BCAB 70th Annual Conference

May 16 - 18, 2017 - Watermark Beach Resort

Program at a Glance

Tuesday, May 16, 2017

- **Registration & Information Desk Open** 10:00 AM - 8:00 PM
- **Golf Registration & Lunch (Osoyoos Golf Club)** 11:30 AM - 12:30 PM
- **Golf Tournament (Osoyoos Golf Club)** 1:00 P M - 5:00 PM
- **Exhibitor Setup** 3:00 PM - 10:00 PM
- **President's Welcome Reception (Courtyard)** 6:00 PM - 8:00 PM

Wednesday, May 17, 2017

- **Registration & Information Desk Open** 7:00 AM - 5:00 PM
- **Exhibitor Display** 7:30 AM - 4:30 PM)
- **Breakfast** 7:30 AM - 8:00 AM
- **BCAB AGM - Members Only (Vineyard Ballroom)** 8:00 AM - 8:30 AM
- **Opening Remarks - President, Kevin Gemmell** 8:30 AM - 8:45 AM
- **Keynote Speaker: Roger Haskett - The Power of Play** 8:45 AM - 10:10 AM
- **Tracy Gilliam & Clint Marsh - Futuri Presentation** 10:10 AM - 10:25 AM
- **Coffee Break** 10:25 AM - 10:40 AM
- **Jeff Vidler - Reaching Millennials** 10:40 AM - 12:10 PM
- **Lunch sponsored by NLogic** 12:10 PM - 1:30 PM
  - **Royal Roads University - Andrea Boyes** 12:20 PM - 12:25 PM
  - **NLogic - Peter Farfaras** 12:25 PM -12:50 PM
  - **QCC/HCC Awards** 12:50 PM - 1:30 PM
- **Paul Ski - 45 Things I've Learned in 45 Years in Radio** 1:30 PM - 2:30 PM
- **David Phillips - The Thing is Not the Thing** 2:30 PM - 3:30 PM
- **Coffee Break** 3:30 PM - 3:45 PM
- **Duncan Stewart - Deloitte 2017 TMT Predictions with a focus on broadcasting** 3:45 PM - 5:00 PM
- **Free Evening**

Thursday, May 18, 2017

- **Registration & Information Desk Open** 7:30 AM - 1:00 PM
- **Exhibitor Display** 8:00 AM - 1:00 PM
- **Exhibitor Takedown** 1:00 PM - 4:00 PM
- **Registration & Information Desk Open** 5:30 PM - 7:00
- **Breakfast** 7:30 AM - 8:00 AM
- **Stephen B. Simpson - CRTC Update** 8:00 AM - 8:20 AM
- **Who's Listening/Who's Watching? – The Numeris Audio & Video Strategy and Panel** 8:20 AM - 9:20 AM
- **Paul Ski - Radio Connects (the new Radio Marketing Bureau)** 9:20 AM - 9:35 AM
- **Coffee Break** 9:35 AM - 9:40 AM
- **Local Sales Panel** 9:40 AM - 10:40 AM
- **Industry Leaders Panel Moderator - Paul Ski** 10:40 AM - 12:00 PM
- **Closing Remarks - President, Kevin Gemmell** 12:00 PM - 12:15 PM
- **Cocktail Reception (Watermark Beach)** 6:00 PM - 6:30 PM
- **President's Dinner & Awards Gala (Watermark Beach)** 6:30 PM - 10:00 PM
- **Post Gala Networking Party/Hospitality Suite (Townhouse Villa)** 10:00 PM - 1:00 AM