



Penticton Lakeside Resort and Conference Centre
November 15, 2022

- 7:30 - 8:30 Registration and Coffee
- 8:45 - 9:00 Welcoming Remarks
- 9:00 - 10:00 **Plenary Session: Pricing Strategies Panel**
- 10:00 - 11:00 Coffee Break / Tradeshow Open
- 11:00 - 12:00 Morning Concurrent Sessions
1. **Marketing and Sales: The Power of Email Campaigns**
 2. **Finance: Cost Savings in the Beverage World**
 3. **Human Resources: Busting Myths about the Labour Shortage**
- 12:00 - 1:30 Lunch and Beverages / Tradeshow Open
- 1:30 - 2:30 **Lightning Talks – Resolving Common Business Challenges with Innovative Solutions**
- 2:30 - 3:15 Coffee Break / Tradeshow Open
- 3:15 - 4:15 Afternoon Concurrent Sessions
1. **Marketing and Sales: How to Tailor Marketing Goals to Meet Diverse Strategies**
 2. **Finance: Use Your Data to Make Better Decisions**
 3. **Marketing and Sales: Marketing and Sales: Can Customer and Employee Retention Work Together?**
- 4:15 - 4:30 Break
- 4:30 - 5:30 **Plenary Session: Beverage Category Blurring: How to Plan Your Products to Meet Shifting Consumer Preferences**
- 5:30 - 6:30 Social Mixer and Tradeshow
- 6:30 - 8:30 After Party, Cannery Brewing, Penticton

Details: All sessions, tradeshow, meals and beverages included in ticket price.

See <https://fortifyconference.ca> for more conference information