

Program

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Wednesday, February 22

9:00 am- 5:00 pm

Registration Open - Victoria Conference Centre, Level 1

1:30 pm- 3:00 pm

TIABC Town Hall

3:00 pm- 3:30 pm

Refreshment Break

3:30 pm- 4:30 pm

The Winning Pitch

5:00 pm

Shuttles to Reception - Songhees Wellness Centre

5:30 pm- 7:30 pm

Welcome Reception

Thursday, February 23

7:00 am- 5:00 pm

Registration Open - Victoria Conference Centre, Level 1

7:30 am- 9:30 am

Breakfast & Keynote - You Are Here: Your Digital Road Map to Winning Customers for Life

9:30 am- 11:00 am

Destination BC - Winning Together in Our New World

11:00 am- 11:30 am

Refreshment Break

11:30 am- 12:30 pm

Choice of Sessions

A-1 - Lessons from the Tasting Room

A-2 - How Film Tourism Can Up the Ante for Marketing British Columbia to the World

A-3 - Bullying and Harassment: Tips, Traps & Trends in the Tourism Industry

A-4 - Proving Tourism's Economic Impact with Reports and Dashboards

12:30 pm- 2:00 pm

Presentation by the Honourable Shirley Bond, Minister of Jobs, Tourism & Skills Training

2:00 pm- 2:30 pm

Refreshment Break

2:30 pm- 3:45 pm

Choice of Sessions

B-1 - Cracking the Green Code: How to unlock the secret desires of your guests and grow your tourism business

B-2 - Trip Advisor - What Really Matters, a Look Behind the Curtain

B-3 - Liberate Ideas for Innovation!

B-4 - The BC Ale Trail - Marketing British Columbia's Bounty of Craft Beer, Natural Landscapes & Culture

3:45 pm- 4:15 pm

Refreshment Break

4:15 pm- 5:30 pm

Choice of Sessions

C-1 - Brand and Content at Destination BC

C-2 - Digital Disruption of Tourism and How to Survive it!

C-3 - Emergency Planning for BC's Tourism Industry

C-4 - How Film Tourism Can Up the Ante for Marketing British Columbia to the World

6:30 pm- 7:30 pm

Gala Reception

7:30 pm- 10:30 pm

Tourism Awards Gala

Friday, February 24

7:00 am- 3:00 pm

Registration Open - Victoria Conference Centre, Level 1

7:30 am- 9:30 am

Breakfast & Keynote - Destination Canada – Is Canada's Tourism Industry "In The Zone"?

9:30 am- 10:00 am

Refreshment Break

10:00 am- 11:15 am

Choice of Sessions

D-1 - Social Media Success - It's all in the Palm of Your Hand

D-2 - Innovative Recruitment Solutions

D-3 - 2017 Growth Outlook and a Team YVR Approach

D-4 - Events to Drive Visitation

11:15 am- 11:30 am

Break

11:30 am- 12:45 pm

Choice of Sessions

E-1 - Social Media Success - It's all in the Palm of Your Hand

E-2 - Growing Aboriginal Tourism Through Collaboration

E-3 - Adventure Travel - What you need to know to tap into a US \$263 billion market

12:45 pm- 2:30 pm

Lunch & Closing Keynote - The Six String Nation Guitar
