

BC Economic Summit 2023

Event Schedule

Sat, Apr 15, 2023

12:00 PM

Add On: Okanagan Fest of Ale

🕒 12:00 PM - 8:00 PM, Apr 15

📍 Penticton Trade & Convention Centre

The Okanagan Fest of Ale is an annual Consumer Craft Beer Festival that functions to support and promote the growing craft beer industry, enhance local tourism, and donate to charitable organizations within the South Okanagan Similkameen region. Since its inception, over \$750,000 in net proceeds has been gifted back to qualifying registered charities and other not-for-profit societies.

Purchase your tickets here: <https://festofale.ca/>

2:00 PM

Add On: Glenfir Guided KVR Cycle Tour with Hoodoo Adventures

🕒 2:00 PM - 6:00 PM, Apr 15

📍 Penticton

Glenfir Guided KVR Cycle Tour with Hoodoo Adventures

[Click here to book now.](#)

Pricing (all tours)

- \$85 / person - Adults ages 18 and older
- \$65 / person - Youth ages 17 and younger

Terms & Conditions:

- All tours require a minimum of 6 participants to run. If the tour does not meet the minimum requirements, we can move the participant to another tour, or refund.
- Maximum numbers depend on the available guides and equipment. If a tour cannot be booked online, it may be booked out. Please contact us directly to check availability and/or be placed on a waitlist.
- All tours must be paid in full at time of booking.
- All participants must sign a waiver.
- Booking questions must be answered upon receiving confirmation.

Cancellations:

- Non-refundable booking fee: 25%
- There are no refunds for cancellations inside of 14 days.

Sun, Apr 16, 2023

9:00 AM

Add On: Kayak Brunch Tour with Hoodoo Adventures

🕒 9:00 AM - 12:00 PM, Apr 16

📍 Penticton

Kayak Brunch Tour with Hoodoo Adventures

[Click here to book now.](#)

Pricing (all tours)

- \$85 / person - Adults ages 18 and older
- \$65 / person - Youth ages 17 and younger

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10:00 AM

Add On: Family Friendly Outdoor Climbing with Hoodoo Adventures

🕒 10:00 AM - 2:00 PM, Apr 16

📍 Skaha Bluffs Provincial Park

Family Friendly Outdoor Climbing with Hoodoo Adventures

[Click here to book now.](#)

Pricing (all tours)

- \$85 / person - Adults ages 18 and older
- \$65 / person - Youth ages 17 and younger

Terms & Conditions:

- All tours require a minimum of 6 participants to run. If the tour does not meet the minimum requirements, we can move the participant to another tour, or refund.
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12:00 PM

Registration

🕒 12:00 PM - 5:30 PM, Apr 16

📍 Penticton Trade & Convention Centre

1:00 PM

Evergreen Penticton Art Walk

🕒 1:00 PM - 3:00 PM, Apr 16

Enjoy visiting local galleries and businesses that are open to the public all year long.

Self-guided. Begin at any time. Map is included in delegate bags or online.

<https://www.pentictonartscouncil.com/penticton-art-walk>

2:00 PM

Creating the Destination Community, One Business at a Time

🕒 2:00 PM - 3:30 PM, Apr 16

📍 Penticton Trade & Convention Centre

Speaker



Jon Schallert
The Schallert Group, Inc

4:00 PM

City of Penticton North Gateway Neighbourhood Walking Tour

🕒 4:00 PM - 5:30 PM, Apr 16

Join Anthony Haddad, General Manager, Community Services at City of Penticton, on this 90 minute walking tour of the North Gateway neighbourhood. Attendees will learn about the process of planning & redevelopment of this walkable & liveable district, seeing both the work in progress and the foundational pillars that made it possible. **The tour will conclude at the SS Sicamous in time for the start of the Annual Summit Opening Reception. There is no charge to attend this guided tour, however attendance will be limited.**

The North Gateway is one of the main points of entry to the city, off Hwy 97 from the north, and encompasses some of the community's major entertainment facilities. In 2018 Council took the initiative to enhance the economic impact of the community's investments in North Gateway with the sale and redevelopment of municipally owned land for a new convention hotel. At the same time increased development interest in surrounding lands began to move forward and to ensure the alignment of those projects with a long term vision for the area, Council supported moving forward with the long term economic development strategy for the area.

The North Gateway redevelopment and investment strategy includes plans for boutique shops, wide multi-use paths, tree-lined streets, a variety of housing types, hotels and entertainment and recreation amenities, with the goal of creating the City's first 15-minute neighbourhood.

Speaker



Anthony Haddad
General Manager Community Services
City of Penticton

5:30 PM

Opening Reception

🕒 5:30 PM - 7:00 PM, Apr 16

📍 SS Sicamous

Hop aboard the SS Sicamous to celebrate the start of the 2023 BC Economic Summit!

7:00 PM

Dine-Around

🕒 7:00 PM - 10:00 PM, Apr 16

📍 Choice of Penticton Eatery

Sign up is limited! *At own cost

Don't dine alone! Get out of your hotel room and explore Penticton, while making new friends in our profession. BCEDA has hand-picked several exciting restaurants for conference attendees to attend together.

Sign up & we'll match you with others for a great outing. BCEDA will make the reservations; participants take care of their own financial and transportation needs. Bon appetite!

Mon, Apr 17, 2023

7:30 AM

Registration

🕒 7:30 AM - 4:30 PM, Apr 17

📍 Penticton Trade & Convention Centre

Breakfast

🕒 7:30 AM - 8:30 AM, Apr 17

📍 Penticton Trade & Convention Centre

8:30 AM

Welcome & Opening Comments

🕒 8:30 AM - 9:00 AM, Apr 17

📍 Penticton Trade & Convention Centre

Don't miss the official welcome to the City of Penticton and the 2023 BC Economic Summit with Anonya Kampe who will share a traditional welcome in nsylxcn and English. BCEDA Chair Amy Reid and MP Richard Cannings will also welcome attendees and then we will hand things over to our Summit Emcee, Steve King!

👤 Emcee



Steve King

👤 Speakers



Anona Kampe



Richard Cannings

MP
South Okanagan-West Kootenay

9:00 AM

Opening Keynote: Ross Bernstein, Wearing the "C": Leadership Lessons from the Greatest Captains and Coaches in Sports

🕒 9:00 AM - 10:00 AM, Apr 17

This program is based on a critically acclaimed book Ross wrote in which he was able to interview more than 500 captains and coaches in order to answer one question: What is it that makes the great ones great? In this keynote session Ross will focus on dozens of amazing leaders from the world of sports, and explain how they were able to create “buy-in” through some very unorthodox methods.

Success in business today is all about trust, communication and building deeper relationships — and it's no different in sports. Coaches have to motivate their players in order to not only win, but to keep their jobs — so they have a lot of different tools in their tool boxes. Ross learned that there is no right way to lead, so he will share many different philosophies that sales professionals and business leaders can use to develop better relationships in the workplace. At the core of his message is the simple fact that we like to do business with people who we trust, who we like, and who just “get it.”

👤 Speaker



Ross Bernstein

Ross Bernstein Speaking

10:00 AM

Work & Social Break

🕒 10:00 AM - 10:20 AM, Apr 17

📍 Penticton Trade & Convention Centre

10:20 AM

Opportunities and Challenges Conversation Café

🕒 10:20 AM - 11:30 AM, Apr 17

📍 Penticton Trade & Convention Centre

Introducing the Opportunities and Challenges Conversation Café

This session will bring together key stakeholders in economic development, including local leaders, government employees, and others, to discuss the opportunities and challenges facing your community. The focus is on sharing best practices and exchanging ideas, with topics ranging from housing solutions, the impact of industry loss, Indigenous and local government partnerships, disaster resiliency and more.

These roundtables are designed to leverage the expertise and insights of economic developers and other stakeholders, to inform and shape community-based initiatives. By bringing together a diverse group of participants, this conversation café creates a space for community and regional collaboration and the exchange of ideas. The goal is to promote an inclusive and equitable approach to economic development in your community.

During the session, attendees can actively participate by sharing their perspectives, asking questions, and engaging in productive discussions about the challenges and opportunities in BC. The outcome of the session will culminate in a list of action items and recommendations that can guide future initiatives from the BCEDA and your respective communities.

Community Conversation Cafes

- Housing solutions
- The impact of industry loss
- Economic development and tourism
- Indigenous and local government partnerships
- Disaster resiliency
- Land use development
- Community Charter restrictions
- Regional collaboration

11:30 AM

Breakout B

🕒 11:30 AM - 12:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

2 Subsessions

● **The New WOW Factor: How BC's Colleges Can Be Our Economy's Secret Weapon**

🕒 11:30 AM - 12:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

● **Economic Development Corporations**

🕒 11:30 AM - 12:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

12:15 PM

Lunch

🕒 12:15 PM - 1:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

1 Subsessions

● **CANDO: Inspiring Success**

🕒 12:30 PM - 12:45 PM, Apr 17

1:15 PM

Breakout C

🕒 1:15 PM - 2:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

3 Subsessions

● **Bringing the WOW Factor to the Circular Economy**

🕒 1:15 PM - 2:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

● **Supporting and Growing an Entrepreneurial Economy**

🕒 1:15 PM - 2:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

● **Update from Destination BC**

🕒 1:15 PM - 2:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

2:15 PM

Breakout D

🕒 2:15 PM - 3:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

3 Subsessions

● **May the Force be With You: JEDI Programs and Resources That Can Help**

🕒 2:15 PM - 3:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

● **Create & Capture: Building and Measuring The Economic Impact Of Filming And Events**

🕒 2:15 PM - 3:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

● **Update from FortisBC**

🕒 2:15 PM - 3:15 PM, Apr 17

📍 Penticton Trade & Convention Centre

3:15 PM

Break

🕒 3:15 PM - 3:35 PM, Apr 17

📍 Penticton Trade & Convention Centre

3:35 PM

Breakout E

🕒 3:35 PM - 4:35 PM, Apr 17

📍 Penticton Trade & Convention Centre

2 Subsessions

● **How to Attract Big Talent to Smaller Communities by Promoting Quality of Life**

🕒 3:35 PM - 4:35 PM, Apr 17

📍 Penticton Trade & Convention Centre

● **The WOW of Empowering Indigenous Communities - The Ktunaxa Story**

🕒 3:35 PM - 4:35 PM, Apr 17

📍 Penticton Trade & Convention Centre

5:30 PM

Canadian Eh? Fun Night

🕒 5:30 PM - 10:00 PM, Apr 17

📍 Penticton Lakeside Resort

It's a Canadian-themed party, eh? Don your favourite plaid for some networking fun BCEDA-style! Wear a toque, grab a poutine and join the fun and games.

Tue, Apr 18, 2023

7:30 AM

Registration

🕒 7:30 AM - 4:30 PM, Apr 18
📍 Penticton Trade & Convention Centre

Breakfast

🕒 7:30 AM - 8:30 AM, Apr 18
📍 Penticton Trade & Convention Centre

8:30 AM

Day 2 Opening Comments

🕒 8:30 AM - 8:50 AM, Apr 18
📍 Penticton Trade & Convention Centre

Don't miss the start of Day 2 with Emcee Steve King and a virtual address from Hon. Lisa Beare, Minister of Citizens' Services.

👉 Emcee



Steve King

👉 Speaker



Hon. Lisa Beare

Minister
Ministry of Citizens' Services

8:50 AM

Day 2: Opening Keynote, Jon Schallert - Creating the Tourism Destination

🕒 8:50 AM - 10:00 AM, Apr 18
📍 Penticton Trade & Convention Centre

Many businesses rely on tourist-related traffic. Jon Schallert's trademarked 14-point process for reinventing a business into a Consumer Destination can be used by any business, destination resort, or tourist attraction to reinvent tourist marketing. Convention and visitor bureaus and tourist related associations find this motivational keynote relates to the operations of all entrepreneurs, retailers, and restaurant owners, who are trying to attract more customers and tourists through their doors.

Attendees will leave with a new understanding of Jon's Destination strategies and tactics, and many of the typical, overused methods tourist-related communities capitalize on to increase traffic. Attendees will understand why waiting for "Big Brother" to create a tourist marketplace is not advantageous to the aggressive entrepreneur, and how all tourists are not created equal. Marketing differentiation will be discussed, showing the pros and cons of multiple marketing tactics.

👉 Speaker



Jon Schallert

The Schallert Group, Inc

10:00 AM

Work & Social Break

🕒 10:00 AM - 10:20 AM, Apr 18
📍 Penticton Trade & Convention Centre

10:20 AM

Breakout F

🕒 10:20 AM - 11:20 AM, Apr 18
📍 Penticton Trade & Convention Centre

3 Subsessions

● **Attracting Remote Workers and Digital Nomads: Strategies and Significance**

🕒 10:20 AM - 11:20 AM, Apr 18

📍 Penticton Trade & Convention Centre

● **Leveraging Outdoor Recreation**

🕒 10:20 AM - 11:20 AM, Apr 18

📍 Penticton Trade & Convention Centre

● **Investment Attraction, Tourism, and Export Opportunities in ASEAN**

🕒 10:20 AM - 11:20 AM, Apr 18

📍 Penticton Trade & Convention Centre

11:20 AM

Breakout G

🕒 11:20 AM - 12:05 PM, Apr 18

📍 Penticton Trade & Convention Centre

3 Subsessions

● **Next Level WOW: Best Practices for an Investment-Ready Website**

🕒 11:20 AM - 12:05 PM, Apr 18

📍 Penticton Trade & Convention Centre

● **CleanBC**

🕒 11:20 AM - 12:05 PM, Apr 18

📍 Penticton Trade & Convention Centre

● **The WOW of Indigenous Tourism**

🕒 11:20 AM - 12:05 PM, Apr 18

📍 Penticton Trade & Convention Centre

12:05 PM

Lunch

🕒 12:05 PM - 1:05 PM, Apr 18

📍 Penticton Trade & Convention Centre

1:05 PM

Breakout H

🕒 1:05 PM - 2:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

3 Subsessions

● **Working Together for the WOW - Economic Developers, Land Managers and Community Planners**

🕒 1:05 PM - 2:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

● **Rural Communities in 10 Years...and How to Prepare Today**

🕒 1:05 PM - 2:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

● **Update from BC Hydro**

🕒 1:05 PM - 2:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

2:00 PM

Breakout I

🕒 2:00 PM - 3:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

2 Subsessions

● **The WOW Factor in Workforce and Health Care Recruitment**

🕒 2:00 PM - 3:00 PM, Apr 18

● **Understanding Migration & Settlement Patterns**

🕒 2:00 PM - 3:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

3:00 PM

Break

🕒 3:00 PM - 3:20 PM, Apr 18

📍 Penticton Trade & Convention Centre

3:20 PM

Economic Outlook: The Economy After the Pandemic

🕒 3:20 PM - 4:20 PM, Apr 18

📍 Penticton Trade & Convention Centre

David Williams is Vice President of Policy at the Business Council of British Columbia (BCBC). He provides senior leadership in developing public policy research, advice, and solutions in the areas of productivity, innovation, technology, taxation and human capital.

David will discuss recent developments in the global and Canadian economies, and the implications for British Columbia. He will discuss the state of our economy in the wake of the pandemic and some of the key challenges that lie ahead.

👤 **Speaker**



Dr. David Williams

Vice President, Policy
Business Council of British Columbia

5:45 PM

Cocktail Reception

🕒 5:45 PM - 6:15 PM, Apr 18

📍 Penticton Trade & Convention Centre

6:15 PM

BC Economic Development Awards Sponsored by FortisBC

🕒 6:15 PM - 9:00 PM, Apr 18

📍 Penticton Trade & Convention Centre

Hosted by Emcee Steve King, join BCEDA as we enjoy an evening in celebration of the 2023 BC Economic Development Award winners.

👤 **Emcee**



Steve King

Wed, Apr 19, 2023

8:00 AM

Special Session with BC Provincial Nominee Program

🕒 8:00 AM - 4:00 PM, Apr 19