

AGENDA

2025 AGM & Tourism Conference



Tuesday, September 16, 2025

Annual General Meeting - COTA Members Only

8:30	Registration
9:00	Opening Prayer & Opening Remarks – Chief of Wemindji; Anderson Jolly, President of COTA; Edward Bearskin, President of EIT
9:30	Review of the Minutes from the 2024 AGM
10:00	Election: Nomination of candidates by communities
10:30 - Break	
10:45	Approval of the exemption received from Corporations Canada permitting the Corporation to delay the holding of its 2026 annual meeting until no later than November 30, 2026
11:00	COTA Annual Report – Robin McGinley, Executive Director of COTA
11:30	EIT Annual Report – Robin McGinley, Executive Director of COTA
11:55	Appointment of Auditors for 2025–2026
12:00 - Lunch	
1:00	Audited Statements (EIT & COTA) – Raymond Chabot Grant Thornton
1:30	Election Results – Announcement by communities
2:00	Sustainable Tourism Action Plan – Rob Imrie, Director of Development of EIT
3:00 - Break	
3:15	Presentation from Alliance de l'industrie touristique du Québec – Sebastien Benedict, VP Affaires publiques et relations gouvernementales
4:15	Date and Location of Next Meeting
4:30	Wrap-up and end of Annual General Meeting
5:00	Green Team Activity
6:15	Supper



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2025 AGM & Tourism Conference



Wednesday, September 17, 2025

Tourism Conference - Day One

8:30 Registration

9:00 Welcome & Introduction of Conference Objectives

9:15 Opening Remarks – Newly-elected President of COTA; Newly-elected President of EIT

9:30 Wemindji Tourism Presentation – Tawich Development

10:00 Niimaawin: Food for Travel – Emmanuelle Choquette, Papilles développement

10:30 - Break

10:45 Success Story: 5 Years of Wiinipaakw Tours

11:15 Announcement of the COTA essay contest winner

11:30 Overview of workshops & group rotation

12:00 - Lunch

1:15 Workshops (3.5 hours each - groups rotate according to colour on name tag)

1 **A.I.** Presented by Pierre Bellerose and Jean-Philippe Duchesneau

Explore how AI can be used in tourism operations, guest experience, and marketing. Includes real-world applications and cultural considerations for Cree operators.

2 **Do It** Presented by Sebastien Desnoyers

Discover how Destination Original, co-founded by ITAC, AIANTA, and NZ Māori Tourism, is amplifying Indigenous visibility worldwide.

3 **Experience Wiinipaakw Tours**

Experience a guided cruise on James Bay, led by professional Cree captains.



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2025 AGM & Tourism Conference



Thursday, September 18, 2025

Tourism Conference - Day Two

8:30

Workshops (3.5 hours each - groups rotate according to colour on name tag)

1 A.I. Presented by Pierre Bellerose and Jean-Philippe Duchesneau

Explore how AI can be used in tourism operations, guest experience, and marketing. Includes real-world applications and cultural considerations for Cree operators.

2 Do It Presented by Sebastien Desnoyers

Discover how Destination Original, co-founded by ITAC, Aianta, and NZ Māori Tourism, is amplifying Indigenous visibility worldwide.

3 Experience Wiinipaakw Tours

Experience a guided cruise on James Bay, led by professional Cree captains.

12:00 - Lunch

1:00

Workshops (3.5 hours each - groups rotate according to colour on name tag)

1 A.I. Presented by Pierre Bellerose and Jean-Philippe Duchesneau

Explore how AI can be used in tourism operations, guest experience, and marketing. Includes real-world applications and cultural considerations for Cree operators.

2 Do It Presented by Sebastien Desnoyers

Discover how Destination Original, co-founded by ITAC, Aianta, and NZ Māori Tourism, is amplifying Indigenous visibility worldwide.

3 Experience Wiinipaakw Tours

Experience a guided cruise on James Bay, led by professional Cree captains.

4:30

Wrap-up, thank you message, and end of the Tourism Conference

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Thank You

Merci



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