

Sunday, March 31, 2019

Sunday, March 31, 2019	Location	Description	Sponsored by	Summary of Session
12:00pm-8:00pm	4th level	Registration		
1:00-4:30pm		<i>Brew Donkey Brewery Tour</i>		Brew Donkey has created a unique and varied artisan brewery tour encompassing three different breweries in three different BIAs! Your pick-up location is in the lobby of the Westin Ottawa at 1:00pm and the tour lasts approximately 3.5 hours. You will be back in time to enjoy the Exhibitors Reception. A light snack is included (fresh pretzel or Suzy Q Donut). We need 15 participants minimum to run this tour. \$77.50 (includes HST and service charge)
1:00-4:30pm		<i>Taste of Wellington West Gourmet Food Walking Tour</i>		Meet the people behind the various food products, specialty organizations, shops and restaurants in the area and sample some of their food creations! Participants will meet the C'est Bon Guide at the Westin Ottawa lobby at 1pm and the tour lasts approximately 3.5 hours. You will be back in time to enjoy the Exhibitors Reception.. The tour consists of approximately 6-8 stops, including the Parkdale Food Centre, Maker House and the Parkdale Market. The participant to guide ratio is approximately 12:1, and we will run more than one tour; if necessary. \$47.50 (includes HST and service charge)
4:30-6:00pm		<i>Trade Show Reception</i>	The Trade Show Participants	Say hello to this year's trade show exhibitors!
6:30-9:00pm		<i>Ottawa Secret Dine Around</i>		It's a play on the current "secret" foodie trend. Buy a ticket and be whisked to different Ottawa BIAs for an incredible culinary experience in some of the best restaurants! These experiences will include food, beverage and maybe even some special guests! You won't know where you're going or who you'll be joining until just before you go - because it's a secret! \$70.63 (includes HST and service charge)
9:00pm-11:00pm	Bonaventure Room	Hospitality Suite		



**Monday, April 1, 2019
AM**

Monday, April 1, 2019	Location	Session #	Description	Sponsored by	Summary of Session
7:00am-4:30pm	4th level		Registration		
8:00am-5:30pm	Ballroom & Foyer		Trade Show Hours		
8:00-9:00am	Ballroom		Breakfast		
9:00-9:15am	Ballroom		Welcome and Introductions		Mayor Jim Watson, City of Ottawa brings greetings
9:15-10:15am	Ballroom		Keynote Speaker(s): Peter Kenyon		
10:15-10:45	Ballroom		Morning Refreshment Break		
10:45am-12:30pm			Morning Concurrent Sessions		
10:45am-12:30pm		MA 1	BIA Staff Session		This Professional Development session is being held exclusively for BIA Staff – Executive Directors, Managers and Coordinators. A great opportunity to speak at peer level!
10:45am-12:30pm		MA 2	BIA Board Session		Governance Session for BIA Boards. All BIA Boards around the province have gone through their election process, now what? This session will give an overview of what it means to be a Local Board of Council.
10:45am-12:30pm		MA 3	Municipal Session		This Professional Development session is being held exclusively for Municipal Staff. A great opportunity to speak at peer level about Local Economic Development.

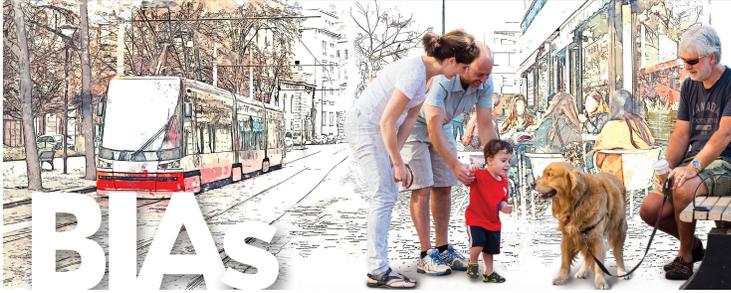
Conference Streams
The 4 pillars of downtown revitalization

- Marketing & Promotions
- Economic Development
- Leadership & Management
- Physical Improvements
- Mobiles



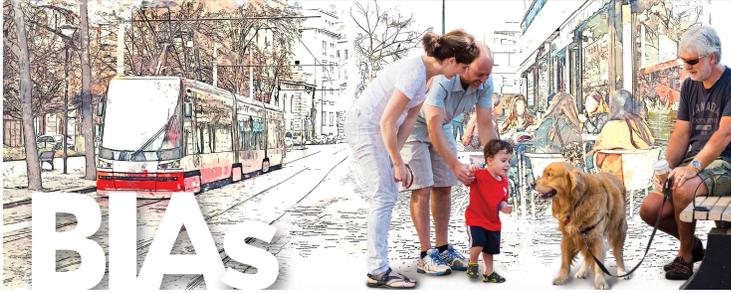
Monday, April 1, 2019
PM

Monday, April 1, 2019	Location	Session #	Description	Sponsored by	Summary of Session
12:30-2:00pm	Ballroom		<i>Lunch and Member Needs Assistance Roundtable</i>		
2:00-3:00pm	Ballroom & Foyer		<i>Trade Show Hour and Afternoon Refreshment Break</i>		
3:00-4:00pm			<i>Afternoon Concurrent Sessions</i>		
3:00-4:00pm		MP 1	Dancing In The Street: Programming Small-Scale Activations		Explore what a BIA of any size can do to create a sense of place and creativity with small, budget-conscious programming. This presentation offers inspiration on how to activate space frequently, and create a playbook of programming ideas in your parks, streets, and alleys.
3:00-4:00pm		MP 2	Creating Success for Small Business		Small business owners need training, education and mentorship. There are tools and resources available to improve the success rate of small business in your region. In this presentation I will share some case studies of success stories and the steps you need to take to improve your local economy.
3:00-4:00pm		MP 3	Safe & Inclusive Strategy		PANEL: The Downtown Yonge BIA prioritizes safety and inclusiveness as pivotal to economic development. We believe that by taking the initiative to facilitate, collaborate and build partnerships to tackle visible, street-based concerns, we are investing in the economic competitiveness of our neighbourhood and commercial district. Featuring panelists from Downtown Yonge, Downtown Guelph, and Downtown Barrie BIAs.
3:00-4:00pm		MP 4	Engaging Community through Art		Art as a community building tool that also creates a sense of place through beautification.
4:30-5:30pm		AGM	OBIAA AGM		
6:30-8:30pm	Ballroom		Awards Dinner		
9:00pm-11:00pm	Bonaventure Suite		Hospitality Suite		



Tuesday, April 2, 2019
AM

Tuesday, April 2, 2019	Location	Session #	Description	Sponsored by	Summary of Session
8:00am-4:00pm	4th level		Registration		
8:00am-4:00pm	Ballroom & Foyer		Trade Show Hours		
8:30-9:30am	Ballroom		Breakfast		
9:00-10:00am	Ballroom		Keynote: Larisa Ortiz		
10:00-10:15am	Ballroom		Morning Refreshment Break		
10:15-11:30am			Morning Concurrent Sessions		
10:15-11:30am		TA1	Building BIA Success and Being Your Brand		Attendees will learn how to build a compelling brand for their BIA not only from the assets and culture already present in the area, but also from its significance beyond a geographical location within the city. The presentation will also explore how BIAs can establish their higher vision for their community, and demonstrate how this promise is kept through effective communications of planning, milestones and key moments.
10:15-11:30am		TA2	Energizing Partnerships Between Your BIA and Municipality		BIAs and Municipalities can build strong communities by working together as proven in these two featured municipalities. Overcoming obstacles, setbacks and thinking outside the box to turn both into partners not competitors. Over 10 events bringing thousands of dollars and people into downtowns, presenters PRO Conference 2017, Article in Municipal World and changing outdoor spaces.
10:15-11:30am		TA3	Measuring Your BIA's Success		This session will review the roles of your downtown and why shopping is such an important factor in its health. It will demonstrate the most important measures of the health of your downtown and provide benchmarks that signify success. It will offer a 10 point action plan to give your BIA the tools it needs to grow and to achieve the levels of business performance its members require.
10:15-12:30pm		TA4	MOBILE: Glebe BIA		Come and explore the Glebe's bustling Bank Street and vibrant Lansdowne Park, nestled along the historic Rideau Canal. Faced with a street reconstruction, a major redevelopment, and organizational challenges, learn how the Glebe BIA navigated a period of profound change with the community to become a top-of-mind leisure destination in the heart of downtown Ottawa.
11:30-12:30pm	Ballroom & Foyer		The Trade Show Hour		



**Tuesday, April 2, 2019
PM**

Tuesday, April 2, 2019	Location	Session #	Description	Sponsored by	Summary of Session
12:30-2:00pm	Ballroom		Lunch and Member Needs Assistance Roundtable		
2:00pm-3:15pm			Afternoon Concurrent Sessions		
2:00pm-3:15pm		TP1	Disruptor Alert: Turn Social Media Into Your Customer Journey Advantage		Demystify social marketing in order to: <ul style="list-style-type: none"> • Increase consumer use and buying frequency • Understand how you best integrate all the social media options with your objectives • Track and leverage audience engagement • Determine your best spend (ROI secrets) • Gather community behavior data and metrics • Boost community awareness using geographic targeting tools
2:00pm-3:15pm		TP2	Destination Downtown!		What is a BIA's role within destination development and how can neighbourhoods, retail districts, and commercial zones become powerhouses of visitor experience? Enjoy this session on destination development, tourism strategy, and visitor experience to learn about and how BIAs can be an integral piece of the puzzle and more!
2:00pm-3:15pm		TP3	AWARDS		Back by popular demand, this is a double session that will provide you with an opportunity to see and hear how and why the Award Winners achieved their success. What did they do to bring that extra level to their project that brought them this recognition.
2:00-5:00pm		TP4	MOBILE: Somerset Street (Chinatown BIA)		Chinatown is a charming neighborhood where East meets West; home to the award-winning Chinese imperial-style arch! See how the Chinatown BIA has been building tourism assets along the street and learn about this fascinating area of town through its people, its culture, and its food.
3:15-3:45pm	Ballroom		Refreshment Break		
3:45-5:00pm			Afternoon Concurrent Sessions		
3:45-5:00pm		TP5	Benchpress Your Public Realm Projects		A high-quality public realm is essential to attracting people to a neighbourhood and encouraging them to stick around once they're there - but projects to improve the public realm can sometimes create tension. This session will introduce a phased, community-centred approach that BIAs can use to successfully plan public realm projects.
3:45-5:00pm		TP6	Beyond 20/20 Vision: Creating a Strategic Plan		Beginning to write a strategic plan for your organization can be an intimidating hill to climb. Dive into Downtown London's strategic planning process from 2016 and learn how it was designed, how members participated, and how the new goals and objectives developed for the organization.
3:45-5:00pm		TP7	AWARDS		Back by popular demand, this is a double session that will provide you with an opportunity to see and hear how and why the Award Winners achieved their success. What did they do to bring that extra level to their project that brought them this recognition.
5:00-9:00pm			Free Evening		Could be a dine around? A Scavenger Hunt? Organized Transportation such as bus or Uber (host committee)
9:00pm-11:00pm	Bonaventure Suite		Hospitality Suite		



Wednesday, April 3, 2019
AM

Wednesday, April 3, 2019	Location	Session #	Description	Sponsored by	Summary of Session
8:00am-12:00pm	4th level		Registration		
8:30-9:30am	Ballroom		Breakfast		
9:00-10:00am	Ballroom		Keynote Speaker: Shawn Micallef		The City and Us What happens when you put a bunch of different people in the same place, call it a city, and let them do things together? How can we all benefit from cities? How will technological change affect the future of cities? And, of course, what, exactly, is the future of cities? In adaptable and humour-filled talks, Shawn Micallef uses striking examples from his extensive travels to cities around the world to show us why and how cities can be great. With grace, wit, and counterintuitive thinking, Micallef touches on local economies, public space, and architecture; examines the mixing of socio-economic populations; and addresses how to overcome the disastrous divide that separates the urban core and the suburbs. Micallef leaves audiences with a new appreciation of—and a clutch of practical solutions for—cities around the world, as well as their own.
10:00-10:30am	Ballroom		Morning Refreshment Break & Check Out Time		
10:30am-11:30pm			Morning Concurrent Sessions		
10:30am-11:30pm		WA1	Disaster Management		
10:30am-11:30pm		WA2	Sparking Ideas for Electricity Cost Reduction		The Ontario Energy Board is the province's independent energy regulator responsible for setting distribution rates and protecting consumer interests. Learn more about what the OEB is doing to help small business consumers manage electricity costs. Initiatives include research into pricing options, updated rate designs, and new customer service rules around security deposits and payment plans.
10:30am-11:30pm		WA3	Digital Main Street		
10:30am-12:30pm		WA4	MOBILE: Sparks Street BIA and LRT		Sparks Street has transformed from Ottawa's first paved road into a signature pedestrian destination that hosts some of the city's largest events. We'll explore Sparks Street's evolution, pilot elements of our new Public Realm renewal project, and the investments building owners are making in anticipation of Ottawa's new Light Rail System.
11:30am-12:30pm		WA5	Designing Accessible Public Space		PANEL: Accessibility and release of Design of Public Space Handbook for BIAs
11:30am-12:30pm		WA6	Counting Crowds - Calculating Event Attendance		Explore new ways to calculate how many people attend your next community event and learn how to generate defensible total attendance numbers to improve the economic impact calculations of your community events.
11:30am-12:30pm		WA7	Municipal Funding - Benches, Banners and Bucks		Anti-graffiti, research, murals and architectural features, expansion and formation. These are the BIA funding opportunities offered by the City of Ottawa. With the expanding role of BIAs, this session provides an opportunity to discuss other municipal funding opportunities, what is successful, what BIAs find successful, and what opportunities BIAs would like to see available. Bring a list of your own Municipal funding opportunities!



Wednesday, April 3, 2019 AM

Wednesday, April 3, 2019	Location	Session #	Description	Sponsored by	Summary of Session
12:30-1:30pm	Ballroom		Closing Lunch		
12:35-12:50pm	Ballroom		Welcome to 2020		
12:50-1:30pm	Ballroom		Keynote Speaker?		
1:30-4:30pm		PD1	Disaster Strikes - Be Prepared		After 2018, we have all watched news reports of terrorist shootings, trucks driving into spectator crowds, and worse at public events across North America. Be ready, know the protocols in your community, be aware of the processes already in place in your municipality. Rebecca has mastered the preparation of steps you need to consider. From resource lists to evacuation plans; from communications scripting to collaborating with emergency responders. You will not find a better facilitator to guide you through these processes. In efforts to program ourselves to say "What if?" rather than "What now?", Rebecca will walk you through the planning elements for small and large public events. By popular demand, we have invited Rebecca Cotter back to OBIAA to present her winning presentation from our PD Day Session last fall in Hamilton.