



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

