



# BC TOURISM INDUSTRY CONFERENCE

20/20 - All Eyes on Tourism



**March 4-6, Victoria Conference Centre**

This year's conference promises to be another stellar event with exceptional keynote presentations, engaging workshops, fun social activities, and the annual BC Tourism Industry Awards!

## Featured Keynote Presenters

John Furlong—CEO of VANOC

***Inside the Games that Changed a Country***



Megan Epler Wood—Author, Eco Pioneer, Harvard Instructor

***Meeting the Challenge of Achieving Sustainable Destinations***

Caroline Beteta - President & CEO, Visit California

***Charting California's Recovery From Several Years of Wildfires***



Mark Collins, BC Ferries; Eric Hopkins, BCAA; Erinn Pinkerton, BC Transit; Craig Richmond, YVR

**CEO's Power Panel: *The Future of Transportation in BC***



## Special Guests

**Hon. Lisa Beare** - Minister of Tourism, Arts & Culture

**Mayor Lisa Helps** - City of Victoria

Don't miss the opportunity to connect with your peers, industry experts, tourism partners, government leaders, and suppliers!

**Register Today @  
BCTourismConference.ca**

**Bonus!**  
Every full package delegate receives a signed copy of one of author Rick Antonson's books courtesy of Tourism Whistler.