Conference Agenda

BC TOURISM INDUSTRY CONFERENCE
Maximum Impact. Endless Potential.

Time	Activity
Wednesday, February 27	
1:00 - 2:30 pm	**Welcome to the Conference**
1:00 - 2:30 pm	**Welcome & Opening Keynote - Mark Okerstrom, Expedia**
2:30 - 3:00 pm	Break
3:00 - 4:00 pm	**The Winning Pitch**
6:00 - 8:30 pm	**Welcome Reception**
Thursday, February 28	
7:30 - 9:30 am	**Beakfast & Keynote Presentation - Stewart Moore, EarthCheck**
9:30 - 9:45 am	Break
9:45 - 11:00 am	**BC' Business Experts Review the Year Ahead**
11:00 - 11:30 AM	Break
11:30 - 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⬛
	A-4 Outcomes of Impact Sustainability Conference
12:45 - 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?

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Time	Activity
3:30-4:00pm	Break
4:00 - 5:15 pm Concurrent Sessions	C-1 Local Government and Tourism: working together on advancing destination development.
	C-2 Trust: It Takes Years to Gain, But Can Be Lost Overnight
	C-3 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 & Presentation - Hon. Lisa Beare, Minister of Tourism, Arts and Culture**
8:30 - 10:00 am	**Destination BC 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 Connecting BC and Canada to the World Through Partnerships
	D-3 Opportunities in BC's Emerging Cannabis Tourism Industry
12:45 - 2:15 pm	**Lunch & Closing Keynote - Brian Keating**