

Canada's NEW Workplace Matters Panel

Dear Tourism Industry Stakeholder:

OTEC (The Ontario Tourism Education Corporation) is pleased to invite you to join Canada's new **Workplace Matters Panel**. This panel was developed by the Canadian Tourism Human Resource Council (CTHRC) to help businesses like yours meet the needs of your employees and customers.

Your opinion is very important and we want to hear about your experiences relating to issues and challenges impacting your business. There is a limited amount of space available on the panel. [Click here to complete our short membership survey today!](#)

This panel will be managed by Ipsos and they will contact you about once a month with brief surveys on various business practices and human resource issues. OTEC and the CTHRC assure that:

- All information provided by the **Workplace Matters Panel** members will be kept strictly confidential and used only for legitimate research purposes.
- Your email address will not be used by Ipsos for any purposes other than to invite you to conduct online surveys and send you periodic communications with survey results where possible.
- You can opt-out at any time.

In appreciation for your time and support, your name will be entered to win:

- **\$1,000** for becoming a panelist
- **\$1,000** in a quarterly draw of all active panelists
- Plus, there's a draw to win **\$250** for every survey you complete - the more surveys you complete, the more entries you'll earn into our draws!

You will also receive newsletters with samples of the research results, labour market information, and useful workplace insights to help your business succeed.

Enrolment is limited, so please [click here](#) to become a panelist. We look forward to your future participation!

Sincerely,

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