

Call for Presenters Guidelines

“BC Tourism Matters”



The BC Tourism Industry Conference (BCTIC) will be held at the Victoria Conference Centre, February 22-24, 2017. This extraordinary event brings together hundreds of tourism operators, destination marketing organizations and other stakeholders for workshops, business opportunities, networking, fun and celebrating the best in our business.

This is your opportunity to participate in the premier tourism event in British Columbia. We are looking for new ideas, new speakers and innovative concepts for our education program. Our ideal speaker is one who comes with creative ideas for audience engagement, who can provide superb educational session delivery, and who is willing to meet and greet with conference delegates or deliver one-on-one coaching in addition to their session. Our audience has very high expectations of the speakers and the whole event experience.

Deadline for submissions: October 21, 2016

SPECIAL ANNOUNCEMENT!

TIABC recognizes the importance of providing the community with a voice in the development of the conference program. So for the first time, BCTIC will be asking delegates for feedback on which of the proposed sessions would be the most interesting and engaging. The tourism community will have the opportunity to review the presentation submissions and vote on their favourites in each subject area.

THE PROCESS

Step One: Call for Presenters

Presentation submissions will be accepted from **October 3 to October 21, 2016**.

Step Two: Community Voting – October 28 to November 11, 2016

For two weeks, the tourism community will have the opportunity to review and vote on their favourite submissions. Presenters are encouraged to share the link to the voting and engage their own network in the voting.

Step Three: Selections Made

Proposals will be selected based on a combination of the voting results (40% weight) and the input of the BCTIC Program Committee (60% weight).

PRESENTATION TOPICS

We are leaving this up to you, but the expectation is that your subject matter will be relevant to the entire BC tourism industry or to a particular sector. Priority consideration will be given to proposals that either match or align closely with the conference theme, “**BC Tourism Matters**.”

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In addition, we are streaming our program into five different topic areas, and the submission form will require you to identify the relevant channel for your presentation:

1. Innovation Matters
2. People Matter
3. Marketing Matters
4. Advocacy Matters
5. Tourism Development Matters

TIPS FOR GETTING YOUR IDEA SELECTED

- **Go for the non-traditional.** Move away from the talking head(s) at the front of the room.
- **Engage your audience.** Passive listening is seldom an effective learning model for most delegates. Encourage interaction, community building, discussion, etc.
- **Make it marketable.** The catchier and more compelling the title, the greater the chances it will be selected.
- **Deliver actionable content.** We find that the most popular sessions are those that offer our delegates tips or best practices that they can implement in their own businesses.
- **Provide real-world and local examples to support your subject.** Delegates relate much better to true-to-life experience instead of “text book” talk.
- **Avoid self-promotion.** Presentations focused on an organization’s specific products and/or services, without an examination of the broader relevance, will not be accepted. Delegates do not like to be pitched.

ADDITIONAL IMPORTANT INFORMATION

- Presenters may submit multiple proposals for multiple topics, but each must be submitted separately.
- Presenters will be offered a one-day complimentary conference registration for the same day on which they are presenting.
- Presenters will not receive financial remuneration for speaking at the conference.
- Presenters are responsible for arranging and paying for their own accommodation and transportation.
- Sessions will range from 20 to 75 minutes long. Additionally, some topics may be merged into a panel session providing for additional value to delegates.
- Conference delegates will not be required to register for individual sessions and BCTIC cannot therefore guarantee or predict audience numbers by session.
- The expectation is that all presenters will provide their notes/handouts to conference organizers in advance of the conference. These materials will be made available online to all conference participants.

QUESTIONS

Please contact Nora Cumming, Conference Manager at: n.cumming@chemistryconsulting.ca
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