

### ALL-MEMBERS MEETING - TUESDAY MARCH 3, 2026 – 7:30AM – 4:00PM

COLUMBIA ROOM @ DELTA HOTELS GRAND OKANAGAN RESORT, KELOWNA, BC

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- 7:30 am Breakfast Buffet & Networking Session
- 8:00 am Welcome & Opening Remarks – BCDMOA Chair  
Welcome to Kelowna & Land Acknowledgement – Lianne Ballantyne, Tourism Kelowna CEO  
Introduce BCDMOA Board & Roll Call – BCDMOA Chair
- 8:20 am BCDMOA Presentation, Q&A – Chair & Vice-Chair BCDMOA
- 9:00 am BREAK
- 9:10 am Engagement Sessions with Membership – *Facilitated by Chair, Vice Chair & Interim Manager*
- 11:30 am Lunch Buffet & Networking Session
- 12:00 pm Tourism’s Role in Emergency Management – Where We’ve Been, Where We Are & Where Do We Go From Here - *Ellen Walker-Matthews, CEO, Thompson Okanagan Tourism Assn*
- 12:20 pm Ministry of Tourism, Arts, Culture and Sport – Open Discussions, Q&A  
  
Nick Grant, Assistant Deputy Minister – Tourism Sector Strategy  
Amber Mattock, Executive Director - Tourism Branch
- 1:20 pm BREAK
- 1:30 pm Tourism Industry Association of BC – Update, Q&A  
  
Amber Papou, New CEO  
Cassandra Zerebeski, Policy Director  
Walt Judas, Out-going CEO
- 2:15 pm BC Hotel Association – Update, Q&A  
  
Shawna Lang, Director, Sales & Revenue Optimization
- 2:45 pm BREAK
- 2:50 pm All-Members Q&A with BCDMOA Board
- 3:15 pm Destination BC – Open Discussions, Q&A  
  
Richard Porges, President & CEO  
Alison McKay, Vice President - Destination Management  
Maya Lange, Vice President – Global Marketing
- 3:45 pm Final Q&A, thank you, closing remarks.

Optional networking till 5:00 pm