GMIST: Edge of the Wedge... Canada's cutting edge training program in experiential tourism!

- If you require accommodations while attending GMIST: Edge of the Wedge, Fisherman's Landing Inn has rooms block booked for participants at the rate of \$99.00 per night. Please call Fisherman's Landing Inn at 1-866-458-2711 to reserve your room or visit the website at <http://fishermanslandinginn.com/>.
- Room rates include a hot breakfast buffet.

Please take time to review this information and should you have any questions or concerns, please do not hesitate to contact Jackie Hiscock at (709) 458-3610 or email [info@gmist.ca](mailto:info@gmist.ca).

Included in this package:

- Travel Info
- Recommended packing suggestions
- Cancellation policy
- Photo & video release (we will have a copy for you to sign upon arrival - if you agree)
- Assumption of risk agreement & indemnifying release (we will have a copy for you to sign upon arrival)

### **Payment**

An invoice will be faxed or emailed to you or to the organization that you represent. You can make payment online using our [paypal](#) feature or by calling us at (709) 458-3605. If you have any questions regarding payment, please contact me.

Once again, thank you for choosing GMIST. Our team looks forward to meeting you and helping you develop great experiences for your guests and generate more revenue for your business!

Regards,  
Jackie Hiscock  
Executive Assistant  
Gros Morne Co-op/GMIST  
Tel: 709.458.3605  
Fax: 709.458.2162



## Travel Info:

**Marine Atlantic Ferry Service:** <http://www.marine-atlantic.ca/en/index.asp>

### Deer Lake Airport:

Deer Lake Regional Airport is only minutes away from the Town of Deer Lake and the city of Corner Brook on the Trans Canada Highway. It is a 1 hour drive from Deer Lake to Rocky Harbour, NL. We advise that you book a taxi or rental car ahead of time.

**Deer Lake Airport Contact:** Website: <http://www.deerlakeairport.com/>

Hours of Operation: 8:00 a.m. – 4:30 p.m.

Telephone: (709) 635-3601

E-mail: [info@deerlakeairport.com](mailto:info@deerlakeairport.com)

**Car Rental Services:** <http://www.deerlakeairport.com/carRental.html>

**Taxi Service:** <http://www.deerlakeairport.com/taxi.html>

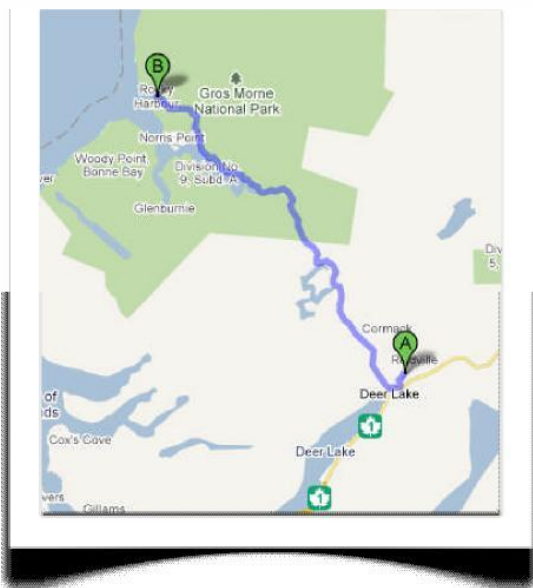
It costs about \$80 one way for a taxi from Deer Lake to Rocky Harbour!

Star Taxi: (709) 634-4343

Deer Lake Taxi: (709) 635-2521

Pittman's Taxi (709) 458-2486

Deer Lake Airport to Rocky Harbour, NL: [See Google Map](#)





**WELCOME and TRIP PREPARATION BRIEFING**  
**EDGE OF THE WEDGE – Experiential Tourism professional tourism training**

Welcome to all participants taking part in the Edge of the Wedge (GMIST) professional development program about experiential tourism taking place at Fisherman's Landing Inn located in Rocky Harbour, Newfoundland and Labrador. Gros Morne National Park is a UNESCO World Heritage Site. How fortunate we are to be able to experience this magnificent place, to experience some of the people, cultures, traditions and local flavour of this remarkable place "on the Rock".

A few really important things that we want you to be aware of as you begin planning for your trip are listed below:

1. You will notice, first of all, that this is not an ordinary training course in terms of daily time-frames. We look forward to your participation in the first evening's orientation and briefing. This means that it will be important for you to book your airline reservations to arrive early enough to get to Deer Lake airport, travel approximately an hour to Rocky Harbour, check-in, and have supper before your 7:00 PM evening briefing. Light refreshments will be served on the first evening.
2. Lunches, breaks and suppers are included with your tuition over the three days except for supper on day two (day 3 on agenda), which is an open evening for students to do as they choose.
3. *Each day is full.* With the exception of Day 3 (Your evening is free on this day), all other days are jam-packed from 8:00 AM right through the evening including your meals and evening experiences. You will need to manage your time, energy, and your phone calls or emails. *We do stick to some pretty tight time-frames; your cooperation in helping us to meet these time frames is appreciated.*
4. The final evening is a gala affair – featuring Newfoundland cuisine, the handing out of graduate certificates and some additional after-dinner experiences. *We recommend booking your travel home for the following day (late morning or early afternoon departure from Deer Lake).*
5. We have included a short overview **Agenda** as well as a **Trip Preparation List**. ***Please read both carefully.***
6. Because the opening orientation and briefing session occurs in the evening of Day 1, you may wish to arrive the previous day to settle in, do some personal exploring, or hiking or walking in the area. Alternatively, you may wish to stay an extra day after the course to explore the area, once you have become more familiar with Gros Morne National Park as a result of the training workshop.

## Agenda/ Daily Itinerary

Time	Edge of the Wedge Experiential Travel Training!	Location
<b>Day 1 - Sunday, March 25<sup>th</sup>, 2012</b>		
4:00 PM	Arrive and Check in to the Fisherman's Landing Inn	FLI
7:00 PM	Course Meet & Greet with Cash Bar	FLI Conference Room
7:30 PM	Parks Canada Welcome Briefing	FLI Conference Room
<b>Day 2 - Monday, March 26<sup>th</sup>, 2012</b>		
08:00 AM	Welcome and Introductions	FLI Conference Room
9:15 AM	The Journey Begins ... <i>When time stands still</i>	FLI Conference Room
10:30 AM	Experiential Travel ... <i>The Basics</i>	FLI Conference Room
11:00 AM	Get dressed to head out for a Gros Morne Community Experience	Offsite Experience & Meal
2:00 PM	Return to the Hotel and have a break!	Offsite
2:45 PM	Ingredients of a Well-Crafted Experience	FLI Conference Room
3:30 PM	Progression of Economic Value and Success Stories	FLI Conference Room
5:00 PM	BREAK	FLI Conference Room
6:00 PM	Load the bus for the "Fest O' Food" ... <i>Traditional marries fusion in cuisine</i>	Offsite
9:00 PM	Return to the Hotel for the Evening	FLI
<b>Day 3 - Tuesday, March 27<sup>th</sup>, 2012</b>		
8:30 AM	Hidden Gems in Your Own Community	FLI Conference Room
9:15 AM	Applying the Progression of Economic Value	FLI Conference Room
10:15 AM	Zooming in on Opportunity ... <i>Identifying your ideal guest(s)</i>	FLI Conference Room
11:30 AM	Hooked on Gros Morne ... a community experience and lunch	A new indoor venue
2:00 PM	Enjoy a 15-minute walk back to the hotel ... or hop a ride on the bus	FLI
2:30 PM	Pricing Experiences	FLI Conference Room
4:15 PM	The Tourism Cafe ... <i>Conversations that matter</i>	FLI Conference Room
5:30 PM	Personal time ... <i>Evening off or time to network, chat with facilitators</i>	

## Agenda/ Daily Itinerary

Time	Agenda!	Location
<b>Day 4 -Wednesday, March 28<sup>th</sup>, 2012</b>		
8:15 AM	Responsible Travel for the Socially Conscious Traveller	FLI Conference Room
9:00 AM	Marketing Experiences	FLI Conference Room
10:30 AM	Clever Marketing Choices with Limited Resources	FLI Conference Room
12:00 PM	<b>Buffet Lunch On Site</b>	FLI Conference Room
12:45 PM	Prepare to enjoy a special Gros Morne National Park outdoor adventure in small groups ... <i>and share your experience when you return with the others!</i>	Off-site
4:00 PM	Course Evaluations	FLI Conference Room
4:30 PM	Final Sharing Circle	FLI Conference Room
5:30 PM	<b>Personal Time and Packing Up Your Luggage!</b>	FLI Conference Room
6:30 PM	Cash Bar Opens	FLI Breakfast Area
7:00 PM	A Traditional Newfoundland Dinner and Certificate Presentations	FLI Dining Room
8:30 PM	A Night of Celebration and Laughter!	FLI Across from Dining Room



## **Packing Suggestions**

### **For Your Gros Morne Adventure At the Edge of the Wedge**

Please wear appropriate outdoor footwear. It could be wet, muddy, or there could be fresh snow on the ground, or rain so it is suggested to pack and dress in layers. Bring comfortable indoor shoes, runners, and dress shoes for indoor functions. There will be one main opportunity for dressing up – the final night. We will be outdoors for up to 2 hours at least twice during the course.

Things we recommend that you bring and do:

1. Bring a scarf or neck-warmer
2. Hat and sunglasses
3. A warm jacket/rain jacket
4. A toque and mitts or gloves
5. A warm pair of lined outdoor ski-pants, rain pants or a pair of water resistant wind pants.
6. A day pack if you wish to carry around a water bottle, wallet and camera
7. Optional - A digital camera and your own laptop computer. There will be opportunities to use both.
8. Please leave your cell phones and all mobile devices in your room during the training ... take this time to disconnect, enjoy, talk, network, relax, and ENGAGE!
9. Feel free to bring information on your business, organization or community to display to other students.

\*We try to practice sustainability in all aspects of our course and do our best to keep disposables and packaging to a minimum. Please feel free to bring your own water bottle to fill up for offsite activities. GMIST will provide the necessary ACOA reimbursement forms at the training program and explain how those work.

If you have any additional questions please don't hesitate to ask:

Jackie Hiscock  
Office Administration / Registrations  
Telephone: 709.458.3610  
Fax: 709.458.2162  
E-mail: [info@gmist.ca](mailto:info@gmist.ca)  
[www.gmist.ca](http://www.gmist.ca)



**ASSUMPTION OF RISK AGREEMENT  
AND INDEMNIFYING RELEASE**

**Warning: Please read carefully before signing.**

**Assumption of risk agreements have held up in Canadian courts. Consider that you are assuming both physical and legal risks which have potential financial implications for yourself and/or your family should you be injured or killed while participating in Gros Morne Institute for Sustainable Tourism (GMIST) program or activity.**

**Agreement release:**

I \_\_\_\_\_ hereby acknowledge and agree that in consideration of participating in a training workshop organized by the Gros Morne Institute for Sustainable Tourism (hereafter identified as GMIST): do hereby release GMIST, it's Board of Directors, employees, partners and independent contractors from all liability, and do hereby waive as against GMIST, it's Board of Directors, employees, partners and independent contractors all recourses, claims, causes of action of any kind whatsoever, in respect of all personal injuries or property losses which I may suffer arising out of or connected with my participation in, the aforesaid GMIST workshop and activities, notwithstanding that such injuries or losses may have been caused solely or partly by the negligence of GMIST, it's Board of Directors, employees, partners and independent contractors.

I also reserve the right to opt out of any planned workshop activities.

**Dated at \_\_\_\_\_, this \_\_\_\_\_ day of \_\_\_\_\_, 2012**

**Course Name: Edge of the Wedge: Experiential Travel**

\_\_\_\_\_  
PRINT Participant's full name

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
PRINT Witness's Name

\_\_\_\_\_  
Signature of Witness



### **Cancellation Policy**

In the event that you must cancel your reservation we can refund a portion of your fees up to a certain time prior to the course start date. GMIST will incur some expenses and our refund policy reflects these unrecoverable expenses.

Cancellation Policy: In the event that you must cancel your reservation, we will refund the entire cost of the GMIST course less \$150.00. For cancellations please phone us at: (709) 458-3605

If you have any further questions please contact:

Jackie Hiscock

Phone: (709) 458-3605

Email: [info@gmist.ca](mailto:info@gmist.ca)

Website: <http://www.gmist.ca>



**GMIST – Edge of the Wedge 2012**

**PHOTO / VIDEO RELEASE**

For good and valuable consideration, the receipt of which is hereby acknowledged, I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and or recordings for advertising, publicity, commercial, or other business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and video footage.

I further consent to the reproduction and/or authorization by GMIST(Gros Morne Institute for Sustainable Tourism) to reproduce, use and distribute said photographs and recordings of my voice for use in Canada and on the Internet to help promote GMIST workshops and programming.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_