

Aboriginal Tourism Association of British Columbia (AtBC)

AtBC's Stakeholder Forum – November 7 – November 8, 2012

Wednesday, November 7th – 9:00 AM – 4:30 PM (Forum)

Thursday, November 8th - 9:00 AM – 12:00 PM (Forum)

1:30 PM – 3:00 PM (AGM)

Coast Coal Harbour Hotel
1180 West Hastings Street,
Vancouver, BC
V6E 4R5

DAY 1 – Wednesday, November 7th – 9:00 AM – 4:30 PM

- 8:00 AM **Registration and networking**
- 9:00 AM **Opening Prayer and Protocol Welcome**
- 9:05 AM **Opening Comments - AtBC Chair Brenda Baptiste/Co-Chair Lillian Hunt**
- Introduction of the AtBC Board of Directors and staff
- 9:30 AM **Review of Forum Agenda and Objective, CEO Keith Henry**
- Stakeholders Introductions
 - Recognition of the Authenticity Awarded Stakeholders
 - Recognition of the AtBC Industry Award Recipients
- 9:45 AM **AtBC Five Year Plan**
2012-2017: Year 1 Update
- Keith Henry
- 10:30 AM *Coffee Break/ Networking*
- 10:45 AM **Our Story. Your Experience.**
- AtBC Marketing Specialists Dana Schoahs, Craig van der Merwe
- 11:15 AM **Progress Report**
- Beverley O'Neil, O'Neil Marketing
 - Dr. Peter Williams, SFU

- 12:00 PM *Lunch*
Social Media & Digital Assets – Craig van der Merwe
- 1: 00 PM **Aboriginal Travel BC**
- Keith Henry
- 1:20 PM **Regional Breakout Sessions**
- *Review AtBC progress by region in 2012-2013*
 - How would an Aboriginal Travel agency help your business?
 - What would you need to see in Aboriginal Travel BC?
 - How should AtBC market your business in 2013?
 - How would you like to see your region/products represented at Klahowya Village in 2013?
 - How can AtBC better connect with tourism businesses in your region?
- 2:30 PM *Coffee Break/Networking*
- 2:45 PM **Regional Breakout Reporting**
- 4:15 PM **Minister Pat Bell**
- Ministry of Jobs, Tourism & Skills Training
- 5:00 PM **AtBC Travel Trade networking event (by invitation only) – Bill Reid Gallery**
AtBC Stakeholders Reception – Coast Coal Harbour
- DAY 2 – Thursday, November 8th – 9:00 AM – 12:00 PM**
- 9:00 AM **Artisan Authenticity Update**
- Shain Jackson, Spirit Works Ltd.
- 9:45 AM **Klahowya Village 2012 Reporting**
- Linda Calla, Teresa Ryder
- 10:15 AM *Coffee Break/Networking*
- 10:30 AM **Aboriginal Pavilion – Vancouver**
- Keith Henry
- 11:00 AM **Regional Reporting**
Process overview for Regional Planning
- Suzanne Denbak, Cadence Strategies
 - Cheryl Chapman, AtBC
- 11:55 AM **Adjourn Forum/Closing Remarks**
- 12:00 PM *Lunch provided*