

Tourism Sarnia-Lambton Launches Free Marketing Workshop for Local Tourism Businesses

Lambton County, ON – Tourism Sarnia-Lambton is helping Lambton County tourism businesses strengthen their marketing by offering **Content With Intent**, a complimentary workshop focused on creating engaging digital content that attracts visitors, increases online visibility, and supports business growth.

Taking place on **Thursday, August 27, from 10:00 a.m. to 2:00 p.m.** in the **Gateway Room in Sarnia**, the **Content With Intent** workshop will provide tourism operators, attractions, accommodations, restaurants, retailers, event organizers, and other visitor-focused businesses with practical tools to create engaging content that attracts visitors and supports business growth. A light lunch will be provided.

As part of its commitment to supporting the local visitor economy, Tourism Sarnia-Lambton is covering the full cost of the workshop, making it available free of charge to tourism-related businesses across Lambton County. eligible tourism-related businesses across Lambton County to attend free of charge.

"Strong tourism businesses create stronger communities," said Adam Veen, Interim Executive Director of Tourism Sarnia-Lambton. "We're proud to invest in marketing development opportunities that give our local tourism partners practical skills they can immediately apply to attract more visitors, strengthen their online presence, and ultimately grow their businesses. This workshop is another way Tourism Sarnia-Lambton is supporting the long-term success of our tourism sector."

Facilitated by Corey Leckie and Josh Cybulski, experienced content creators, the interactive workshop will focus on helping participants move beyond simply posting on social media to developing a strategic approach to content marketing. Participants will learn how to identify their ideal audience, create authentic and engaging content, build a consistent content plan, develop compelling calls-to-action, and responsibly incorporate tools into their marketing efforts.

Tourism Sarnia-Lambton encourages municipalities throughout Lambton County to share this opportunity with local tourism operators, downtown businesses, community organizations, event organizers, accommodations, restaurants, attractions, and retailers that contribute to the visitor economy.

Registration is free, but space is limited and advance registration is required.

Workshop Details

Content With Intent – Free Tourism Partner Workshop

Date: Thursday, August 27, 2026

Time: 10:00 a.m. – 2:00 p.m.

Location: Gateway Room, Sarnia

Cost: Complimentary for tourism-related businesses located in Lambton County

Lunch: Light lunch included

To register, visit Tourism Sarnia-Lambton Social Media channels or sign up via the registration form here <https://form.jotform.com/262025198995065>

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About Tourism Sarnia-Lambton

Tourism Sarnia-Lambton is the destination marketing organization responsible for promoting Lambton County as a premier visitor destination. Working in partnership with municipalities, tourism businesses, attractions, event organizers, and community stakeholders, Tourism Sarnia-Lambton supports sustainable tourism growth through destination marketing, industry development, visitor services, and strategic partnerships that strengthen the local visitor economy.