

# BC MARINE INDUSTRY CONFERENCE 2011

## November 29th

13:30 – 16:00 New Emission Standards for 2012  
 Environment Canada

## November 30th

07:30 – 08:30 Registration & Breakfast

08:30 – 08:45 Welcome & Introduction

08:45 – 09:45 Industry Perspective  
**Thom Dammrich** | President, National Marine Manufacturers' Association

09:45 – 10:00 Coffee Break

10:00 – 11:30 Impact of Social Media  
**Tod Maffin** | COO and senior strategist, tMedia Strategies

11:30 – 12:30 Spotlight on Success  
 Fostering an environment for career development  
**Campbell Black** | President, Blackline Marine Inc.  
 Developing a niche market during tough economic times  
**Jeff Rhodes** | President, Coastal Craft Welded Aluminum Boats Ltd.  
 Navigating a correct course through the bureaucracy  
**Mike Short** | President, False Creek Fuels

12:30 – 13:30 Lunch

13:30 – 14:30 How to utilize social media within your marketing strategy  
**Tod Maffin** | COO and senior strategist, tMedia Strategies

14:30 – 15:30 How to market and sell to the Asian community  
**Sonny Wong** | President and creative director, Hamazaki Wong Marketing Group

15:30 – 15:45 Coffee Break

15:45 – 16:45 BC Marine Industry Shirtsleeve Session – Anything goes!  
 Open mic

18:00 – Reception, Dinner & Entertainment  
**Dan Joffre** | Canadian Comedy Award Winner

## December 1st

09:00 – 11:30 Get Ready for the NEW Vancouver International Boat Show –  
 A Plan for the Future & How to Prepare for Trade Show Success  
**Linda Waddell** | Show Director, Canadian Boat Shows  
**Robin Johnston** | Senior Communications Trainer, Face-to-Face Marketing

11:30 – 15:30 BCYBA Speakers, Lunch & AGM