

Conference Agenda



Time	Activity
Wednesday, February 27	
1:00 - 2:30 pm	Welcome to the Conference
1:15 - 2:00 pm	Welcome & Opening Keynote - Mark Okerstrom, Expedia
2:30 - 3:00 pm	Break
3:00 - 4:00 pm	The Winning Pitch
5:30 - 7:30 pm	Welcome Reception
Thursday, February 28	
7:30 - 9:00 am	Beakfast & Keynote Presentation - Rochelle Turner, WTTC
9:00 - 9:15 am	Break
9:15 - 10:45 am	Plenary Session
10:45 - 11:15 AM	Break
11:15 - 12:30 AM Concurrent Sessions	A-1 A Barrier to a Person with a Disability is a Barrier to Making a Profit
	A- 2 A Rising Tide Lifts All Boats: What are the opportunities of working with Indigenous Communities?
	A-3 A Collaborative Approach to User-generated Content
12:30 - 2:00 pm	Lunch & Presentations
2:00 - 2:15 pm	Break
2:15 - 3:30 pm Concurrent Sessions	B-1 The Paradigm Shift – Why Creating a positive Employee Experience is so Important in a Job Seekers’ Market
	B-2 Managing Visitor Growth in our Wild, Natural Places
	B-3 Social Strategy: Where do influencers fit into the marketing mix?
3:30-4:00pm	Break

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INDUSTRY
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Maximum Impact. Endless Potential.

Time	Activity
4:00 - 5:15 pm Concurrent Sessions	C-1 Local Government and Tourism: working together on advancing destination development.
	C-2 Sports & Meetings
	C-3 Trust: It Takes Years to Gain, But Can Be Lost Overnight
	C-4 End the Suffering of Bad UX - Simpleview
6:30 - 10:30 pm	BC Tourism Industry Awards Gala
Friday, March 1	
7:30 - 8:30 am	Breakfast & Presentations
8:30 - 10:00 am	DBC Presentation
10:00 - 10:30	Break
10:30 - 11:30 am	Destination Canada - Powering the Visitor Economy
11:30 - 11:45 am	Break
11:45 am - 12:45 pm Concurrent Sessions	D-1 Digital Readiness: Using Data to Drive Growth
	D-2 Outcomes of Impact Sustainability Conference
	D-3 Cannabis Tourism - the Opportunity
12:45 - 2:15 pm	Lunch & Closing Keynote