

November 19, 2018

2018 Canadian Innovation Conference kicks off in Victoria

VICTORIA, B.C. – The Canada East and West Chapters of the Professional Convention Management Association (PCMACE/PCMACW), in partnership with Destination Greater Victoria, are hosting the 2018 Canadian Innovation Conference (CIC) this week at the Victoria Conference Centre and Fairmont Empress Hotel. The CIC will bring together 380 conference participants for a three-day program. It is designed for meeting and event professionals, as well as suppliers whose organizations are engaged in providing services related to the conduct and operation of meetings, conventions, seminars, exhibits and trade shows.

“The Canadian Innovation Conference is the perfect platform to showcase our destination to meeting, events and conference professionals” said Paul Nursey, CEO of Destination Greater Victoria. “Greater Victoria has had a banner year for meetings, events and conferences, with delegate days numbers up over last year. Through this conference we are able to tell our story to planners from across the country and build on our great work.”

“This is the first time the PCMA Canada East and PCMA Canada West Chapters have partnered together to host the Canadian Innovation Conference” said Madeleine Bart, President of the PCMA Canada East Chapter. “Greater Victoria is an emerging destination for meetings, events and conferences. We are looking forward to a fantastic experience at this year’s CIC.”

As part of the CIC, WestJet and Tourism Saskatoon have partnered together to create the “V.I.Plane” experience. This is a special direct flight from Toronto to Victoria for 134 industry professionals to network as they travel to the CIC. The “V.I.Plane” complements the existing business partnership between Destination Greater Victoria and WestJet. The two organizations entered into a Partnership Marketing Agreement in April 2018 to drive passenger growth and overnight visitation - specifically within the conference and business sector – throughout Greater Victoria.

Conference delegates will receive Canadian-focused education, earn credits towards their professional designation and build professional relationships with other planners. Workshops throughout the conference will focus on leadership skills, branding and sponsorship. The conference will create almost 1200 hotel rooms nights for Destination Greater Victoria hotel partners. Information on the CIC can be found at www.pcma.org/cic

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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