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**BIV BLUE BREAKFAST**

# Marketing 101

Social media versus traditional strategies

The BIV Colour Series Blue Breakfast drew a full house to the SFU Segal School of Business last week as panellists **Jill Peters**, **Steve Mossop** and **Lawrie Ferguson** explained strategies for getting the most

out of electronic and traditional marketing. Speakers agreed that having all your media work together is key for successful campaigns.

For a full transcript go to [www.biv.com/colour](http://www.biv.com/colour).



Lawrie Ferguson, chief marketing and public relations officer, Coast Capital Savings



Steve Mossop, president, Ipsos Reid West

PHOTOS: DOMINIC SCHAEFER



Jill Peters, marketing manager, Richards Buell Sutton

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## BREAKFAST, LUNCHEON, DINNER MEETINGS

### One Night by Lora Frost - Success Party

**October 19, 2011, 7:00 PM:** A unique opportunity for entrepreneurs to embrace their power. Guests attending the One Night party will arrive as the person they want to be in five years. They will act as though they have already achieved their goals. \$150. Shangri-La Terrasse. Vancouver. Marion Houchard at [mhouchard@karranfinlaymarketing.com](mailto:mhouchard@karranfinlaymarketing.com). [www.onenightbylorafrost.com](http://www.onenightbylorafrost.com).

### What Makes a Good Pitch?: Developing, Presenting and Landing Business

**October 20, 2011, 5:00 PM:** We're delighted to have two dynamic presenters for this topic: Linda Oglov, Business Development Consultant & Bill Baker - Principal & Founder, BB&Co Strategic Storytelling. Join us for a very entertaining and informative session. SMEI Members \$55 / Non-members \$75. Pan Pacific Vancouver, 300-999 Canada Place. Vancouver. 604-266-0090 or [vancouver@smei.org](mailto:vancouver@smei.org). [smei.vancouver.org](http://smei.vancouver.org).

### Boughton / BCLI Great Debate

**October 26, 2011, 5:00 PM:** The GREATdebate offers a fun, engaging evening of dinner and light-hearted debate. This year's debate resolution: Resolved that the torts of champerty and maintenance should be abolished in British Columbia. \$145 per person / \$1,100 per table of 8. Pan Pacific Waterfront - 300-999 Canada Place. Vancouver. Elizabeth Pinsent - 604.822.0142 / [epinsent@bcli.org](mailto:epinsent@bcli.org). <http://www.bcli.org/news/events/great-debate-2011>.

### LUFTHANSA: Mobility for the world

**November 9, 2011, 11:45 AM:** Don Bunkenburg, Director of Corporate Sales and Regions, North America, Lufthansa \$69 Members and Guests / \$96 Future Members + HST. Renaissance Vancouver Hotel Harbourside - Harbourside Ballroom, 1133 West Hastings Street. Vancouver. [reservations@boardoftrade.com](mailto:reservations@boardoftrade.com). [www.boardoftrade.com](http://www.boardoftrade.com).

### Spirit of Vancouver Awards

**November 18, 2011, 11:45 AM:** Submission Deadline: Friday, October 14, 2011 \$69 Members and Guests / \$96 Future Members + HST. Vancouver Marriott Pinnacle - Pinnacle Ballroom, 1128

Hastings Street West. Vancouver. [reservations@boardoftrade.com](mailto:reservations@boardoftrade.com). [www.boardoftrade.com](http://www.boardoftrade.com).

### LinkedIn - Using Social Media to Market Your Personal Brand

**November 24, 2011, 5:00 PM:** Join Gary Fearnall - Director Global Marketing Solutions LinkedIn Canada. The brand called you is the professional brand you show to employers, collaborators, clients and colleagues. How you market that brand is essential to your profession SMEI Member \$60 / Non-member \$78 (before Nov 11/11. Pan Pacific Vancouver, 300-999 Canada Place. Vancouver. 604-266-0090 or [vancouver@smei.org](mailto:vancouver@smei.org). [smei.org.smeivancouver.org](http://smei.org.smeivancouver.org).

### Spirit of Vancouver Christmas Luncheon and Year-end Wrap-up

**November 29, 2011, 11:30 AM:** Celebrate another memorable year at The Vancouver Board of Trade's annual Spirit of Vancouver Christmas Lunch and Year-End Wrap Up. \$79 Members and Guests / \$110 Future Members + HS. Hyatt Regency Vancouver - Regency Ballroom, 655 Burrard Street. Vancouver. [reservations@boardoftrade.com](mailto:reservations@boardoftrade.com). [www.boardoftrade.com](http://www.boardoftrade.com).

## CONFERENCES, CONVENTIONS, TRADESHOWS

### HR Tech Group: Human Capital Symposium

**October 26, 2011, 8:00 AM:** Tech industry event on best HR practices to grow your business (revenue, talent, leaders). Featuring keynote Don Bell, Co-founder of Westjet Airlines: \$275 before Sept 30th; \$350 after. Sutton Place Hotel, 845 Burrard St. Vancouver. Allison Rutherford, HR Tech Group, 604-874-2653; [arutherford@hrtechgroup.com](mailto:arutherford@hrtechgroup.com). [www.hrtechgroup.com](http://www.hrtechgroup.com).

### Business After Business Tradeshow

**October 26, 2011, 5:00 PM:** The Vancouver Board of Trade's signature Tradeshow \$20 Members and Guests / \$30 Future Members + HST. The Fairmont Hotel Vancouver - Pacific Ballroom, 900 West Georgia Street. Vancouver. [reservations@boardoftrade.com](mailto:reservations@boardoftrade.com). [www.boardoftrade.com](http://www.boardoftrade.com).

### CSEME WEST 2011

**November 2 & 3, 2011:** A world class event conference comes to Vancouver, featuring sessions from some of the world's top event producers, fabulous networking events, an exciting business to business trade show, multiple team building and entertainment experiences, inspiring Think Tanks, and more. November 2 - Conference at Jewel Ballroom; November 3 - Full day Expo at Rocky Mountaineer Station. Vancouver. 1.877.212.3976. [http://canadianspecialevents.com/cseme\\_vancouver/](http://canadianspecialevents.com/cseme_vancouver/).

## BIV Business web links

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Thank you and have a great day

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