

THE BC ELECTRICAL ASSOCIATION PRESENTS

# LINK

CONFERENCE

2018

November 14-15

Vancouver

The Hyatt Regency

Vancouver

LEADERSHIP

INTEGRITY

NETWORKING

KNOWLEDGE

224-3989 Henning Drive, Burnaby  
604.291.7708 [www.bcea.bc.ca](http://www.bcea.bc.ca)



# LINK Conference 2018

The BC Electrical Association is pleased to present the third annual LINK Conference at the Hyatt Regency Vancouver from November 14th - 15th.

We would like to thank our membership for supporting the LINK Conference and look forward to bringing you another conference filled with astounding speakers, unique training opportunities and much more!



## EDUCATION

The educational portion of the conference consists of the following speakers and topics:

Patricia Mohr-Economist, Anna-Liza Chow - HR Specialist, Smart City, Leadership Training, Education Sessions, Robin Esrock - Adventure Author, Data Digitization, Robotics and EFC Research Presentation report on Data Digitalization, Speaker Swati Patel from EFC

## NETWORKING

Enjoy the many networking opportunities that the LINK Conference offers!

In addition to breaks and lunches, our Cocktail Reception is the perfect place to meet new people and exchange thoughts and ideas.

## PLANNING MEETINGS

Use your planning meeting time to discuss:

2019 Initiatives  
Industry Segment Plans  
Target Account Planning  
Marketing Initiatives  
Product Development  
Announcements

# LINK Conference 2018

This year, the BCEA will plan and organize all meetings.  
On October 1st, 2018 planning meeting bookings will open.  
How to book your meetings and meeting space

1. Register for the conference
2. Book your sleeping rooms with the Hyatt
3. Request a private room if you require one (at a fee). There are 10 parlour rooms, 7 private meeting rooms, and 5 round tables available. Each room is described below.
4. On October 1st you will receive an email with the list of companies registered for the conference. At this time, we will ask you to send us list of companies you want to meet with.
5. All meetings will be 25 mins to allow 5 mins to transition to your next meeting. If you require more time we request, you book two time slots for that specific company.
6. The BCEA will confirm these meetings and email you back confirmation of meeting times by October 15.
7. On November 1st a reminder will go out if meetings have not been requested. We can only accommodate these final meeting requests if space is still available.
8. We will not accept any meeting requests after November 9.
9. When you arrive at the conference, a detailed meeting package will be given to you and your team with times, locations, and a meeting room map,

## Open Concept Meeting Booths (no charge)

- 5 available at no charge
- Includes a round table that accommodates 6 people
- Pipe and drape break up these tables creating a semi-private atmosphere



## Private Meeting Room (\$250 /day)

- 7 rooms available per day
- Allows complete privacy and is only occupied by your company.
- This space is ideal for product presentations or marketing and budget planning.
- Located in the conference area of the hotel.
- Wifi is included in these rooms but all AV is extra and must be booked ahead of time.



## Parlour Room (\$399 one-bedroom junior suite)

- Ideal for smaller meetings with a maximum of 4-5 people.
- These rooms are attached to one and two bedrooms suites and has a separate entrance to the parlour meeting space.
- Located on the hotel room floors. Floorplans available upon request.
- These rooms are to be booked as your sleeping rooms but must be booked with the BCEA



# LINK Conference 2018

## NOVEMBER 14TH

8:00 am Breakfast & Registration

8:30 am Opening Remarks

9:00 am Patricia Mohr, Economist



Patricia Mohr is an Economist and Commodity Specialist who will be providing LINK Conference 2018 attendees with an indepth presentation on today British Columbia's popular industries: mining, foresting projects and natural gas.

10:15 am Legalization of Cannabis



Anna-Liza Chow is the President of Refoca H.R. Services. She brings 17 years of operational and human resources experience to her management consulting expertise. In her role of President and HR Consultant, Anna-Liza brings the perspectives and lessons learned from the positions she held as HR Business Partner for a leading payroll and human capital management company.

11:15 am Smart City



A strong electrical infrastructure is part of the backbone of a Smart City and the electrical industry will need to be a critical player in this transformation. Join us in this session and hear perspectives on the exciting potential of Smart Cities from our dynamic panel of speakers which includes BC Hydro, the City of Vancouver and the tech industry.

Noon Lunch

12:30 Planning Meetings

1:15 pm Better Communication by Adapting to Personality Styles  
Crestcom Educational Session (Included in full LINK Pass)



Treat others the way you'd like to be treated—the Golden Rule—is a universal concept. However, even the Golden Rule must cater to differing personalities, according to Dr. Kimberly Alyn, a best-selling author and expert in inspiring business leaders. When managers understand the four major personality styles, they can predict behaviors in the workplace and help their employees thrive according to what works best for them.

4:30 pm Cocktail Reception

# LINK Conference 2018

## NOVEMBER 15TH

8:00 am Breakfast

8:30 am Planning Meetings

9:00 am Communicate with Impact,  
Add-on Crestcom Educational Session



There are many skills managers need to master. One of the most important is to learn how to deliver an impactful message; after all, you will want your employees to remember things for the right reasons. There are ways to become a more effective communicator, explains Andy Bounds, author of *The Jelly Effect: How to Make Your Communication Stick*. It begins by determining what your employees find most interesting and crafting your messages to them thoughtfully and purposefully.

Noon Lunch

12:30 pm Robin Esrock, Adventure Author



**Challenges, Innovations and Transformation**  
Having explored over 100 countries on 7 continents, bestselling author and TV host ROBIN ESROCK helps us break through the personal and professional boundaries that often stand in our way. He speaks on the challenges of innovation, transformation, recognizing potential, and achieving Big Hairy Audacious Goals. Drawing on his fascinating adventures, Esrock inspires audiences with stunning visuals and stories alongside positive, practical strategies.

1:30 pm EFC Data Digitalize Research Report presented  
by Swati Patel



Swati Vora-Patel is the Director of Research & Communications at Electro-Federation Canada (EFC), a not-for-profit industry association that represents electrical manufacturers, distributors and agents. Swati regularly presents EFC's market research studies to channel partners across Canada.

2:30 pm Robots can-and will-change our lives in the near future  
Udo Jahn, Modern Engineering and Tim DeGrasse,  
Universal Robots



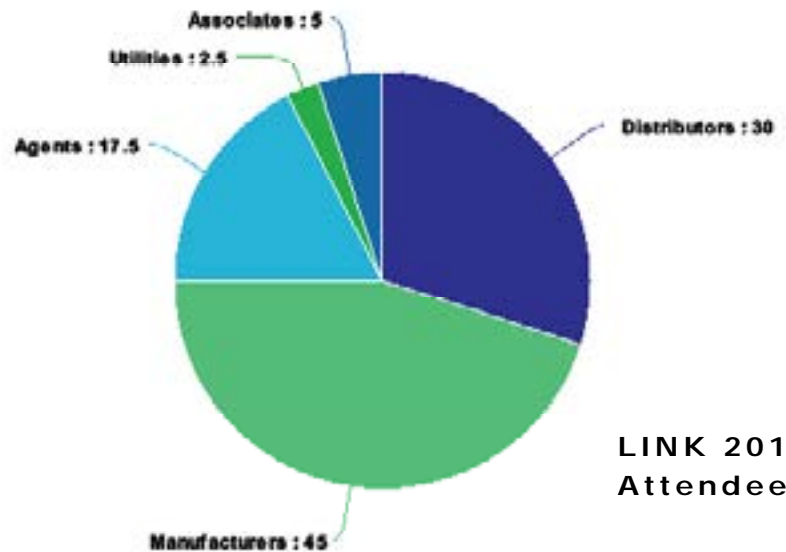
A presentation about embracing human beings' newest tool, automation. Since the beginning of time people have used tools to enhance their lives and make work easier, here in the 21st century we have invented and manufactured robotics to help leverage the labor force. Our speakers will talk in depth about new trends and technologies utilizing automation and how they can add value to your business.

# LINK Conference 2018

## SPONSORSHIP OPPORTUNITIES

The LINK Conference attracts delegates representing every aspect of the electrical industry including engineers, contractors, manufacturers, distributors and agents.

As a sponsor of the LINK Conference 2018, you will be presented with numerous opportunities to connect with the key decision makers within your target audience.



Sponsor Benefits	Platinum <b>SOLD OUT</b> \$5,000	Gold (2) \$3,000	Silver (7) (3) \$1,500	Bronze (open) \$750.00
One complimentary LINK Conference Registration	•			
Logo on front of LINK schedule	•			
Logo on all delegate name badges	•			
Full screen recognition between presentations	•			
Reserved VIP seating at the LINK Conference	•	•		
Reserved area for pop-up display	•	•		
Special Events Sponsor; choice to be recognized as a Speaker Sponsor or Cocktail Reception Sponsor		•		
Verbal recognition	•	•	•	
Logo on BCEA Website	•	•	•	
Logo on BCEA social media platforms	•	•	•	
Logo on printed conference schedule	•	•	•	•
Logo on sponsor recognition signage	•	•	•	•

# LINK Conference 2018

## INVESTMENT

Regular Pricing	Member \$550	Non-Member \$650
1 Day LINK Conference Pass	Member \$325	Non-Member \$350
Meeting Room Day Rental	Member \$250	Non-Member \$250

For those not attending the full LINK Conference:

Cocktail Reception Only *	Member \$50	Non-Member \$75
CrestCom Training (November 14th session includes cocktail reception)	One Session \$100	Two Sessions \$150

Registration fees do not include GST.

## LINK ROOM RATES

Complete your LINK Conference experience and enjoy the wonderful facilities at the Hyatt Regency Vancouver, 655 Burrard Street, Vancouver, (604) 683-1234



Single/Double Room: \$249.00

View/Balcony Room: \$264.00

Book Here:

<https://aws.passkey.com/go/bcelectricalassn2018>

All rooms must be booked by October 15th, 2018.

## STAY SOCIAL



@BCELECCASSOC



@BCEA



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#LINK2018

# LINK Conference 2018

## REGISTRATION

Contact Name

Company Name

Address

City

Postal

Phone Number

Email

Invoice Me (Members Only)

or Visa / MC / Amex

Card Number

Expiry

For registrations with multiple attendees, please attach a separate sheet with their names and email addresses.

Event	Quantity	Fee
Full Conference Pass		
1 Day LINK Conference Pass		
Crestcom Training November 14th		
Crestcom Training November 15th		
Crestcom Training Package		
Cocktail Reception Only		
<del>Platinum Sponsor</del> <b>SOLD OUT</b>		
Gold Sponsor		
Silver Sponsor		
Bronze Sponsor		
Private Meeting Room		



The BCEA is building community through education and advocacy by providing leadership, integrity, networking and knowledge.

The BCEA is your LINK to the electrical community.

Email completed form to [bcea@bcea.bc.ca](mailto:bcea@bcea.bc.ca) or fax it to 604.291.7795. There will be no refunds after October 19th, 2018.