



Half Day Education & Networking Event

Vancouver Convention Centre West

Wednesday, October 18, 2017

8:00 - 12:00, followed by chapter AGM and lunch

Have You Heard the News? Event Apps in 2018

Have you heard the news? Apple has introduced new policies where client-branded apps created from a template are no longer allowed. In the current market, the majority of the event apps are made from a template, which means this change will have a significant impact on us. Discover the most current outlook on the situation from the industry experts and learn what options we can expect in 2018.

Session Learning objectives

1. Have a better overall understanding about APPLE's latest policy changes on client-branded Apps. Dispel major uncertainties around this subject.
2. Have clearer ideas of what are the various solutions industry has proposed (custom build from scratch, container Apps, private distribution, web-based apps...)
3. Rethink the value of a Mobile App at your events



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Moderator: Shannon DeSouza, Conference Software Solutions



Shannon is very passionate about events and technology! With a decade of paralleled experience in both the event and tech industries, she comes with a wealth of sales and marketing experience working with some major technology giants such as Blackberry, SAP, and EventMobi. She was also a social event entrepreneur for 10 years specializing in south asian weddings in Toronto, until 2015 when her company got acquired. In 2010, she graduated with a Masters in Business, Entrepreneurship &

Technology from Canada's #1 Ivy League university, which propelled her further into the strategic realm of emerging technology.

Today, Shannon is the Director of Sales for the bright new start up Conference Software Solutions. She works with global event producers to solve their scheduling problems leveraging artificial intelligence. This year it is with great excitement Shannon received 3 industry awards from PCMA, Connect Meetings and MPI.



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Panelist: Vlad Polikhun, Attendify



Vlad is an experienced business development professional with a demonstrated history of working in high tech and event industries. Skilled in sales, negotiation, coaching and conflict resolution, in his previous roles Vlad had a privilege of developing international partnerships and working with top C-level executives from around the world. His last two years were passionately dedicated to expanding the market of future event technologies with Attendify.

Vlad holds a distinct Marketing Communications diploma from BCIT which he earned after graduating from the National Academy of Management in Ukraine in 2008.

Panelist: Jo-Anne Rockwood, UBC



Jo-Anne is a Certified Meeting Professional (CMP) and holds the Certificate in Meeting Management (CMM). Since entering the meetings industry in 2002, she has managed meetings, conferences and incentive programs in academia, corporate and medical sectors. She has implemented mobile apps for events from 200 to 12,000 delegates. Fundamental to effective conference management, Jo-Anne balances the over-arching event goals and objectives with the myriad of details in the planning process.



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Through her involvement serving on the Board of Directors for both MPI BC Chapter and PCMA Canada West, Jo-Anne values the rich industry network these positions have cultivated. She is currently the President of PCMA Canada West Chapter. She has been recognized for her industry involvement by MPI BC Chapter Member's Choice (2012), Planner of the Year (2014).

A self-professed "lifetime student of interesting things", Jo-Anne has recently taken up a new hobby – glassblowing, and enjoys this creative process.

Panelist: Jason Philipchuk, Quick Mobile

