

Conference Agenda



Time	Activity
Wednesday, February 27	
10 am - 12 pm	TIABC Board Meeting
1:00 - 3:00 pm	TIABC Town Hall
3:00 - 3:30 pm	Break
3:30 - 4:30 pm	The Winning Pitch
5:30 - 7:30 pm	Welcome Reception
Thursday, February 28	
7:30 - 8:30 am	Breakfast Buffet
8:00 - 9:00 am	Keynote Presentation - Rochelle Turner, Research Director, WTTC
9:00-9:30 am	Break
9:30 - 11:00 am	Destination Canada Presentation
11:00 - 11:30 am	Break
11:30 - 12:30 Concurrent Sessions	A-1 Sports & Events
	A-2 A Barrier to a Person with a Disability is a Barrier to Making a Profit
	A- 3 Indigenous Tourism
	A-4 Social Media Strategies for 2019
12:30 - 2:00 pm	Lunch and Keynote
2:00-2:30 pm	Break
2:30 - 3:30 pm	B-1 The Paradigm Shift – Why Creating a positive Employee Experience is so Important in a Job Seekers’ Market
	B-2 The Business of Meetings

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Concurrent Sessions	B-3 Managing Visitor Growth in our Wild, Natural Places
	B-4 Social Strategy: Where do influencers fit into the marketing mix?
3:30-4:00pm	Break
4:00 - 5:00 pm Concurrent Sessions	C-1 Local Government and Tourism: working together on advancing destination development.
	C-2 TIAC - The National Perspective
	C-3 Emergency Preparedness and Reputation Management
	C-4 End the Suffering of Bad UX - Simpleview
6:30 - 10:30 pm	BC Tourism Industry Awards Gala
Friday, March 1	
8:00 - 9:15 am	Breakfast & Presentations
9:30 - 11:00 am	Destination BC Presentation
11:00 - 11:30 am	Break
11:30 am - 12:30 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
12:30 - 2:00 pm	Lunch & Closing Keynote
2:00 - 2:15 pm	Closing Remarks