

# LOOK AHEAD CONSULTING

Changing lives · Inspiring minds · Instilling pride

## WHO I AM



KEEP IN TOUCH

ANNA LOOK

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## WHERE I'M FROM

### 1998 - Present

Destination Marketing & Management Senior Leader  
Explore Edmonton

Mountain Resort Operations, Product Development,  
& Sales Manager

Silver Star Mountain Resort and Big White Ski Resort

Travel Agency Management - Travelcare, UK

In destination tour operations - Turkey and Canary Islands.  
Cosmosair UK Group Tour Operator

Travel Trade Duty Management  
Thomas Cook Signature, Head Office UK Tour Operator

International Emergency Travel Assistance  
Thomas Cook, UK

### I visualize big and connect small:

Carefully curating the right vision for the right audience

- Connecting dots, building puzzles, creating something larger than its individual pieces.

### I make strategy simple:

Thriving delivering complex strategies in effectively simple packages

- Excited by dynamic environments,

### I bring others along on my life-long learning journey:

A learning community is a growing community.

- Sharing knowledge to inspire the best in people and situations.

### I achieve greatly:

Responsibility is my cornerstone, and my delivery paramount.

- Energized by success, I set the pace and bar high for myself and others.

### I do the right thing:

Ethical decisions are the only decisions worth making.

- Offering a guiding light to help others navigate complex decisions and strategies.

### I will leave the Earth a better place:

Leading by example to motivate sustainable change.

- Reuse, repurpose and recycle my mantra, sustainability my creed.

### I recognize and develop potential:

Empowering skills and talent to maximize flow.

- Advocating for strengths-based leadership.

### I know when to guide, and when to question:

Walking alongside, empowering, and guiding.

- Intuitively gauging tone and navigating conversations as a skilled mentor and coach.

### Words are important:

Inspiring, persuading, exciting, and connecting verbally is natural.

- Guiding the process through leading discussions, clarifying purpose, driving outcomes, and organizing actions.

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## WHAT I DO - STRATEGY

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### *Overarching*

- Strategic business and budget planning.
- Strategic plan presentation to shareholder and stakeholder boards.
- Various measurements: KPIs, social, economic impact, sustainability.
- People Leadership - 20 years experience.
- Formulation of strategic alliances outside of the visitor economy.
- Connect business event customers with intellectual capabilities and knowledge networks.
- Evolve the conversation with clients to include direct involvement in risk assessment and mitigation strategies.
- Powerful storytelling through investment in video and case study content development to increase connection and inspiration. Introduced a [Case Study](#) series to better tell our business event stories.

### *Tactical*

- Continuous collaboration and alignment with provincial and federal agencies (Destination Canada Business Events and Travel Alberta).
- Working partnerships with PCO's.
- Collaborative relationships with other International DMO's.
- Business Event attraction and execution processes.
- In market sales mission design and activation.
- Familiarization (FAM) planning and hosting.
- International bid proposal compilation and pitching.
- Management and authority for diverse subvention/event attraction funding programs.

### *Adaptation & Evolution*

- Intrinsic economic development knowledge, understanding the need for Business Events to increasingly be positioned as catalysts for long-term economic development for communities.
- Clear understanding of the integration between tourism, economic development and talent attraction.
- Work with associations on legacy impact objectives using education from recently completed GDS-Academy Impact and Measurement Masterclass Certificate.
- Focus on seeking, developing and highlighting local indigenous and BIPOC products and experiences.
- Incorporating EDI training, education and initiatives into all aspects of Business Event attraction.

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## WHAT I'VE DONE

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### **Business Events Legacy Council**

- Developed and launched the [Business Events Legacy Council](#) at Explore Edmonton in consultation with key academic, corporate, and industry stakeholders.
- Enlisting a highly engaged group of sector experts and ambassadors to support event bids and drive economic recovery.

### **Economic Sectors**

- Introduced an economic sector strategy at Explore Edmonton, increasing lead conversation rates from 34% to 42% (pre-covid).

### **Team Sustainability**

- Reduced our business event team's carbon footprint at Explore Edmonton by 20% by implementing a dedicated environmental approach with clear and measurable actions:
  - Remote in-market representation,
  - Redesigned trade show participation,
  - Carbon offsetting all team and inbound client travel,
  - Suite of virtual sales tools,
  - Alternative gifting policy.

### **Developing Event Strategies for Destinations**

- Collaborated with Destination Management Organizations to identify their distinctive economic strengths to create a clear plan for attracting and hosting business events.
- Engaged with stakeholders and community members to determine the unique qualities of the destination, notable supporters, and infrastructure assets. The insights gathered were used to align the implementation plans with community-shared values.

### **Sales Coaching**

- Coached teams and individual business development professionals to actively seek new prospects for tourism and event attraction opportunities in various industry sectors.
- Recognized successful techniques and adapted strategies to suit an industry that is rebuilding and evolving.