

# Conference Agenda



Time	Activity
<b>Wednesday, February 27</b>	
10 am - 12 pm	<b>TIABC Board Meeting</b>
1:00 - 3:00 pm	<b>TIABC Town Hall</b>
3:00 - 3:30 pm	Break
3:30 - 4:30 pm	<b>The Winning Pitch</b>
5:30 - 7:30 pm	<b>Welcome Reception</b>
<b>Thursday, February 28</b>	
7:30 - 8:30 am	<b>Breakfast Buffet</b>
8:00 - 9:00 am	<b>Keynote Presentation - Rochelle Turner, Research Director, WTTC</b>
9:00-9:30 am	Break
9:30 - 11:00 am	<b>Destination BC Presentation</b>
11:00 - 11:30 am	Break
11:30 - 12:30 Concurrent Sessions	Sports & Events
	Accessible Tourism
	Indigenous Tourism
12:30 - 2:00 pm	<b>Lunch and Keynote</b>
2:00-2:30 pm	Break
2:30 - 3:30 pm Concurrent Sessions	Managing the Employee Experience
	The Business of Meetings
	Mayors' Panel on Tourism Development

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Time	Activity
3:30-4:00pm	Break
4:00 - 5:00 pm Concurrent Sessions	Destination Development
	TIAC - The National Perspective
	Emergency Preparedness and Reputation Management
6:30 - 10:30 pm	<b>BC Tourism Industry Awards Gala</b>
<b>Friday, March 1</b>	
8:00 - 9:30 am	<b>Breakfast &amp; Presentations</b>
9:30 - 10:00 am	Break
10:00 - 11:00 am	<b>Destination Canada Presentation</b>
11:00 - 11:30 am	Break
11:30 am - 12:30 pm Concurrent Sessions	Managing Visitor Growth in our Wild, Natural Places
	Digital Readiness
	Impact Sustainability Conference - Report Out
	Cannabis Tourism - the Opportunity
12:30 - 2:00 pm	<b>Lunch &amp; Closing Keynote</b>
2:00 - 2:15 pm	<b>Closing Remarks</b>