

WiFi Network: Sandman Guest
Password: rsvprewards

DAY #1 AGENDA - WEDNESDAY, NOVEMBER 2, 2022 – KOOTENAY ROOM

1:00 PM/PT AGM, Financial Statements, Introduction of new Board of Directors,
Annual General Meeting Concludes

1:20 **Kootenay Rockies Tourism** presentation
Kathy Cooper, CEO and Team members

2:20 – 2:40 *Break*

2:45 – 3:30 *Invest in Iconics Strategy Update*
Jacqueline Simpson, Director, Global Marketing Programs
Emilie Cayer-Huard, Manager, Destination Development Iconics
Destination BC

Learn about the latest updates on the Invest in Iconics Strategy, including a branding and destination development update and information related to the launch of the first Iconics brands and opportunities for the region. You will have time to ask questions and share thoughts on this important provincial tourism dispersion initiative.

3:45 – 4:15 *Advocacy Priorities to Move BC's Visitor Economy*
forward in a post-COVID Landscape
Walt Judas, CEO, Tourism Industry Association of BC (TIABC)

TIABC CEO, Walt Judas will discuss the major issues that tourism operators currently face, and what policies and recommendations TIABC is advocating for provincially and federally to help the sector rebound from the impacts of the pandemic. The session will also provide an opportunity for delegates to voice their concerns and priorities for government attention.

4:20 *Day 1 Closing Remarks*

6 – 9:00 PM **Taste of Castlegar / Sandman Hotel – Columbia Room**
Sponsored by Destination Castlegar & Kootenay Rockies Tourism
Two complimentary drink tickets are included with registration
(in name tag sleeve)

9 PM – midnight **After Party at Tailout Brewing – 1810 8th Ave** (walking distance)
Live Music by TruckVanCar and Parking Lot Poutine with smoked
meat by Gerome.

WiFi Network: Sandman Guest
Password: rsvprewards

DAY #2 AGENDA - THURSDAY, NOVEMBER 3, 2022 – KOOTENAY ROOM

8:00 – 8:45 AM Breakfast – Sandman Hotel – Kootenay Room

8:45 AM Day 2 Kicks off / Opening Remarks

9:00 – 9:50 AM ***Accessibility and Tourism - A new look and success stories***
Mike Riediger, CEO, Kootenay Adaptive Sport Association (KASA)

Accessibility has always been looked at through a narrow lens. Adding to this problem, the disconnect of non-profits and the small business sector, has made for disjointed efforts in accessibility in BC. Bringing fresh ideas to this sector and making very fast gains in the past 4 years, KASA has success stories to share on how Accessibility can fit within your sector.

9:55 – 10:25 AM ***Workforce Solutions for the Accommodation Sector***
Mike Macleod, Director, Member & Business Development, BCHA

The BC Hotel Association will present on the status of three workforce projects currently underway to support the accommodation sector. Each project represents opportunity for regional communities to participate and benefit from the outcomes.

10:25 – 10:45 AM Break

10:50 – 11:25 AM ***ITBC's Alignment Strategy, Pulling Together for Recovery***
Henry Tso, Chief Financial Officer, Indigenous Tourism BC (ITBC)

ITBC's strategy to support capacity building and resilience in the Indigenous tourism sector in BC. To focus on creating alignment with Indigenous, provincial, regional and federal partners to continue to improve BC's collaborative tourism network. ITBC will assist in leading the Indigenous tourism industry in returning to the 2017/18 level of success by 2024 by supporting Stakeholders and First Nation communities to cultivate a prosperous and sustainable tourism industry that connects visitors to exceptional Indigenous experiences.

11:30 ***Luncheon / Closing Keynote speaker***
Achieving Change Through Partnerships
Sophie Pierre, Ktunaxa Hereditary Chief

1:30 PM Closing Remarks/Conference concludes