



Purpose of project (including anticipated outcomes)

Support and Connect Entrepreneurs: LinkUp is the annual Kamloops Business Development Summit. LinkUp 2017 was one of the largest business to government and business to support focused community organization events in the Province. It offered a unique opportunity for businesses interested in taking advantage of programs and incentives from local, provincial and federal government agencies and business organizations to learn about a variety of opportunities all in one day.

Business Community Outreach: Venture Kamloops meets with over 200 entrepreneurs a year, a lot of what we do in those 1 on 1 meetings is referrals to government services, tax credits/incentives, financing institutions, and other services. LinkUp provides more businesses the opportunity to learn about what is available. We wanted to spread information regarding all of the resources and services available to business as far as possible.

Promotion of an Entrepreneur Friendly Community: The event consisted of four modules; community support, financing, provincial/federal support, and grants. 23 support services presented for 15 minutes each and 1 on 1 meetings were organized in a break-out room, along with small booths for each of the presenters. In addition to the 5 event partners, LinkUp hosted other municipal, provincial, and federal business support organizations to present and attend.

Effectiveness / Meeting Objectives (if known): LinkUp was successful beyond our expectations. We had well over 200 attendees. LinkUp has led to increased numbers of referrals to VK and has become a high profile, annual event. This event provides an easy drop-in opportunity for the business community to become apprised of the services of most interest to them. LinkUp provides an effective open channel through which all of the participating agencies can in part fulfill their mandate of reaching out to businesses.

Challenges & Changes made: The real success though was the turnout, and the feedback from the presenters and the attendees. We have in the past had difficulty getting these support services to come to Kamloops, after this event we have assurances from all of them that they will be back for the third annual event in 2018.

Based on the feedback from LinkUp 2016, Venture Kamloops implemented an innovative conference Q&A mobile app *Pigeonhole* for LinkUp 2017. This software allowed audience members to submit questions in real time to the panel via their mobile device and also vote on the questions they most wanted answered, streamlining attendees to experts on the panel with the solutions.

Target Audience (demographics): LinkUp was created through a partnership of Venture Kamloops, the Kamloops Chamber of Commerce, Community Futures, Kamloops Innovation, and BDC. The speaker panels and tradeshow attracted 23 presenting organizations, many of whom had to send staff from out of town. Local entrepreneurs, local business leaders, local community partners (all demographics) are all brought together in a single venue for this one stop event.

Attached is one supplement: A) pdf document containing the LinkUp 2017 Program and Agenda





2017 LinkUp

Business Development Summit

THURSDAY, NOVEMBER 23

Time: 7:30am - 4:00pm

Location: Coast Kamloops Conference Centre

Includes: Light breakfast, lunch, all seminars, & tradeshow.

[PURCHASE TICKETS](#)

Speakers will deliver a unique blend of information, business support & development strategies, and tactical ideas you can link up with.

- Make New Connections
- Navigate Government Grants More Efficiently
- Harness the Power of Local Business Development Organizations
- Accelerate Business Growth Through Networking
- Learn More About Business Support Resources



Keynote Speaker - Melissa Higgs

Principal, HCMA Architecture + Design

Melissa is passionate about creating innovative public buildings where communities come together, and is a believer in the power of architecture and design as a catalyst for positive change in the world.

As a Principal, she enjoys working closely with clients to find creative solutions to their unique design challenges. Her focus has been designing recreation facilities and arts and culture projects, including the award-winning Grandview Heights Aquatic Centre in Surrey, BC.

As our Keynote Speaker, Melissa will challenge us to ask if our clients' needs are changing and what opportunities exist to collaborate with other disciplines. She'll share some examples of small businesses that have used "out of the box" approaches to collaboration and engagement to push further faster and reach greater potential.

Speaker Line-up

Blair Gray
Community Futures
Danielle Hofer
Women's Enterprise Centre

Steve North
BDC
Pat Lentowicz
First Nations Community Futures

Spencer Toth
Futurpreneur
David Baleshta
Ministry Jobs, Trade and Technology

Raul Duque & Michael Ansara
Export Development Canada

Richard Klassen
BC PNP

Heather Michaud
Immigration, Refugees and
Citizenship Canada

Jim Anderson
Venture Kamloops

Deb McClelland
Kamloops Chamber of Commerce

Devon Mah
Open Door Group

Lincoln Smith
Kamloops Innovation Centre

Ann McCarthy
TRU

Kevin Greenwood
IRAP

Jennifer Tedman-Jones
MITACS

Sudha Kshatriya
Canadian Trade Commissioner
Service

Pamela Giberson
NSERC

Susan Keenan
All Nations Trust

Agenda

7:30am – 8:30am

Doors Open | Registration | Light Breakfast

8:30am – 9:00am

Welcome Message from Mayor Ken Christian

9:00am – 10am

Financing Seminar

Learn from community and provincial organizations about financing and potential funding opportunities hosted by Community Futures, BDC, Futurpreneur and Women's Enterprise Centre.

10am – 10:30am

Networking Break + Tradeshow

10:30am – 11:30am

Provincial/Federal Support Seminar

Learn from provincial organizations about what provincial and federal supports are available to businesses and how to access them hosted by Ministry of International Trade, Export Development Canada, Immigration, Refugees and Citizenship Canada, and BC PNP.

11:30am – 12:00pm

Networking Break + Tradeshow

12:00pm – 12:30pm

Lunch + Get Settled

12:30pm – 1:15pm

Keynote Address

Melissa Higgs, Principal, HCMA Architecture + Design is our keynote speaker. Melissa will challenge us to ask if our clients' needs are changing and what opportunities exist to collaborate with other disciplines. She'll share some examples of small businesses that have used "out of the box" approaches to collaboration and engagement to push further faster and reach greater potential.

1:30pm – 2:30pm

Community Support Seminar

Find out what supports exist within the community for businesses and organizations hosted by Venture Kamloops, The Kamloops Chamber of Commerce, Thompson Rivers University, Kamloops Innovation, and Open Door Group.

2:30pm – 3:00pm

Networking Break + Tradeshow

3:00pm – 4:00pm

Grants Seminar

Curious as to what grants are available and how to access them, this is the panel to attend hosted by Industrial Research Assistance Program (IRAP), Natural Sciences & Engineering Research Council of Canada (NSERC), MITACS, All Nations Trust, and Canadian Trade Commissioner Service.

4:00pm

Wrap Up of Event

Network Tradeshow

LinkUp presenters bring their advice to the floor allowing guests the opportunity to ask questions of our speakers.

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