



**BCAB 63<sup>RD</sup> ANNUAL CONFERENCE  
MAY 5-7 2010 VICTORIA BC**

## CONFERENCE SCHEDULE

<b>WEDNESDAY, May 5, 2010</b>	
11:00 AM	Golfers Lunch Buffet at Bear Mountain Golf & Country Club
1:00 PM	BCAB Golf Tournament (Shot Gun Start) at the Bear Mountain Golf & Country Club
7:00 PM - 9:00 PM	President's Reception
<b>THURSDAY, May 6, 2010</b>	
All meetings take place at the Delta Victoria Ocean Pointe Resort	
7:45 AM - 8:30 AM	Continental Breakfast
8:00 AM - 8:20 AM	BCAB Annual General Meeting (BCAB Members only)
8:30 AM	Conference Opening - Brad Phillips, BCAB President & Don Shafer, Conference Chair
9:00 AM - 10:00 AM	Mark Ramsey - Making Waves: Broadcasting on the Verge
10:00 AM - 11:00 AM	Bob Garfield - The Chaos Scenario
11:00 AM - 11:15 AM	Refreshment Break
11:15 AM - 12:15 PM	<b>PPM Panel: What's Happening in a New PPM World?</b> Confirmed Panelists: Jeff Vidler, Lesley Conway-Kelley, Catherine Kelly, Gary Belgrave & Tim Monaghan Moderator: J.J. Johnson
12:15 PM - 1:30 PM	Buffet Lunch - Sponsored by FACTOR
1:30 PM - 2:30 PM	<b>Programming Panel: How Should Radio Change for a New Decade?</b> Confirmed Panelists: Mark Burley, Chris Duncombe, Tom Plasteras, Mark Addams and Ronnie Stanton Moderator: Dave Charles
2:30 PM - 2:45 PM	Refreshment Break
2:45 PM - 3:45 PM	Kyle MacDonald - One Red Paperclip: Anything is Possible
3:45 PM - 4:45 PM	Larry Rosin - You Ain't Seen Nothing Yet: How Mobile Broadband Will Change Everything, Again
6:30 PM - 8:30 PM	Dine-A-Round Victoria
<b>FRIDAY, May 7, 2010</b>	
All meetings take place at the Delta Victoria Ocean Pointe Resort	
7:45 AM - 8:30 AM	Continental Breakfast
8:30 AM - 9:30 AM	John Parikh - Power Shift: How to Profit from 5 Trends Re-shaping Media
9:30 AM - 10:00 AM	Stephen Simpson - CRTS
10:00 AM - 10:45 AM	Roy Osing - Be Different: The Key to Staying Alive!
10:45 AM - 11:00 AM	Refreshment Break
11:00 AM - 12:15 PM	<b>Radio Presidents Panel: Radio's Major Challenges in a Digital Age</b> Confirmed Panelists: Chris Gordon, Rick Arnish, Paul Ski, Jacques Parisien, Terry Coles and Doug Rutherford Moderator: Dave Charles
12:15 PM - 1:00 PM	Buffet Lunch - Sponsored by FACTOR
1:00 PM - 2:00 PM	<b>TV Panel: The World is Flat Screen... The Next Chapter for TV</b> Panelists: Gerry Belec, John Pollard, Renato Zane, Theresa Treutler and Tom Haberstroh Moderator: John Parikh
2:00 PM - 2:15 PM	Break
2:15 PM - 3:30 PM	Eric Samuels - Decisions, Decisions: The Art, Science and Magic of Decision Making
6:00 PM - 7:00 PM	Stayin' Alive! Reception - Sponsored by Astral Media
7:00 PM - 10:00 PM	President's Dinner & Awards Gala - Sponsored by Astral Media MC Ed Bain