



Economic Development **News Release**

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Prepare for the unexpected at the 2019 FutureBiz Penticton business forum

(Penticton, BC – October 15, 2019) – Ticket sales are now open for the 2019 FutureBiz Penticton business forum, returning Wednesday, December 4 following last year's sold-out inaugural event. FutureBiz Penticton is an opportunity for the local business community to hear from expert speakers and consider emerging trends to inform and inspire future business plans, all while strengthening local connections. This year's theme is "When Disaster Hits: Preparing for the Unexpected in Your Business."

The forum, organized by the City of Penticton's Economic Development department, will give business leaders the tools to identify risks and implement mitigation and response strategies. They'll also learn how to react swiftly in the case of disaster, minimizing downtime.

"When disaster hits, there isn't time to plan. Swift and immediate action will determine whether your business weathers the storm or suffers ongoing business interruption and brand damage," said event organizer Jennifer Vincent, who works in Economic Development with the City of Penticton. "We want to help businesses develop robust preparedness plans to ensure they can remain in control in a crisis and be resilient to whatever comes their way."

Topics covered will include:

- creating a business continuity plan
- cyber security and data stewardship
- natural disaster and community emergencies
- securing property and assets against theft
- crisis communication response and outreach
- loss of key personnel

As in real life, attendees can expect the unexpected. The day will involve presentations, workshops, "quick talks" by subject matter experts, an exhibition hall marketplace and networking opportunities.

Last year's event featured a tight agenda of presenters, keeping the 175 attendees in their seats as they heard about the local economy, future technologies, disruptive ideas, U.S. tariffs, economic forecasts, and demographic insights. They painted a clear picture of some of the challenges and opportunities that will be facing Penticton in the future.

Reserve your spot today and join local business leaders, thinkers, entrepreneurs, developers and consultants for an inspiring afternoon considering how to prepare your FutureBiz for the unexpected.

Event information

FutureBiz 2019

When Disaster Hits: Preparing for the Unexpected in Your Business

Wednesday, Dec. 4, 2019, 9 a.m. – 3:30 p.m.

Penticton Trade & Convention Centre

Tickets: \$60 early bird, \$75 regular (lunch included)

www.futurebizpenticton.com

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