

Sellout expected for the first ever 'FutureBiz Penticton'!

(Penticton, BC – November 2, 2018) – Curious about the future of business, what changes owners and investors could expect to see, or how opportunities and challenges may transform how we work today? FutureBiz Penticton, the City's first-ever half-day economic outlook forum, is set to kick-off November 8 with a wide range of topics discussing subjects like artificial intelligence, Blockchain, US tariffs, housing and real estate, and local economic insights.

Registration is quickly filling with attendees from up and down the Okanagan Valley, with only 45 seats remaining. Tickets can be purchased online at www.futurebizpenticton.com and must be bought in advance. Those with active City of Penticton business licenses can snap up a ticket for \$35 while others will pay \$50. Ticket price includes lunch, the forum and social event.

Held at the Penticton Lakeside Resort, the event includes lunch accompanied by a local economic overview with Jonathan Baynes, CEO of the Penticton Indian Band Development Corporation, as well as City of Penticton Development Services staff, Anthony Haddad and Jennifer Vincent. Invited speakers include:

Pierre Cleroux, Chief Economist with the Business Development Bank of Canada will be speaking on topics ranging from challenges related to labour shortages, to trade relationships with the United States. He will pose the question "Should Canadian businesses be optimistic or pessimistic regarding the current economic situation?" Cleroux will provide insights into how Canadian businesses could navigate the economy to position themselves for growth.

Nikolas Badminton is a well-known keynote speaker whose expertise lies in looking at the future. A presenter who has spoken to audiences at some of the world's largest companies, he will be at FutureBiz to share his insights on how exponential technologies that enable big data analytics, automation through artificial intelligence, better citizen engagement, smarter city management, the sharing economy, and self-driving transportation are changing the world.

Looking more regionally, **Andrew Ramlo**, Vice President of Market Intelligence at Rennie Group will share his data and knowledge on the landscape of economic and demographic factors that have shaped the City of Penticton and its region, and what they mean for the future of the City.

FutureBiz Penticton is an initiative arising from the City of Penticton's Economic Development Department and is a direct result of conversations with the business community over the last few

years. Event organizer and Economic Development Specialist, Jennifer Vincent, explains the impetus for the event. "Businesses understand that change is coming, and it's coming fast. But in the face of day-to-day business, it can be difficult to set aside time to look at the global economic shifts and relate them to the local scale. With FutureBiz we not only have an opportunity to hear from some extremely knowledgeable individuals, we can come together as a community of businesses, residents, and support organizations to consider these big-picture topics."

By way of moving learning into action, the event will be hosted by Leadership Coaching specialist, Crystal Henrickson of Talent Collective. As she moves through the agenda, Henrickson will provide a framework for attendees to reflect on what they are hearing and apply it to their own circumstances. "It's a fresh way of presenting conference-style information. We're hoping that through this approach, attendees will walk away with some actionable steps, not just lunch-table conversations" says Vincent.

The event wraps up with a meet and greet sponsored by the Business Development Bank of Canada.

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