

Join the BC Chamber **MindReader™** community now!

A free member benefit to
ensure your voice is heard.



What is MindReader?

The **BC Chamber of Commerce** and Vancouver-based **Vision Critical** have partnered to create a province-wide cloud-based customer intelligence platform which will allow us to pull real-time information from our members.

The goal is for our MindReader™ online community to truly reflect our membership with representation from businesses from every community, sector, and size across BC.

Who is **Vision Critical**?

With over 15 years of proven experience managing over 750 insight communities globally, Vision Critical has developed industry-leading best practices for engaging customers in on-going feedback.

How does MindReader work?

From the platform, the BC Chamber will send you surveys on issues that impact your businesses and BC's economy. By joining MindReader™, you will have the opportunity to weigh in on important topics that impact you.

How does this impact me and my business?

The MindReader™ platform will drive positive change in BC's business community by capturing ongoing insights from our broad membership base.

We are stronger together. The bigger our MindReader™ community, the stronger our advocacy efforts will be to government - with the data to back us up. It will give you a voice and the opportunity to make a difference on key issues that impact your business and community.

How can I learn more?

Watch this informative video where BC Chamber's Val Litwin and Vision Critical's Scott Miller discuss their exciting vision. [WATCH](#)

Questions? The BC Chamber would love to hear from you. [SEND AN EMAIL](#)

JOIN NOW & WIN!

It's fast and easy!

Kelowna Chamber members who [join the MindReader™ community now](#) can be registered to **WIN A GREAT GIFT BASKET** courtesy of the Kelowna Chamber of Commerce.

Simply complete the registration and when you receive your confirmation email, forward it to jonelle@kelownachamber.org. You will be entered in the draw and the winner will be notified by email. Draw will be made **Wednesday May 16, 2018**.

[**JOIN MINDREADER**](#)

