**SAMPLE AGENDA**

**Date and Time:**

**Wednesday April 26th, 2017 9:00 am – 4:00 pm**

**Location:**

**Fairmont Hot Springs Resort**

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| **Agenda Items** | **Leads** | **Timing**  **(approximate)** |
| 1. Welcome and introductions | Facilitator | 9:30 – 9:45 |
| 1. Overview of Destination BC Destination Development Program & Approach | Peter Harrison | 9:45 – 10:30 |
| **BREAK** |  | 10:30 – 10:45 |
| 1. Overview of Regional Priorities | Emilie Cayer-Huard | 10:45 – 10:50 |
| 1. Reviewing our Operating Context – the factors, trends and policies that are impacting tourism along Highway #3 corridor | Facilitator | 10:50 – 12:00 |
| 1. **LUNCH** |  | 12:00 – 12:45 |
| Reviewing our Operating Context (continued) | All | 12:45 – 1:15 |
| 1. Group discussion – Market Analysis, Destination Assessment, Issues & Opportunities | All | 1:15 – 2:30 |
| 1. **BREAK** |  | 2:30 – 2:45 |
| 1. Group discussion (continued) | All | 2:45 – 3:50 |
| 1. Next Steps | Facilitator | 3:50 – 4:00 |
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