

Wi-Fi Password – M33ting@2024

DAY #1 AGENDA - WEDNESDAY, OCTOBER 23, 2024 – MONASHEE / SELKIRK ROOM

Noon (Pacific Time) **REGISTRATION OPENS**

12:55 PM *Monashee / Selkirk Room* *Welcome by Nelson Mayor Janice Morrison.*

1 – 3:30 PM **INVEST IN ICONICS:**

Working Together to Build a Resilient & Prosperous Future for Tourism in BC

Destination BC Leah Poulton, Director, Global Brand Strategy;
Visnja Milidragovic, Senior Program Advisor;
Erica Hummel, Director, Destination Development & Stewardship.
Facilitated by Suzanne Denbak, Cadence Strategies.

Join the Destination BC team in this interactive session where you will:

- *Learn about Destination BC's approach to branding and supporting the development of compelling iconic routes and places, and how it can benefit your community, your business and organization.*
 - *Learn about the brands and destination development strategies that will support the KR region.*
 - *Share your thoughts and ideas on how we can work together to implement the iconic brands, through marketing and destination development.*
 - *Delegates will break into groups to collectively brainstorm ideas which will then be showcased Dragon's Den style to win prizes.*
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5:30 – 6:30 PM **RECEPTION**

Prestige Lakeside Resort – *BRIX BrewHouse Lounge*
Enjoy networking and catching up with industry partners.
Refreshments and appetizers.
Hosted by Nelson Kootenay Lake Tourism.
Welcome by Peter Moynes, Executive Director, NKLT.

7 PM -

LOCAL DINNER EVENT

Discover downtown Nelson and its culinary delights.
Dinners will be a wonderful dining experience at a local restaurant.
There will be a set menu at these participating restaurants:
Broken Hill, Library Lounge, Marzano, Port 701 Marinaside, Red Light Ramen Bar.
After party at Mike's Pub, Hume Hotel; *No shuttle.*

Note: Photography and/or video taken at this event may be shared in social media, websites, email marketing & other digital channels, both present & future.

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DAY #2 AGENDA - THURSDAY, OCTOBER 24, 2024 – MONASHEE / SELKIRK ROOM

7:45 – 8:30 AM Breakfast – Buffet – Kootenay Salon

8:45 – 9:15 AM **AGM** – Minutes from 2023, Financial Statements and new Board of Directors

9:15 – 10 AM **Kootenay Rockies Tourism Year in Review**
Kathy Cooper, CEO; Wendy Van Puymbroeck, Director, Industry Development and Destination Marketing; Chris McCurry, Director, DD & Sustainability

10 – 10:20 AM **Break**

10:30 – 11:15 AM **go2HR**
Sarah Moseley, Regional HR Consultant
WORKFORCE DEVELOPMENT

Sarah will discuss regional HR topics including what is happening with businesses in and around the Kootenay Rockies in terms of people practices and labour market information. The session will also provide a quick overview of key tools and resources that may benefit your business in the coming year, in the areas of mental health, health & safety and training.

11:15 – 12:15 **BC Hotel Association**
Ingrid Jarrett, President & CEO
ADVOCATE, COMMUNICATE, EDUCATE

The BC Hotel Association is the advocate for the interests of BC's diverse accommodation industry. They are the bridge builder for owners and operators to government, the corporate community and other hospitality organizations. Ingrid will speak to BCHA's top advocacy priorities and issues facing the tourism sector, specifically accommodators. Through her passion, Ingrid works with government, partners and stakeholders to impact positive change.

12:25-12:35 PM **An update from Platinum Sponsor Air Canada**

12:35 – 1:45 PM **Barbecue Lunch Buffet – Kootenay Salon**

KEYNOTE SPEAKER
AI TOURISM NETWORK

Peter Pilarski, AI Strategist

With 20 years of experience in digital marketing, communications and government relations across diverse industries, Peter excels as a versatile strategist. Peter's mission is to demystify the AI landscape, enabling individuals and businesses to navigate it with confidence. His approach is centered on understanding the big picture and translating it to specific corporate goals and challenges that AI can solve.

Peter believes that while AI will cause disruption, organizations and individuals who take a systematic, fact-based, hypothesis-driven approach, coupled with strong change management practices, will succeed in using AI to streamline operations, enrich customer experiences and achieve success.

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2 – 3 PM

EMERGENCY PREPAREDNESS PANEL

Crisis Communication Plans & Emergency Management

Panel participants include Kate Colley, HatchComms; Corrine Bundschuh, KRT's Emergency Management Specialist as well as Walt Judas (moderator) and Ingrid Jarrett.

Bringing together relevant emergency stakeholders and tourism businesses to promote completing Crisis Communication Plans and Emergency Management Plans.

Join in this informative and crucial discussion around Emergency Preparedness. Some key topics of discussion will be to improve Emergency Preparedness in the tourism sector, enhance communication between stakeholders and to develop crisis communication and contingency plans. Bring your thoughts and questions!

3 – 3:20 PM

Break

3:20 – 4:15 PM

Tourism Industry Association of BC

Walt Judas, CEO

PRIMARY ADVOCATE FOR BC'S VISITOR ECONOMY

Walt will discuss the major issues that tourism operators currently face and what policies and recommendations TIABC is advocating for provincially and federally. The session will also provide an opportunity for delegates to voice their concerns and priorities for government attention.

4:15 – 4:30 PM

Prize Draw for Pacific Coastal Airlines Flight Vouchers



Closing Remarks: Mike McPhee, KRT Board Chair

Thank you to our Sponsors!



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