

Delivering amazing experiences down life's many roads



# WELCOME

Dear BCAA Leaders.

Welcome to the 2017 Leadership Forum at the Delta Ocean Pointe Resort & Spa in beautiful downtown Victoria. Not only is Victoria our distinguished capital city, it's the birthplace of our organization. BCAA was formed in Victoria by 12 motorists representing every motorist in the city at the time. Now, 110 years later, we protect one in three BC households, reward and save them money, repair their cars, offer younger generations mobility in the Vancouver area and keep kids safe on the road and at play. I think it's fair to say we have pushed the definition of the auto club.

And we're only getting started.

Drive is this year's conference theme as a reflection of our roots as a metaphor for the momentum we need take us into our future. Over the next two days we will look back and celebrate last year's achievements. We will then unveil our new strategic plan that will create our road map to 2021, focusing on our themes of relevance, customer experience and strengthening our foundation. We will kick off that journey by sharing our F17 operating plan.

Customer Experience will be a major topic as we unveil a shared definition for the organization based on what our Members have told us they want from BCAA

And, I nearly forgot - we will have fun. Lots of it. We will solve mysteries and play games and experience rich BC's history. We will lip sync. We will mix and mingle and offer time for you to catch up with and learn from one another.

This is my first Leadership Forum and I am so excited. I can't wait to spend time with all of you, share my vision and get us started working together to be stronger leaders and bring our new mission to life – to deliver amazing experiences down life's many roads.

Show





### **TUESDAY OCT 4TH**

Check in at Home Office 8:00 am - 8:45 am

9:00 am Buses depart for Tsawwassen ferry

9:00 am - 1:30 pm Travel to Victoria

Arrival in Victoria 1:30 pm

1:30 pm - 2:30 pm Welcome lunch at the Delta Ocean

Pointe Hotel Resort & Spa

2:30 pm - 4:30 pm Experience Victoria: Team Building

Experience

4:30 pm - 6:30 pm Check-in to rooms / free time

6:30 pm Buses depart for the Royal BC Museum

6:45 pm - 10:00 pm A Night at the Museum: Evening Dinner

9:00 pm - 10:15 pm Shuttles depart every 15 minutes from the

Royal BC Museum back to the Delta Ocean

Pointe Resort & Spa

#### **WEDNESDAY OCT 5TH**

8:00 am - 9:00 am Breakfast

9:00 am - 10:15 am Welcome and F16 Highlights

10:15 am - 10:30 am Break

10:30 am – Noon 5-Year Strategic Plan

Noon – 1:00 pm Lunch

1:00 pm - 3:00 pm F17 Operating Plan:

Drive Performance Drive Relevance

Brand

Innovation & New Ventures

**Drive Customer Experience** 

**Drive Foundation** 

3:00 pm – 3:15 pm Break

3:15 pm – 4:15 pm Rapid Roundtable Discussions

4:15 pm – 4:30 pm Break

4:30 pm – 5:00 pm United Way Presentation

5:00 pm – 6:30 pm Free Time

6:30 pm Buses depart for CANOE Brewpub

6:30 pm – 11:30 pm CANOE Brewpub: Evening Dinner Event

9:00 pm - 11:30 pm Shuttles depart ever 15 minutes from

CANOE Brewpub back to Delta Ocean Pointe

Resort & Spa



### THURSDAY OCT 6TH

7:30 am - 8:30 am Breakfast

**Customer Experience Session** 8:30 am - 10:00 am

Break 10:00 am

10:15 am - 11:30 am Keynote Speaker: Ron Tite

11:30 am - 11:45 am Closing Remarks: Shom Sen

11:45 am - 12:15 pm Checkout

12:15 pm Buses depart for ferry

12:15 pm - 4:30 pm Travel to BCAA

4:30 pm Arrive at BCAA Home Office





#### RON TITE

Named one of the "Top 10 Creative Canadians" by Marketing Magazine, Ron Tite has been an award-winning advertising Writer and Creative Director for some of the world's most respected brands, including Air France, Evian, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, and Volvo. His work has been recognized by The London International Advertising Awards, The New York Festivals of Advertising, The Crystals, The Extras, The Canadian Marketing Association, and The Marketing Awards, to name just a few.

Currently, he is CEO of The Tite Group, a content marketing agency based in Toronto, Executive Producer and Host of the Canadian Comedy Award-winning show Monkey Toast, and a featured marketing expert on the new Mark Burnett-produced business reality show, Dream Funded.

He has written for a number of television series, penned a children's book, and wrote, performed, and produced the play, The Canadian Baby Bonus. And his new book, Everyone's An Artist (Or At Least They Should Be), has just hit store shelves.



# HE HOTEL INFO

#### **DELTA OCEAN POINTE RESORT & SPA**



Situated on Victoria's breathtaking Inner Harbour; just steps from downtown shopping, restaurants and attractions.

Delta Ocean Pointe Resort & Spa 100 Harbour Road Victoria BC, V9A 0G1

Phone: 1.250.360.2999 Avello Spa: 1.250.360.5858

Parking: Available at the Delta Ocean Pointe Resort & Spa

Please use the self park option located at the hotel.

This is a non-smoking hotel.

# HOTEL INFO



### **HOTEL SERVICES**

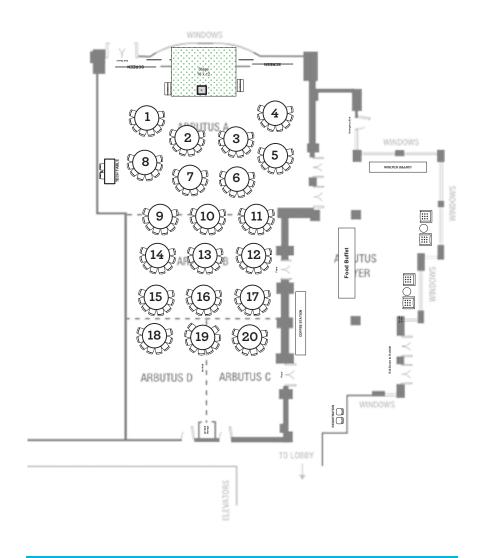
The following are some of the features and amenities available at the hotel:

- Free Wi-Fi in room and in conference areas
- Outdoor sun terrace and patio
- 24-hour fitness facilities including indoor squash and racquetball courts, tennis courts and cardiovascular machines
- Cedar sauna, indoor whirlpool Jacuzzi
- Indoor heated solarium swimming pool



# HOTEL INFO

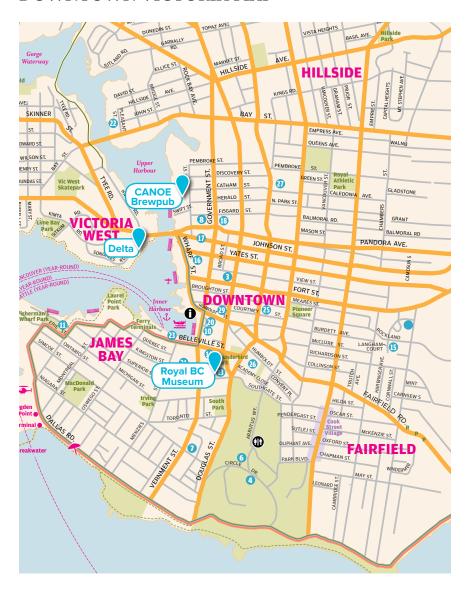
### **BALLROOM LAYOUT**



# HOTEL INFO



#### DOWNTOWN VICTORIA MAP







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