

— 7th Annual —

# British Columbia Communications Forum

Feb. 24+25, 2020  
VANCOUVER, BC

EARLY BIRD ENDS  
JAN. 16/20

PRODUCED BY

SWANSEA  
COMMUNICATIONS



SUMMERS  
DIRECT  
CONFERENCE & EVENTS

## The Forum · Monday, February 24, 2020

8:00 a.m. REGISTRATION AND BREAKFAST

### 8:25 a.m. WELCOME & OPENING REMARKS FROM THE CHAIR

Theodora Jean, President, Canadian Public Relations Society (Vancouver)

8:30 – 9:30a.m. **OPENING KEYNOTE: Talk Triggers**, Daniel Lemin, co-founder, EatID  
Acclaimed global speaker, co-founder & CMO, Selectivor – California

9:30– 9:55 a.m. NETWORKING REFRESHMENT BREAK

### 9:55 – 10:55 a.m. Mastering Integrated Content & Campaigns

Almira Bardai, Communications Consultant

### 10:55 a.m. – 11:55 a.m. Stakeholder engagement when the stakes are high

Heather McKenzie-Beck, Senior Manager, Marketing & Communications, Downtown Vancouver Business Improvement Association (DVBIA)

11:55 a.m. – 12:55 p.m. NETWORKING LUNCHEON

### 12:55 – 1:55 p.m. How to Make a Personal Connection Through Storytelling

Cynthia Lockrey, Lockrey Communications

### 1:55 – 2:55 p.m. Flying High at YVR

Brock Penner, Manager, Corporate Communications, Zoë Weber, Communications Specialist, Chris Devauld, Senior Communications Specialist, Tess Messmer, Senior Communications Specialist  
VANCOUVER AIRPORT AUTHORITY

2:55 – 3:15 p.m. REFRESHMENT BREAK

### 3:15 – 4:00 p.m. Communicating Change

E.G. Anderson & Tomasz Majek, Director of Operational Excellence at Langara College

full details at [www.BCCommsForum.ca](http://www.BCCommsForum.ca)

## The Forum · Monday, February 24, 2020

4:00 – 5:00 pm **Standing Out From The Crowd and Making Email Fun Again**

Antoine Bonicalzi, Director of Marketing, Cyberimpact

**5:00 pm CONFERENCE CONCLUDES FOR THE DAY**

---

## The Workshops · Tuesday, February 25, 2020

8:30 a.m. – Registration & continental breakfast

**9:00 a.m. – 12:00 p.m. Workshop A: How to Make Your Website Work for You**

Cynthia Lockrey, Lockrey Communications

Gone are the days of putting up a website and walking away. For your website to get traffic and connect with people, it needs to be updated regularly as well as referenced on social media and other websites. This not only helps increase your SEO, but also shares your content with people who don't visit your site.

In this workshop, you'll learn tips on maximizing content, distribution channels (Medium, LinkedIn articles, social media), how to keep your website fresh and top trends for 2020 (hint – it's about being a real person and authentic).

**1:00 p.m. – 4:00 p.m.**

**Workshop B: Getting Strategic With Video: How to Use Video Throughout the Customer Journey**

Jeff Pelletier, CEO & Chief Strategist, Basetwo Media Inc

In this presentation you will learn how online video has enabled businesses and organizations to expand their video marketing and communications well beyond TV ads and traditional corporate videos, but many struggle to generate a measurable return on investment.

- Strategies for using video throughout the communications and marketing journey to attract and convert leads, to close prospects, and delight your customers and audiences
  - Specific tactics for optimizing your videos for success
  - How to measure results and iterate over time
- 

### PRICING

Forum & 2 workshops BEST VALUE \$949.00 early bird \$1099.00 regular

Forum & 1 workshop \$799.00 early bird \$999.00 regular

Forum only \$559.00 early bird \$699.00 regular

Two workshops only \$549.00 early bird \$649.00

One workshop only \$349.00 early bird \$499.00 regular

**REGISTER ONLINE AT [www.BCCommsForum.ca](http://www.BCCommsForum.ca)**