

AtBC Stakeholder Forum – Day 1

Wednesday October 11, 2017 – Musqueam Cultural Centre, Vancouver

- 12 Noon** Registration Open and Lunch
Registration is complimentary for AtBC Stakeholders
Note: Registration will give AtBC Stakeholders access to AtBC Forum/AGM and Tourism Industry Association of BC (TIABC) Summit
- 1:00 pm** Pulling Together Vision: 5 Year Plan
- Big Picture Opportunities for Aboriginal Tourism
- 1:30 pm** Learning from the Pros to Capitalize on Tourism Trends for Impact and Growth for Aboriginal Tourism in BC. Success stories, insights and opportunities Panel Discussion with:
- Frank Antoine, Quaaout Lodge and Spa**
Inez Cook, Owner Salmon n Bannock Bistro
Trevor Cootes, Huu-ay-aht First Nation
Barry Zwueste, St. Eugene Golf Resort Casino
- 2:15 pm** Refreshment Break and room set up for Pod Roundtable Discussions
- 2:30 pm** Pod Roundtable Discussions
1. Cracking Social Media and Digital Marketing
 2. Selling More - Travel Trade – Consumer
 3. Get Media to Work for You with inspiring stories
 4. Destination Development and Remarkable Experiences
 5. Leveraging Partnerships for your bottom line
 6. Finding funds to support business development
- 3:30 pm** Closing Remarks
- 4 – 6 pm** Partners Networking Reception

Musqueam Cultural Centre

4000 Musqueam Ave, Vancouver, BC Tel: 604 263-3261

Shuttle Bus Schedule:

- > 11:30 am from Westin Wall Centre Vancouver Airport Hotel to Musqueam Cultural Centre
- > Again at 3:30 pm from hotel to Musqueam
- > 6:15 pm Return from Musqueam back to the hotel



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TOURISM BC**
CELEBRATING 20 YEARS