

EXPRESSION OF INTEREST

2026 WORKSHOP SERIES PARTNERS

SEDA is seeking **five to seven Community Partners** to host a one-day workshops featuring facilitator Peter Kenyon, Director of the Australian based Bank of I.D.E.A.S. The workshops will be held from **April 27 to May 8, 2026** in various locations of the province.

The theme and focus of the 2026 series is: “Harnessing the Experience Economy to Enhance Community and Business Prosperity”.

A minimum sponsorship requirement is required from each community host, with the opportunity for the host to secure additional local and/or regional partners as desired. More details on Partner Expectations follow on the next page.

WORKSHOP OVERVIEW

The 2026 workshop series will:

1. Present an understanding of the philosophy, application and value of the “*Experience Economy*” in terms of the retail, hospitality and tourism sectors.
2. Share ways the “*Experience Economy*” is growing small manufacturing and artisan businesses.
3. Stimulate thinking about the importance of Wow factor in enhancing the appeal of local communities and their business districts.
4. Provide a treasure hunt opportunity and the tools for Workshop participants to begin to discover and utilise the assets and gifts that exist in their own communities that could deepen business life.

WORKSHOP FACILITATOR: PETER KENYON OAM, DIRECTOR, BANK OF I.D.E.A.S.

Peter refers to himself as a community enthusiast and he is passionate about community reinvention. He is motivated by the desire to help create caring, healthy, inclusive, connected and enterprising communities, where all community members feel ‘*they matter, belong and can contribute*’, and where communities discover and mobilise their strengths and transform themselves. Peter has had a background as a youth worker, teacher, youth education officer, tertiary lecturer, farmer, small business operator and senior public servant.

Through his social enterprise organisation, the Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies), Peter has had over 35 years of experience working in the field of community and economic transformation. Such opportunities have enabled him to design, implement, test and refine a variety of change and renewal methodologies and tools in a wide range of rural and urban communities and local economies throughout the world.

WORKSHOP STRUCTURE *(subject to change)*

9:00 am	Coffee, Registration, Networking and Conversations
9:30 am	Welcome and Overview Introduction of key concepts and themes Discovery of the people and experience assets of the room
10:15 am	Overview of the “Experience Economy” and examples of its implementation and impact in community and business life
10:45 am	Refreshments and conversations
11:20 am	Application of the “Experience Economy” in the small manufacturing & artisan sectors
12:00 pm	The reinvention of one community through one “Giant” experience idea
12:30 pm	Lunch and Conversations
1:20 pm	Creating WOW factor and using humour in reinventing community and business districts
2:00 pm	Tools and processes for treasure mapping community and local businesses
3:00 pm	Open space experience: “What I care about and who else cares about it”
3:45 pm	Final questions, contributions and useful resources
4:00 pm	Workshop Close Each participant will receive a Toolkit of resources for treasure hunting a community and its businesses



PARTNER EXPECTATIONS

SEDA is seeking of five to seven Saskatchewan communities to host a one-day workshop during the weeks of **April 27 to May 8, 2026**, in various locations of the province.

To support the additional expense, **participant fees will be increased to \$65 pp in 2026** (unless a second provincial sponsor can be secured. CIC has committed to support this series again in 2026).

As the provincial lead, SEDA will assume the following responsibilities:

- Management of contractual commitments with Peter Kenyon including travel to/from Saskatchewan to/from each workshop.
- Approaching provincial scope sponsors to support the workshop series. CIC has committed to sponsoring again in 2026.
- Develop key messaging and digital ads for host communities to use in promotion.
- Deliver provincial digital marketing and communications plan.
- Establish an event web page and manage online registration.
- Overall coordination and support to local community hosts.

Host community responsibilities:

- **Local Coordination:** Provide a minimum of one local lead person to work with SEDA on hosting the workshop including managing on-site venue implementation. This includes managing the registration desk and providing technical support for audio visual.
- **Supply a Suitable Venue (to be provided in kind by the community):** The venue will support seating for a minimum of 50 people with five people to a table.
- **Audio Visual Equipment:** This includes a screen or suitable wall for projection; a projector, speakers for laptop audio and microphone.
- **Catering:** Secure catering and/or hospitality partners to provide the following for a maximum budget of \$40/per person:
 - Minimum of Coffee/Tea/Water all day
 - Morning snack at refreshment break
 - Luncheon
 - Afternoon snack at refreshment break
- **Promotion:** Take on the local/regional responsibilities for promoting the event to attract individuals from the surrounding region.
- **Financial Commitment:** A minimum of \$5000 sponsorship is required per community. Business or community-based sponsors will be incorporated into marketing materials as well as the workshop signage on site. Other sponsorship benefits can be discussed.

Community Partners will be required to sign a hosting agreement within 30 days of notification by SEDA which outlines the parameters to assist in the organization and delivery of the workshop.

EXPRESSION OF INTEREST SUBMISSION

Applicants should provide a letter (maximum of two pages) outlining:

- The organization taking lead responsibility for hosting the event, and key individuals or other partner organizations proposed to support delivery of the workshop.
- Description of the proposed venue for the workshop.
- Availability of stated audio-visual equipment.
- Commitment to underwrite the sponsorship requirement.
- Commitment to secure catering as stipulated.

ASSESSMENT CRITERIA

Expressions of Interest will be assessed according to the following criteria:

- Demonstrated capacity to meet the responsibilities as outlined in the EOI
- Organizational capacity: the ability of the host to meet the organizational requirements for the event.
- Location: we may not be able to support multiple workshops in one region. Our 2026 goal is to have a broader geographic reach than the 2025 series.
- Partnerships to support implementation capacity. It is always better together!

SUBMISSION AND INQUIRIES

Submissions of Expression of Interest (EOI) to the SEDA office are due November 14, 2025

- Submissions and inquiries may be directed to seda@seda.ca or by calling 306-384-5817.
- Workshop dates will be finalized in discussion with community partners by December 1, 2025.
- All workshops will take place the week of April 27 to May 8, 2026.