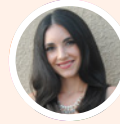


### 9:30AM PDT / 12:30PM EST | BCAMA WELCOME



**Rebecca McMillan**  
President, BCAMA



**Hayley Woodin**  
Executive Editor, Business in Vancouver  
*Emcee and Moderator*

### 9:35AM PDT / 12:35PM EST | OPENING KEYNOTE, LIVE Q&A

#### Change is Coming: How to Prepare for the CX of Future



**Christine Mayston**  
Founder and Chief Strategist of The Point

### 10:45AM PDT / 1:45PM EST | PANEL DISCUSSION

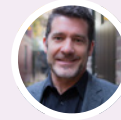
#### From Bricks to Clicks: How Retailers are Restrategizing for a Hyper Digital World



**Sandhya Suryam**  
Director of Marketing,  
Everything Wine



**Paul Dasan-Cutting**  
Innovation Product Owner,  
Marks and Spencer



**Steve Mossop**  
Insights West,  
President



**Bobbi Spruston**  
Vancouver Hub Manager,  
Microsoft Stores



**Sarah Simpson**  
Sr. Marketing Manager, Events,  
Herschel Supply Company

### 11:45AM PDT / 2:45PM EST | SPEED NETWORKING

Get the chance to connect with other event attendees through five minute 1:1 speed networking sessions. We'll provide some fun icebreaker questions to get you started and let the conversation flow.

### 12:30PM PDT / 3:30PM EST | WORKSHOPS

#### A) Embracing Tech of the Future, Using a Timeless Tool of the Past

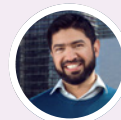


**Rain Bennett**  
Filmmaker, Storyteller

#### B) Diversity Marketing Workshop: Chinese-Canadian Audiences and WeChat



**Joycelyn David**  
Owner and CEO,  
AV Communications



**Shaharyar Irfan**  
Business Director,  
AV Communications

### 1:30PM PDT / 4:30PM EST | TALK

#### How to Make a People Powered B2B Social Media Strategy Work



**Cher Jones**  
Social Media Trainer & Personal Branding Coach

**9:30AM PDT / 12:30PM EST | OPENING KEYNOTE, LIVE Q&A****The Connected Customer Journey: Why Creating Moments of Delight is so Important****John O'Donovan**  
Chief Technology Officer, Allen and Overy**10:30AM PDT / 1:30PM EST | FIRESIDE CHAT****Shopping Through a New Lens: Building an E-comm Brand with Gen Z and Millennials****Phil Hsia**  
Business Solutions Manager, Snap Inc.**Arak Bhokanandh**  
Vice President, Digital, Clearly**11:25AM PDT / 2:25PM EST | BREAK**

Give that brain a rest and stretch those legs - do some jumping jacks, or have a kit-kat!

**11:35AM PDT / 2:35PM EST | ASK THE EXPERT - SPEED NETWORKING**

The "Ask the Expert" networking session is a platform for attendees to connect with industry leaders for advice, resources, and to build connections. Each virtual table will be hosted by an expert with up to 5 attendees for 10 minute virtual face-to-face meetings, switching every 10 minutes for the opportunity to connect with more industry leaders.

**12:30PM PDT / 3:30PM EST | WORKSHOPS****C) The Blog is Dead****Michael Cheng**  
CEO and Co-Founder,  
Lumen5**D) SEO and the Impact of Voice Search****Ben Holland**  
VP, Partnership Coordination,  
Signature Brand Factory**1:30PM PDT / 4:30PM EST | TALK****Human-Centric Design in an Increasingly Automated World****Hessie Jones**  
Venture Partner, Matr Ventures**2:30PM PDT / 5:30PM EST | HAPPY HOUR NETWORKING (BYOD)**