



WEDNESDAY, OCTOBER 15

All events at: Tourism Prince George Visitor Information Centre
201 – 1300 1st Avenue, Prince George

4:30 – 7:30 Welcome Reception & Registration
Hosted by Tourism Prince George

THURSDAY, OCTOBER 16

All events at: The Coast Inn of the North
770 Brunswick Street, Prince George

8:00 – 9:00 Breakfast

- Victoria Olmstead, Chair

9:00 – 12:00 Tourism British Columbia Presentations and Panel

- Don Foxgord, Vice President, Partnership Marketing
 - Overview of Tourism BC
- Tourism BC Presentations
 - Kathleen Harvey, Account Manager, Tourism Product Management, Tourism BC
 - Peter Harrison, Director, Partnership Marketing
 - Caterina Papadokos, Manager Community Tourism Foundations
 - William Bakker, Director, On-Line
 - Mary Elliott, Manager, Marketing Communications
 - Keith Baker, Manager, Marketing Communications
 - Mika Ryan, Manager, Travel Media
- Questions from the floor

10:30 – 10:45 Coffee Break

12:00 – 1:15 Lunch

12:30 Anthony Everett, CEO

- Overview of Northern BC Tourism Presentation

1:00 – 2:15 Northern BC Tourism Staff Presentations

2:15 – 3:15 Council of Tourism Associations (COTA)



THURSDAY, OCTOBER 16 CONT'D

- 3:15 – 3:30 Coffee Break
- 3:30 – 5:00 Annual General Meeting
- Including Elections and Announcements
- 5:30 Evening Gala Banquet and Awards Ceremony
- Simon Ratcliffe, MC
 - Cash Bar opens at 5:30, Dinner at 6:15
- 7:00 Honourable Bill Bennett, Minister of Tourism, Culture and the Arts
- 7:30 The Northern Tourism Awards
- Recognizing Tourism Excellence in Northern BC
- 8:15 Simon Sees Northern BC Video Presentation

FRIDAY, OCTOBER 17

- All events at: University of Northern British Columbia, Room 10-4588
3333 University Way, Prince George
- 9:30 – 12:30 Tourism Business Essentials® Workshop
- Tourism Packaging & Product Distribution
 - Eva Gutsche, Facilitator, Tourism BC
 - Kathleen Harvey, Account Manager, Tourism Product Management, Tourism BC