



## BCLCA LODGING & CAMPING IDEAS FORUM

Sponsored by



### October 15, 2014 Ramada Hotel & Conference Centre, Kelowna

- 1:00 pm - 4:00 pm **Destination British Columbia, Online Reputation Management Workshop presenter Daniel Edward Craig (www.reknown.com)** Must pre-registered by October 3, 2014—Limit 35
- 4:00 pm - 5:00 pm **BCLCA Annual General Meeting - FREE FOR BCLCA MEMBERS TO ATTEND**
- 5:00 pm - 9:00 pm **BCLCA Preferred Suppliers Mini Table Top Trade Show & Networking**  
Function includes hors d'oeuvres and wine tasting by Little Straw Vineyards for registered attendees

### October 16, 2014 Ramada Hotel & Conference Centre, Kelowna

- 8:00 am - 8:30 am **Continental Breakfast**
- 8:30 am - 9:45 am **Session One: Supplier Roundtable**—Several BCLCA Preferred Suppliers will give a 5-10 min. presentation on their products and services to provide operational tips
- 9:45 am - 10:00 am **Refreshment Break**
- 10:00 am - 11:00 am **Session Two: Catch the Latest Trend in Camping and RVing – ‘Glamp’ your Campground** presented by Gordon & Pamela Chatry, Intimate Inns,
- 11:05 am - 12 Noon **Session Three: Human Resources** presented by Keith Baker, Director, Marketing and Communications, go2 The resource for people in tourism
- 12 Noon - 1:00 pm **Lunch & Speaker** - Lisa Jabbusch, Western Financial Group provides insurance advice and discusses risk management
- 1:00 pm - 2:00 pm **Session Four: First Aid Level 101** a WorkSafe BC presentation with Cliff Carswell, Certification Officer WorkSafe BC
- 2:00 pm - 2:15 pm **Refreshment Break**
- 2:15 pm - 3:15 pm **Session Five: Marketing Panel** - Nancy Cameron, Tourism Kelowna, Chris Bower, Tourism Penticton and Karen Griggs, Beads Trails/Madams Jewels will discuss destination marketing, how to generate business and measure success.
- 3:20 pm - 4:00 pm **Session Six: Annual update on Destination British Columbia** - Peter Harrison, Director, Partnership Marketing Destination British Columbia

### Forum Event FAQ's

- *Cost:* BCLCA Members \$50 per person plus GST or Non Members \$75 per person plus GST
- *Meals Oct 15:* Includes Hors Oeuvre's & Wine Tasting - location Ramada Hotel, Kelowna
- *Meals Oct 16:* Includes breakfast, lunch and various refreshment breaks - location Ramada Hotel, Kelowna
- *Accommodation:* Not included in registration price please book directly with the Hotel - see next page for details
- *Cancellations/Refunds:* 100% will be refunded until October 10, 2014 and no refunds after October 10th.

### RETURN REGISTRATION AND PAYMENT TO THE ADDRESS BELOW

BC Lodging and Campgrounds Association - Tel: 778-383-1037 or 888-923-4678  
Suite 209, 3003 St. John's Street, Port Moody BC V3H 2C4 Fax: 604-945-7606



British Columbia  
Lodging and  
Campgrounds  
Association

## BCLCA LODGING & CAMPING ISSUES FORUM

Wednesday, October 15 & Thursday, October 16, 2014

Ramada Hotel & Conference Centre, Kelowna

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### REGISTRATION DETAILS: Please Print

DELEGATE FULL NAME(S): 1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

PROPERTY/BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ POST CODE: \_\_\_\_\_

TEL ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_ EMAIL \_\_\_\_\_

### REGISTRATION FEE - ISSUES FORUM October 15 & October 16, 2014

Wednesday, October 15th — People Attending Workshop & Trade Show #: \_\_\_\_\_

**Total**

BCLCA Member	\$50.00 pp + \$2.50 (GST)= \$52.50	No. Req'd _____	\$ _____
BCLCA Non Member	\$75.00 pp + \$3.75 (GST)= \$78.75	No. Req'd _____	
	GST #106778665 (GST @ 5%)	<b>Total Enclosed</b>	\$ _____

### PLEASE INDICATE METHOD OF PAYMENT

VISA       MASTERCARD       CHEQUE ENCLOSED (Payable to BC Lodging & Campgrounds Assoc.)

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Today's Date: \_\_\_\_\_ Office Use: \_\_\_\_\_

### FORUM HOTEL DETAILS:

- Ramada Hotel & Conference Centre, 2170 Harvey Ave, Kelowna
- Room rates available to attendees wishing to stay are (Single/Double occupancy) Regular \$109.
- To make a reservation, please call the Ramada Hotel directly at 250-860-9711 or email ramadalodge@rpbhotels.com

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