

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, June 3, 2015 10:11 AM
To: Manahan, Suzanne MNGD:EX
Cc: Wray, Jennifer MNGD:EX; Fraser, John Paul GCPE:EX; Woolley, Paul GCPE:EX
Subject: LNG in BC Conference 2015 - Youth Program Update

Hi Suzanne,

I did get some really good feedback on Friday on the youth program over all.

The simplified name "Game Changer Youth Expo '15" is approved. The concept was very well received.

A couple of smaller points that we wanted to ensure we keep in mind as we move forward are:

- Find Your Fit is a brand we don't want to get lost at the conference. I stressed that it would still be prominent and shared with people the latest floor plans. If we can incorporate Find Your Fit onto the youth website as well as into the materials that go out to high school students that would be great. This shouldn't hold up the website going live, it is something that can be incorporated as we move along, and similarly it can be incorporated in a second round of communications to schools. I think a more broad save the date is what you were wanting to send out more urgently. This should go out.
- People really loved the idea of LNG powered vehicles on-site. If we can achieve this we might want to think about a way that we can really highlight them.
- There was also great support for bringing on an on-line media partner for this portion of the conference. Like a Vancity Buzz or something similar. I will work with Mary and her team to flesh this idea out a bit more and we can discuss further when you are back.
- Lastly we wanted to make sure we get really good video footage of the youth area this year so that it can be used to build future promotional materials for the 2016 conference. This is something we can think about much further down the line.

The draft logo was not approved, however I got some direction on a simplified version that stays closer to our original look and feel. I have asked Andrew to work on it and will get you back an approved version ASAP so that it can be incorporated into the website and materials before they go out.

John Paul is working on the budget issues with JTST and we will get back to you as soon as possible.

Please let me know if you have any questions,

Thanks

Katherine Laurence

Government Communications and Public Engagement

Direct: 604.775.1669

Cell: 604.790.3779

From: Manahan, Suzanne MNGD:EX
Sent: Wednesday, June 3, 2015 12:23 AM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX
Subject: Re: LNG in BC Conference 2015

Yes, budget is always a standing item.

Any direction in the youth program name and concept as well as the budget issues with JTST?

On Jun 3, 2015, at 1:08 AM, Laurence, Katherine GCPE:EX <Katherine.Laurence@gov.bc.ca> wrote:

Hi Suzanne,

s.22

Further to Melissa's note below – we would like to have a quick discussion at Steering Committee about the Work Order – are you able to add it to the agenda upon your return?

Thanks

Katherine Laurence

Government Communications and Public Engagement

Direct: 604.775.1669

Cell: 604.790.3779

From: Safarik, Melissa GCPE:EX

Sent: Tuesday, June 2, 2015 2:23 PM

To: Manahan, Suzanne MNGD:EX

Cc: Stewart, Dawn M GCPE:EX; Laurence, Katherine GCPE:EX; Fraser, John Paul GCPE:EX

Subject: LNG in BC Conference 2015

Hi Suzanne,

FYI - I just signed the Work Order for 2015 LNG Conference.

Thanks,

Melissa Safarik

Corporate Director

Strategic Planning & Events

Government Communications & Public Engagement

Direct 250.387.2519

La Vertu, Kate MNGD:EX

From: Adam Kozachuk <akozachuk@inventaworld.com>
Sent: Tuesday, September 8, 2015 1:54 PM
To: Roe, Sue MNGD:EX; Manahan, Suzanne MNGD:EX; Wray, Jennifer MNGD:EX; Fosdick, Elizabeth MNGD:EX; Laurence, Katherine GCPE:EX
Cc: Alexa Freudigmann; David Nichols; Erika Borgerson; Sarah Mitchell; Lisa D'Andrea; Leah Kozak; Patricia Zhou; Beth Wolfe; Jeana Hamilton; Shireen Khimani
Subject: INV: LNG 2015 | Meeting Minutes (September 4, 2015)
Attachments: 2015LNG _MeetingNotes_ContactReport_09_04_15.pdf

Good Afternoon,

I hope everyone had a great long weekend!

Please find attached a copy of the meeting minutes from September 4th. If you have any questions or require any revisions, please let me know.

Thanks,

Adam

Adam Kozachuk
Account Coordinator
p 604.687.0544 ext. 272
c 604.356.1627

 **invent**
BRAND EXPERIENCE
www.inventaworld.com

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from any computer.

La Vertu, Kate MNGD:EX

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: Monday, September 21, 2015 9:37 AM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Sarah Mitchell
Subject: RE: Game Changer Media Partners
Attachments: s.21
2015LNG_CONFERENCE_MEDIA_PARTNER_AGREEMENT_VCB.docx

Hi Katherine,

Please find attached two draft marketing partner agreements for Vancity Buzz s.21 . Feel free to make final edits as appropriate based on your conversations or let us know if you need further detail.

If you can get them connected to us asap that would be great so that we can get their logos into the print program. Sarah Mitchell is the main point of contact for marketing partners and cc:ed on this email for next steps.

Cheers!
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
Sent: September-18-15 3:50 PM
To: Erika Borgerson
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: Game Changer Media Partners

Hi Erika,

I just had a call with Hide and we have some interested from VCB s.21 to come on as Game Chamber Media Partners. They could attend the conference and tweet ext. and post some content. Are you able to put together a list of what we could offer them in return? I am thinking some logo placement and perhaps something on our App? They also had an interest in setting up a physical space I think like a desk or something, could we accommodate this in our youth area?

Let me know your thoughts. I am hoping we can have something to go back with them by Monday. Hide and Mary's team will be reaching back to them then.

Thanks
Katherine

Page 05

Withheld pursuant to/removed as

s.13

Page 06

Withheld pursuant to/removed as

s.21;s.13

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Monday, September 21, 2015 9:49 AM
To: Ozawa, Hide GCPE:EX
Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX
Subject: Game Changer Media Partners
Attachments: s.21
2015LNG_CONFERENCE_MEDIA_PARTNER_AGREEMENT_VCB.docx

Hi Hide,

Thanks for speaking with me on Friday. As discussed attached are two draft media partner agreements for s.21 and Vancity Buzz. These are just draft and I would welcome your feedback.

Also I had wanted to ask if you thought there was a perhaps a third outlet that we could approach who aren't lower mainland focused. I know we had discussed this in the past and there may not be anything that works, just wanted to raise it again in case you thought of a group that would fit!

Let me know if this is in line with what you were thinking.
Thanks for all your help,
Katherine

Page 08

Withheld pursuant to/removed as

s.13

Page 09

Withheld pursuant to/removed as

s.21;s.13

La Vertu, Kate MNGD:EX

From: Ozawa, Hide GCPE:EX
Sent: Monday, September 21, 2015 10:29 AM
To: Laurence, Katherine GCPE:EX
Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX
Subject: RE: Game Changer Media Partners
Attachments: 2015LNG_CONFERENCE_MEDIA_PARTNER_AGREEMENT_VCB_V2.docx;
s.21

Hi Katherine,

Feedback is included in the attached - some of which we discussed on Friday. Will think about an outlet outside LM.

If G2G I'll follow up with our contacts.

Thanks

Hide

-----Original Message-----

From: Laurence, Katherine GCPE:EX
Sent: Monday, September 21, 2015 9:49 AM
To: Ozawa, Hide GCPE:EX
Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX
Subject: Game Changer Media Partners

Hi Hide,

Thanks for speaking with me on Friday. As discussed attached are two draft media partner agreements for s.21 and Vancity Buzz. These are just draft and I would welcome your feedback.

Also I had wanted to ask if you thought there was a perhaps a third outlet that we could approach who aren't lower mainland focused. I know we had discussed this in the past and there may not be anything that works, just wanted to raise it again in case you thought of a group that would fit!

Let me know if this is in line with what you were thinking.

Thanks for all your help,

Katherine

Page 11

Withheld pursuant to/removed as

s.13

Page 12

Withheld pursuant to/removed as

s.21;s.13

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Friday, September 25, 2015 12:06 PM
To: Ozawa, Hide GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Dila, Mary GCPE:EX; Wilson, Mike GCPE:EX
Subject: Re: Game Changer Media Partners

Hi Hide,

Have we heard s.21 and VCB? Are they willing to come on as sponsors for the youth area?

Thanks
Katherine

> On Sep 22, 2015, at 9:57 AM, Dila, Mary GCPE:EX <Mary.Dila@gov.bc.ca> wrote:

>

> Yes!

>

> -----Original Message-----

> From: Laurence, Katherine GCPE:EX

> Sent: Tuesday, September 22, 2015 9:51 AM

> To: Ozawa, Hide GCPE:EX; Dila, Mary GCPE:EX

> Cc: Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX

> Subject: RE: Game Changer Media Partners

>

> I have no concerns with this. Mary? Is everything good to go from your perspective?

>

> Katherine Laurence

> Government Communications and Public Engagement

> Direct: 604.775.1669

> Cell: 604.790.3779

>

>

> -----Original Message-----

> From: Ozawa, Hide GCPE:EX

> Sent: Monday, September 21, 2015 10:29 AM

> To: Laurence, Katherine GCPE:EX

> Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX

> Subject: RE: Game Changer Media Partners

>

> Hi Katherine,

>

> Feedback is included in the attached - some of which we discussed on Friday. Will think about an outlet outside LM.

>

> If G2G I'll follow up with our contacts.

>

> Thanks

>

> Hide

>

>

>

> -----Original Message-----

> From: Laurence, Katherine GCPE:EX

> Sent: Monday, September 21, 2015 9:49 AM

> To: Ozawa, Hide GCPE:EX

> Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX

> Subject: Game Changer Media Partners

>

> Hi Hide,

>

> Thanks for speaking with me on Friday. As discussed attached are two draft media partner agreements for s.21
s.21 and Vancity Buzz. These are just draft and I would welcome your feedback.

>

> Also I had wanted to ask if you thought there was a perhaps a third outlet that we could approach who aren't lower mainland focused. I know we had discussed this in the past and there may not be anything that works, just wanted to raise it again in case you thought of a group that would fit!

>

> Let me know if this is in line with what you were thinking.

> Thanks for all your help,

> Katherine

>

La Vertu, Kate MNGD:EX

From: Ozawa, Hide GCPE:EX
Sent: Friday, September 25, 2015 1:19 PM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Dila, Mary GCPE:EX; Wilson, Mike GCPE:EX
Subject: RE: Game Changer Media Partners

Hi Katherine

VCB will send someone to cover it. They're deciding on whether they want to be an "official" marketing or media partner s.21
s.21

Hide

-----Original Message-----

From: Laurence, Katherine GCPE:EX
Sent: Friday, September 25, 2015 12:06 PM
To: Ozawa, Hide GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Dila, Mary GCPE:EX; Wilson, Mike GCPE:EX
Subject: Re: Game Changer Media Partners

Hi Hide,

Have we heard from s.21 VCB? Are they willing to come on as sponsors for the youth area?

Thanks
Katherine

> On Sep 22, 2015, at 9:57 AM, Dila, Mary GCPE:EX <Mary.Dila@gov.bc.ca> wrote:

>

> Yes!

>

> -----Original Message-----

> **From:** Laurence, Katherine GCPE:EX

> **Sent:** Tuesday, September 22, 2015 9:51 AM

> **To:** Ozawa, Hide GCPE:EX; Dila, Mary GCPE:EX

> **Cc:** Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX

> **Subject:** RE: Game Changer Media Partners

>

> I have no concerns with this. Mary? Is everything good to go from your perspective?

>

> Katherine Laurence

> Government Communications and Public Engagement

> Direct: 604.775.1669

> Cell: 604.790.3779

>
>
> -----Original Message-----
> From: Ozawa, Hide GCPE:EX
> Sent: Monday, September 21, 2015 10:29 AM
> To: Laurence, Katherine GCPE:EX
> Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX
> Subject: RE: Game Changer Media Partners
>
> Hi Katherine,
>
> Feedback is included in the attached - some of which we discussed on Friday. Will think about an outlet outside LM.
>
> If G2G I'll follow up with our contacts.
>
> Thanks
>
> Hide
>
>
>
> -----Original Message-----
> From: Laurence, Katherine GCPE:EX
> Sent: Monday, September 21, 2015 9:49 AM
> To: Ozawa, Hide GCPE:EX
> Cc: Dila, Mary GCPE:EX; Wilson, Gordon JTST:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX
> Subject: Game Changer Media Partners
>
> Hi Hide,
>
> Thanks for speaking with me on Friday. As discussed attached are two draft media partner agreements for s.21
s.21 and Vancity Buzz. These are just draft and I would welcome your feedback.
>
> Also I had wanted to ask if you thought there was a perhaps a third outlet that we could approach who aren't lower
mainland focused. I know we had discussed this in the past and there may not be anything that works, just wanted to
raise it again in case you thought of a group that would fit!
>
> Let me know if this is in line with what you were thinking.
> Thanks for all your help,
> Katherine
>

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Monday, September 28, 2015 1:43 PM
To: Roe, Sue MNGD:EX
Cc: Wray, Jennifer MNGD:EX; Manahan, Suzanne MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: LNG 2015 | Event Guide for Review

Hi Sue,

I didn't want to send my notes to Inventa about the Event Guide because I know you guys are working on this with them – however there are several things in the version that I saw that need to be changed, I am sure you have already caught them but wanted to double check.

- 1) Premier needs to be referred to as Premier Christy Clark in her Bio they have it as Premier Clark – please change.
- 2) For the timing of the Premier's lunch on Day 1 – it looks odd to have the luncheon listed from 11:00am – 11:20am Maybe we should just have the start time as 11:00am for the Conference Opening and Luncheon.
- 3) For the timing of Minister Coleman's closing remarks, I don't think it should be listed as 30 minutes. It looks like he is giving a keynote. I think this should be changed.
- 4) Ministers – can we consistently use their first and last name in the first sentence? IE: Rich Colman and Mike de Jong are full names, Shirley Bond is referred to as just Shirley.
- 5) Jim Sinclair is missing from the Program – Day 2 on the Skills and Training Panel.
- 6) Do you think it is confusing to call the In conversations also Key Note Addresses? IE: Colman and Colman and Minister Rustad.
- 7) Marketing Partner – Vancity Buzz s.21 need to be removed. They don't want to be recognized in our program. Please make sure they are removed from the program.
- 8) Still waiting to hear on Global – hope to have something soon – I don't see a space held for their half page ad which they will require.

Thanks

Katherine Laurence

Government Communications and Public Engagement

Direct: 604.775.1669

Cell: 604.790.3779

From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]

Sent: Monday, September 28, 2015 9:16 AM

To: Wray, Jennifer MNGD:EX; Manahan, Suzanne MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Laurence, Katherine GCPE:EX

Cc: Sarah Hancock; Alexa Freudigmann; Sarah Mitchell; Lisa D'Andrea

Subject: INV: LNG 2015 | Event Guide for Review

Hi team,

Please see attached the updated event guide including your edits and a re-write of the conference high-lights section. We made all of the live changes from Friday as well to the agenda, as well as spelling out acronyms wherever appropriate (RAL = Robert Allan Ltd.).

We have also added in Jas and a placeholder for Jill Krop/Global. We DO NOT currently have an ad spot held for Global as nothing was confirmed at the end of last week. If needed, we can potentially cut one of our full-page images down and do a half-page ad but it is too late in the game to add any further pages to this layout to accommodate a new ad spot.

Lastly – the mini-program is mostly a shortened version of the conference highlights and agenda, so we will lay that out once we have this final version signed off on, otherwise we would be duplicating the editing time with our designer.

I hope that everything is satisfactory with this version and that any final edits are minimal. We look forward to your feedback so that we can finalize this for print asap. If any edits can be tracked in a marked up PDF that would be ideal.

Thank you!
Erika

Erika Borgerson

Account Supervisor

p 604.687.0544 ext.235 c 604.358.6732

invent
a
BRAND EXPERIENCE

www.inventaworld.com

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from any computer.

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 11:13 AM
To: Erika Borgerson
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX
Subject: FW: VCB: LNG Conference

Hi Erika,

Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

Darren - you may want to include this in your social media plan.

Thanks and let me know if there are any questions.

Thanks

Katherine

> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>

> Hi Katherine,

>

> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>

> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>

> What VCB wants:

>

> - Digital New Media Partner (LNG Conference)

> - Digital display

> - Website recognition

>

> I'll follow up with a call tomorrow.

>

> Hide

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 11:26 AM
To: Oberg, Jordie MNGD:EX
Cc: Wray, Jennifer MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: VCB: LNG Conference

Thanks

Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

-----Original Message-----

From: Oberg, Jordie MNGD:EX
Sent: Wednesday, September 30, 2015 11:25 AM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: VCB: LNG Conference

I think so too and save us money. I will put in the request to change "Media Sponsors" to "Media and Marketing Sponsors"

Thanks.

-----Original Message-----

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 11:24 AM
To: Oberg, Jordie MNGD:EX
Subject: RE: VCB: LNG Conference

Why don't we do Media and Marketing - that might be easier.

Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

-----Original Message-----

From: Oberg, Jordie MNGD:EX
Sent: Wednesday, September 30, 2015 11:23 AM
To: Laurence, Katherine GCPE:EX
Subject: RE: VCB: LNG Conference

Just thinking, would you prefer marketing to have their own section or just change the section title to "Media & Marketing Sponsors"?

Thanks.

-----Original Message-----

From: Oberg, Jordie MNGD:EX
Sent: Wednesday, September 30, 2015 11:20 AM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: VCB: LNG Conference

Hi Katherine, this change has to be done by our contractors. I do not have the access to add sections, just add/remove content to them. Once the request is completed I will move them to their correct sections. Until then, I can remove them or leave them where they are. Thanks.

-----Original Message-----

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 11:17 AM
To: Oberg, Jordie MNGD:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: FW: VCB: LNG Conference

Hi Jordie,

I realized that on the web you have our marketing partners listed as Media partners. Can you change this? These are two separate groups.

VBOT and BCBC are not media and shouldn't be listed like that.

Media are Global and Vancity Buzz.

I will send you the global logo.

Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

-----Original Message-----

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 11:13 AM
To: Erika Borgerson
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX
Subject: FW: VCB: LNG Conference

Hi Erika,

Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

Darren - you may want to include this in your social media plan.

Thanks and let me know if there are any questions.

Thanks

Katherine

> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>

> Hi Katherine,

>

> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>

> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>

> What VCB wants:

>

> - Digital New Media Partner (LNG Conference)

> - Digital display

> - Website recognition

>

> I'll follow up with a call tomorrow.

>

> Hide

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 11:35 AM
To: 'Erika Borgerson'
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX; Sarah Hancock
Subject: RE: VCB: LNG Conference

No - they do NOT want to be in the print program as the Digital New Media Partner. I think we can just do signage on-site. And please do NOT add their logo under marketing partners.

thanks

Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

-----Original Message-----

From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]
Sent: Wednesday, September 30, 2015 11:29 AM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX; Sarah Hancock
Subject: RE: VCB: LNG Conference

Hi Katherine,

Can you confirm if the request includes recognition in the print program as the Digital New Media Partner? I don't think we can add a new category to the layout at this point, but we could potentially put the notation beside or below their logo under Marketing Partners?

Let me know,
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
Sent: September-30-15 11:13 AM
To: Erika Borgerson
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX
Subject: FW: VCB: LNG Conference

Hi Erika,

Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

Darren - you may want to include this in your social media plan.

Thanks and let me know if there are any questions.

Thanks

Katherine

> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>

> Hi Katherine,

>

> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>

> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>

> What VCB wants:

>

> - Digital New Media Partner (LNG Conference)

> - Digital display

> - Website recognition

>

> I'll follow up with a call tomorrow.

>

> Hide

La Vertu, Kate MNGD:EX

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: Wednesday, September 30, 2015 12:02 PM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX; Sarah Hancock
Subject: Re: VCB: LNG Conference

Perfectly clear - thanks!
Erika

Sent from my iPhone

> On Sep 30, 2015, at 11:52 AM, Laurence, Katherine GCPE:EX <Katherine.Laurence@gov.bc.ca> wrote:
>
> No - they do NOT want to be in the print program as the Digital New Media Partner. I think we can just do signage on-site. And please do NOT add their logo under marketing partners.
>
> thanks
>
> Katherine Laurence
> Government Communications and Public Engagement
> Direct: 604.775.1669
> Cell: 604.790.3779
>
>
> -----Original Message-----
> From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]
> Sent: Wednesday, September 30, 2015 11:29 AM
> To: Laurence, Katherine GCPE:EX
> Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX; Sarah Hancock
> Subject: RE: VCB: LNG Conference
>
> Hi Katherine,
>
> Can you confirm if the request includes recognition in the print program as the Digital New Media Partner? I don't think we can add a new category to the layout at this point, but we could potentially put the notation beside or below their logo under Marketing Partners?
>
> Let me know,
> Erika
>
> -----Original Message-----
> From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
> Sent: September-30-15 11:13 AM
> To: Erika Borgerson
> Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX

> Subject: FW: VCB: LNG Conference
>
> Hi Erika,
>
> Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.
>
> Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?
>
> Darren - you may want to include this in your social media plan.
>
> Thanks and let me know if there are any questions.
> Thanks
> Katherine
>
>> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:
>>
>> Hi Katherine,
>>
>> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.
>>
>> Can you send specs for where they could be at the conference? Hopefully near the youth section.
>>
>> What VCB wants:
>>
>> - Digital New Media Partner (LNG Conference)
>> - Digital display
>> - Website recognition
>>
>> I'll follow up with a call tomorrow.
>>
>> Hide
>

La Vertu, Kate MNGD:EX

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: Wednesday, September 30, 2015 12:02 PM
To: Laurence, Katherine GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX; Sarah Hancock
Subject: Re: VCB: LNG Conference

Perfectly clear - thanks!
Erika

Sent from my iPhone

> On Sep 30, 2015, at 11:52 AM, Laurence, Katherine GCPE:EX <Katherine.Laurence@gov.bc.ca> wrote:
>
> No - they do NOT want to be in the print program as the Digital New Media Partner. I think we can just do signage on-site. And please do NOT add their logo under marketing partners.
>
> thanks
>
> Katherine Laurence
> Government Communications and Public Engagement
> Direct: 604.775.1669
> Cell: 604.790.3779
>
>
> -----Original Message-----
> From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]
> Sent: Wednesday, September 30, 2015 11:29 AM
> To: Laurence, Katherine GCPE:EX
> Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX; Sarah Hancock
> Subject: RE: VCB: LNG Conference
>
> Hi Katherine,
>
> Can you confirm if the request includes recognition in the print program as the Digital New Media Partner? I don't think we can add a new category to the layout at this point, but we could potentially put the notation beside or below their logo under Marketing Partners?
>
> Let me know,
> Erika
>
> -----Original Message-----
> From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
> Sent: September-30-15 11:13 AM
> To: Erika Borgerson
> Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX

> Subject: FW: VCB: LNG Conference
>
> Hi Erika,
>
> Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.
>
> Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?
>
> Darren - you may want to include this in your social media plan.
>
> Thanks and let me know if there are any questions.
> Thanks
> Katherine
>
>> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:
>>
>> Hi Katherine,
>>
>> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.
>>
>> Can you send specs for where they could be at the conference? Hopefully near the youth section.
>>
>> What VCB wants:
>>
>> - Digital New Media Partner (LNG Conference)
>> - Digital display
>> - Website recognition
>>
>> I'll follow up with a call tomorrow.
>>
>> Hide
>

La Vertu, Kate MNGD:EX

From: Ozawa, Hide GCPE:EX
Sent: Thursday, October 1, 2015 8:41 AM
To: Laurence, Katherine GCPE:EX; Erika Borgerson
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: VCB: LNG Conference

Pls send to me. I'll send over. Need to be smart about how that relationship is managed as we work with them on multiple files with our digital vendors. This ask is very much set in context of other projects we're working on.

Recognition on your digital displays is fine. Will be important to show where they could be on a site map.

Thx,
Hide

-----Original Message-----

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, September 30, 2015 9:51 PM
To: Erika Borgerson; Ozawa, Hide GCPE:EX
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: Re: VCB: LNG Conference

Hide,

Can you provide the contact at VCB so that we can get them the contract? And when the reference the digital screen below does that mean they want their own screen? Or do they want to be recognized on our digital display?

Thanks
Katherine

Sent from my iPhone

> On Sep 30, 2015, at 8:57 PM, Erika Borgerson <eborgerson@inventaworld.com> wrote:

>

> Hi Katherine,

>

> Sarah M is updating the contract if you can please provide a POC for VCB to send it to.

>

> For the digital display noted below - I assume we should be ordering a dedicated LCD for them to use in the digital lounge? If so, I will confirm that tomorrow when I am onsite with Freeman.

>

> Thank you

> Erika

>

> -----Original Message-----

> **From:** Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]

> **Sent:** September-30-15 11:13 AM

> To: Erika Borgerson
 > Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX
 > Subject: FW: VCB: LNG Conference
 >
 > Hi Erika,
 >
 > Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.
 >
 > Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?
 >
 > Darren - you may want to include this in your social media plan.
 >
 > Thanks and let me know if there are any questions.
 > Thanks
 > Katherine
 >
 >> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:
 >>
 >> Hi Katherine,
 >>
 >> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.
 >>
 >> Can you send specs for where they could be at the conference? Hopefully near the youth section.
 >>
 >> What VCB wants:
 >>
 >> - Digital New Media Partner (LNG Conference)
 >> - Digital display
 >> - Website recognition
 >>
 >> I'll follow up with a call tomorrow.
 >>
 >> Hide
 >

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Thursday, October 1, 2015 12:59 PM
To: Erika Borgerson
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: Re: VCB: LNG Conference

Hi Erika,

Can you please send the updated contract through ASAP - just to clarify Hide's comments. Once we have a signed contract we will connect you directly with VCB.

Thanks
Katherine

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: September-30-15 8:56 PM
To: Laurence, Katherine GCPE:EX
Cc: Sarah Mitchell; Sarah Hancock
Subject: RE: VCB: LNG Conference

Hi Katherine,

Sarah M is updating the contract if you can please provide a POC for VCB to send it to.

For the digital display noted below - I assume we should be ordering a dedicated LCD for them to use in the digital lounge? If so, I will confirm that tomorrow when I am onsite with Freeman.

Thank you
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
Sent: September-30-15 11:13 AM
To: Erika Borgerson
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX
Subject: FW: VCB: LNG Conference

Hi Erika,

Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

Darren - you may want to include this in your social media plan.

Thanks and let me know if there are any questions.

Thanks

Katherine

> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>

> Hi Katherine,

>

> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>

> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>

> What VCB wants:

>

> - Digital New Media Partner (LNG Conference)

> - Digital display

> - Website recognition

>

> I'll follow up with a call tomorrow.

>

> Hide

La Vertu, Kate MNGD:EX

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: Thursday, October 1, 2015 1:09 PM
To: Laurence, Katherine GCPE:EX
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: VCB: LNG Conference
Attachments: 2015LNG_CONFERENCE_MEDIA_PARTNER_AGREEMENT_VCB.DOCX

Hi Katherine ,

Please find attached. Kindly advise if you need any further edits, otherwise we will look forward to a formal intro with VCB shortly.

Thank you,
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
Sent: October-01-15 12:59 PM
To: Erika Borgerson
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: Re: VCB: LNG Conference

Hi Erika,

Can you please send the updated contract through ASAP - just to clarify Hide's comments. Once we have a signed contract we will connect you directly with VCB.

Thanks
Katherine

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: September-30-15 8:56 PM
To: Laurence, Katherine GCPE:EX
Cc: Sarah Mitchell; Sarah Hancock
Subject: RE: VCB: LNG Conference

Hi Katherine,

Sarah M is updating the contract if you can please provide a POC for VCB to send it to.

For the digital display noted below - I assume we should be ordering a dedicated LCD for them to use in the digital lounge? If so, I will confirm that tomorrow when I am onsite with Freeman.

Thank you
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]

Sent: September-30-15 11:13 AM

To: Erika Borgerson

Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX

Subject: FW: VCB: LNG Conference

Hi Erika,

Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

Darren - you may want to include this in your social media plan.

Thanks and let me know if there are any questions.

Thanks

Katherine

> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>

> Hi Katherine,

>

> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>

> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>

> What VCB wants:

>

> - Digital New Media Partner (LNG Conference)

> - Digital display

> - Website recognition

>

> I'll follow up with a call tomorrow.

>

> Hide



Letter of Agreement

Marketing Partner: Vancity Buzz

2015 International LNG in BC Conference

The 2015 International LNG in BC is an annual conference hosted by the British Columbia Government's Ministry of Natural Gas Development. This year's conference is titled ***Clean Energy. Reliable Partner.*** and will be held October 14-16th, 2015 at the Vancouver Convention Centre, Vancouver, BC - 1055 Canada Pl, Vancouver, BC V6C 0C3.

This letter of agreement states that Vancity Buzz will provide the Conference with the following benefits:

1. Pre-event promotion of the conference via email blast/article/post/tweet (as appropriate)
2. Advertorial pre-conference highlighting key events, sponsors and/or speakers (TBD)
3. On-site live coverage of the event via Social Media (as appropriate)

This letter of agreement states that the 2015 International LNG in BC Conference will provide Vancity Buzz with the following benefits in return:

1. Onsite signage as the Digital New Media Partner (LNG Conference)
2. Digital display in the Social Media Lounge
3. Onsite booth near Youth Expo
4. Website recognition
5. Promotion on the conference app as a marketing partner

Vancity Buzz <hr/> SIGNATURE <hr/> NAME/TITLE	2015 International LNG in BC Conference <hr/> Erika Borgerson, Account Supervisor Inventa Sales and Promotion on behalf of the Ministry of Natural Gas Development
---	---

DATE	DATE
------	------

La Vertu, Kate MNGD:EX

From: Erika Borgerson <eborgerson@inventaworld.com>
Sent: Sunday, October 4, 2015 2:25 PM
To: Laurence, Katherine GCPE:EX
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Ozawa, Hide GCPE:EX; Julia Weiss; Adam Kozachuk
Subject: RE: VCB: LNG Conference
Attachments: VCB_LNG2015.jpg

Hi Katherine,

As per our conversation on Friday, please see the VCB placement attached.

We will include carpet, 2 small lounge seating areas, a counter with 2 stools, branded signs (2) on easels and an LCD Screen for them in this space.

We would expect that they would move upstairs to the Digital Lounge on Day 3 to join Interactive.

Thanks,
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
Sent: October-01-15 1:15 PM
To: Erika Borgerson
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Ozawa, Hide GCPE:EX
Subject: Re: VCB: LNG Conference

Can you send through a site map which shows where their booth space would be?

> On Oct 1, 2015, at 1:09 PM, Erika Borgerson <eborgerson@inventaworld.com> wrote:

>

> Hi Katherine ,

>

> Please find attached. Kindly advise if you need any further edits, otherwise we will look forward to a formal intro with VCB shortly.

>

> Thank you,

> Erika

>

> -----Original Message-----

> **From:** Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]

> **Sent:** October-01-15 12:59 PM

> **To:** Erika Borgerson

> **Cc:** Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX

> **Subject:** Re: VCB: LNG Conference

>

> Hi Erika,

>

> Can you please send the updated contract through ASAP - just to clarify Hide's comments. Once we have a signed contract we will connect you directly with VCB.

>

> Thanks

> Katherine

>

> _____

> From: Erika Borgerson <eborgerson@inventaworld.com>

> Sent: September-30-15 8:56 PM

> To: Laurence, Katherine GCPE:EX

> Cc: Sarah Mitchell; Sarah Hancock

> Subject: RE: VCB: LNG Conference

>

> Hi Katherine,

>

> Sarah M is updating the contract if you can please provide a POC for VCB to send it to.

>

> For the digital display noted below - I assume we should be ordering a dedicated LCD for them to use in the digital lounge? If so, I will confirm that tomorrow when I am onsite with Freeman.

>

> Thank you

> Erika

>

> -----Original Message-----

> From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]

> Sent: September-30-15 11:13 AM

> To: Erika Borgerson

> Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX

> Subject: FW: VCB: LNG Conference

>

> Hi Erika,

>

> Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

>

> Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

>

> Darren - you may want to include this in your social media plan.

>

> Thanks and let me know if there are any questions.

> Thanks

> Katherine

>

>> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>>

>> Hi Katherine,

>>

>> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>>

>> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>>

>> What VCB wants:

>>

>> - Digital New Media Partner (LNG Conference)

>> - Digital display

>> - Website recognition

>>

>> I'll follow up with a call tomorrow.

>>

>> Hide

>

> <2015LNG_CONFERENCE_MEDIA_PARTNER_AGREEMENT_VCB.DOCX>

La Vertu, Kate MNGD:EX

From: Laurence, Katherine GCPE:EX
Sent: Monday, October 5, 2015 8:33 AM
To: Ozawa, Hide GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: VCB: LNG Conference

Hi Hide,

Please let me know if you need anything further for VCB? Or if this will suffice.

Thanks
Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

-----Original Message-----

From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]
Sent: Sunday, October 4, 2015 2:25 PM
To: Laurence, Katherine GCPE:EX
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Ozawa, Hide GCPE:EX; Julia Weiss; Adam Kozachuk
Subject: RE: VCB: LNG Conference

Hi Katherine,

As per our conversation on Friday, please see the VCB placement attached.

We will include carpet, 2 small lounge seating areas, a counter with 2 stools, branded signs (2) on easels and an LCD Screen for them in this space.

We would expect that they would move upstairs to the Digital Lounge on Day 3 to join Interactive.

Thanks,
Erika

-----Original Message-----

From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
Sent: October-01-15 1:15 PM
To: Erika Borgerson
Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Ozawa, Hide GCPE:EX
Subject: Re: VCB: LNG Conference

Can you send through a site map which shows where their booth space would be?

> On Oct 1, 2015, at 1:09 PM, Erika Borgerson <eborgerson@inventaworld.com> wrote:
 >
 > Hi Katherine ,
 >
 > Please find attached. Kindly advise if you need any further edits, otherwise we will look forward to a formal intro with VCB shortly.
 >
 > Thank you,
 > Erika
 >
 > -----Original Message-----
 > From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
 > Sent: October-01-15 12:59 PM
 > To: Erika Borgerson
 > Cc: Sarah Mitchell; Sarah Hancock; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
 > Subject: Re: VCB: LNG Conference
 >
 > Hi Erika,
 >
 > Can you please send the updated contract through ASAP - just to clarify Hide's comments. Once we have a signed contract we will connect you directly with VCB.
 >
 > Thanks
 > Katherine
 >
 >
 > From: Erika Borgerson <eborgerson@inventaworld.com>
 > Sent: September-30-15 8:56 PM
 > To: Laurence, Katherine GCPE:EX
 > Cc: Sarah Mitchell; Sarah Hancock
 > Subject: RE: VCB: LNG Conference
 >
 > Hi Katherine,
 >
 > Sarah M is updating the contract if you can please provide a POC for VCB to send it to.
 >
 > For the digital display noted below - I assume we should be ordering a dedicated LCD for them to use in the digital lounge? If so, I will confirm that tomorrow when I am onsite with Freeman.
 >
 > Thank you
 > Erika
 >
 > -----Original Message-----
 > From: Laurence, Katherine GCPE:EX [<mailto:Katherine.Laurence@gov.bc.ca>]
 > Sent: September-30-15 11:13 AM
 > To: Erika Borgerson
 > Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX; Beaupre, Darren GCPE:EX; Woolley, Paul GCPE:EX; Oberg, Jordie MNGD:EX
 > Subject: FW: VCB: LNG Conference
 >
 > Hi Erika,

>

> Please see the below note from Hide - Vancity Buzz has agreed to be a Digital New Media Partner for the conference.

>

> Can we update their sponsorship agreement as per the notes below? I think would like to be in the youth area - can we fit them in?

>

> Darren - you may want to include this in your social media plan.

>

> Thanks and let me know if there are any questions.

> Thanks

> Katherine

>

>> On Sep 28, 2015, at 6:24 PM, Ozawa, Hide GCPE:EX <Hide.Ozawa@gov.bc.ca> wrote:

>>

>> Hi Katherine,

>>

>> Hopped off with VCB. They're in for covering the conference. They have staff that could set up a booth at the conference. Live tweet -- engage with youth -- etc.

>>

>> Can you send specs for where they could be at the conference? Hopefully near the youth section.

>>

>> What VCB wants:

>>

>> - Digital New Media Partner (LNG Conference)

>> - Digital display

>> - Website recognition

>>

>> I'll follow up with a call tomorrow.

>>

>> Hide

>

> <2015LNG_CONFERENCE_MEDIA_PARTNER_AGREEMENT_VCB.DOCX>

La Vertu, Kate MNGD:EX

From: Beaupre, Darren GCPE:EX
Sent: Tuesday, October 6, 2015 2:30 PM
To: Laurence, Katherine GCPE:EX; Ozawa, Hide GCPE:EX; McAndrews, Caroline GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: LNG Conference: Media Agreement
Attachments: 2015_International_LN_in_BC_Conference_Article_VCB_EB (3).docx
Importance: High

Sorry – we have legislation moving forward now and received notification late so that was priority...

I took a stab at adjusting this. Caroline, can JTST offer any details here that speak to some of what Hide thinks would be best, including wage details?

My adjustments are more on the general side of things but hopefully closer to what we want.

From: Laurence, Katherine GCPE:EX
Sent: Tuesday, October 6, 2015 8:53 AM
To: Ozawa, Hide GCPE:EX; Beaupre, Darren GCPE:EX
Cc: Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: LNG Conference: Media Agreement

Darren – can you guys take a stab at this? I don't know if Inventa would have the right context.

Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

From: Ozawa, Hide GCPE:EX
Sent: Tuesday, October 6, 2015 8:41 AM
To: Laurence, Katherine GCPE:EX
Cc: Beaupre, Darren GCPE:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: RE: LNG Conference: Media Agreement

Agreed. Needs to be more engaging. Audience – 18-34 year olds. Need to focus on training/jobs/youth conference. Talking about salary info is always a way to draw people in. A little click baitish – but works.

e.g., BC's LNG Youth Expo: Top 5 LNG careers that will pay \$30/hr

Hide

From: Laurence, Katherine GCPE:EX
Sent: Tuesday, October 6, 2015 8:30 AM
To: Ozawa, Hide GCPE:EX
Cc: Beaupre, Darren GCPE:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; Fosdick, Elizabeth MNGD:EX
Subject: FW: LNG Conference: Media Agreement

Hide – is this the kind of thing that they want? Or do they want something more youth/jobs focused?

Katherine Laurence

Government Communications and Public Engagement

Direct: 604.775.1669

Cell: 604.790.3779

From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]

Sent: Tuesday, October 6, 2015 7:53 AM

To: Ozawa, Hide GCPE:EX; Laurence, Katherine GCPE:EX

Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell

Subject: RE: LNG Conference: Media Agreement

Thanks again team,

Please see attached the suggested advertorial which has already had GCPE approval in a longer version. We have shaved it down close to 300 words for this placement. Kindly review and approve as soon as possible.

Erika

From: Ozawa, Hide GCPE:EX [<mailto:Hide.Ozawa@gov.bc.ca>]

Sent: October-05-15 9:51 AM

To: Erika Borgerson

Cc: 'Harpreet Shergill'; 'Manny Bahia'; Laurence, Katherine GCPE:EX

Subject: FW: LNG Conference: Media Agreement

Erika, pls see attached. Harpreet is your point at VCB re coordinating space. In terms of the advertorial piece – we need to see that before it goes to market.

Thx

Hide

From: Manny Bahia [<mailto:manny@vancitybuzz.com>]

Sent: Friday, October 2, 2015 8:19 PM

To: Ozawa, Hide GCPE:EX

Cc: Harpreet Shergill

Subject: Re: LNG Conference: Media Agreement

Hi Hide,

See signed attached.

Also see Harpreet cc'd, your point of contact for deliverables including onsite.

Please keep me cc'd through all communication.

--

Manny Bahia

CBDO & Co-Founder

T: 604.764.8745

VancityBuzz.com | [@VancityBuzz](https://twitter.com/VancityBuzz) | [fb.com/VCBuzz](https://facebook.com/VCBuzz)



The future of B.C.'s natural gas on display – October 14-16, 2015

British Columbia is experiencing unprecedented growth as a result of one of the province's most promising resources – natural gas.

Natural gas is world's cleanest burning fossil fuel and its demand is increasing globally. For this reason, British Columbia is building an export industry capable of shipping liquefied natural gas to Asia.

As B.C.'s LNG prospects increase, jobs and new economic opportunities are developing province-wide. Welders, steamfitters, pipefitters, and construction labourers are all growing occupations and offer some of the highest paid wages in the province.

These jobs, skills training requirement, and other economic opportunities of the future will be a focus of the provincial government's international conference - Clean Energy. Reliable Partner.

The conference provides the perfect forum to discuss the B.C.'s energy future and the opportunities it is creating for a new generation of workers.

Highlights include:

➤ **Youth Expo**

A 'GameChanger' youth expo is being introduced this year, providing students with an opportunity to showcase their science skills and knowledge about energy.

➤ **Larger exhibit and trade-show floor**

This aspect of the event has been expanded, providing attendees with an opportunity to connect with stakeholders and companies, through programs like LNG-Buy BC.

➤ **High-profile speakers and global participation**

The conference will include participation by global LNG experts, industry proponents from around the world, educators, local governments, community leaders and First Nations.

➤ **Three days, Three Themes**

Each day of the conference will centre around three specific areas: Investment, Technology & Innovation and Partnerships, and Partnerships.

The conference - *Clean Energy. Reliable Partner* - will be hosted by the provincial government at the Vancouver Convention Centre from October 14-16, 2015. Additional information about the event can be found online at: <http://lngconference.ca/>

Don't forget to hashtag the event at **#LNGinBC2015!**

La Vertu, Kate MNGD:EX

From: Beaupre, Darren GCPE:EX
Sent: Thursday, October 8, 2015 8:23 AM
To: Fosdick, Elizabeth MNGD:EX; Laurence, Katherine GCPE:EX; Ozawa, Hide GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; 'Erika Borgerson'
Subject: RE: LNG Conference: Media Agreement

OK for this from our side.

From: Fosdick, Elizabeth MNGD:EX
Sent: Wednesday, October 7, 2015 12:03 PM
To: Laurence, Katherine GCPE:EX; Beaupre, Darren GCPE:EX; Ozawa, Hide GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX; 'Erika Borgerson'
Subject: RE: LNG Conference: Media Agreement

Hi all,

I've revised the blog post and both Jen and Katherine have reviewed and approved. Darren can you please move this forward for approval?

Thanks!

Liz

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, October 7, 2015 9:34 AM
To: Beaupre, Darren GCPE:EX; 'Erika Borgerson'; Ozawa, Hide GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell; Fosdick, Elizabeth MNGD:EX; Wray, Jennifer MNGD:EX; Roe, Sue MNGD:EX
Subject: RE: LNG Conference: Media Agreement

Hi Darren,

Liz is going to see if there are some more dynamic elements that we can add in – like the addition of Christine Sinclair as a speaker. She will resend this AM.

Thanks

Katherine Laurence
Government Communications and Public Engagement
Direct: 604.775.1669
Cell: 604.790.3779

From: Beaupre, Darren GCPE:EX
Sent: Wednesday, October 7, 2015 8:42 AM
To: Laurence, Katherine GCPE:EX; 'Erika Borgerson'; Ozawa, Hide GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell
Subject: RE: LNG Conference: Media Agreement

Here is a clean copy of the first one.

From: Laurence, Katherine GCPE:EX
Sent: Wednesday, October 7, 2015 7:18 AM
To: 'Erika Borgerson'; Ozawa, Hide GCPE:EX; Beaupre, Darren GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell
Subject: RE: LNG Conference: Media Agreement

Yes we are working on it.

Darren – are you going to take Caroline's cut through approvals today?

And to be clear – are BOTH articles due today?

Katherine Laurence

Government Communications and Public Engagement

Direct: 604.775.1669

Cell: 604.790.3779

From: Erika Borgerson [<mailto:eborgerson@inventaworld.com>]
Sent: Tuesday, October 6, 2015 9:55 PM
To: Ozawa, Hide GCPE:EX; Laurence, Katherine GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell
Subject: RE: LNG Conference: Media Agreement

Just wanted to follow-up that this article is due to VCB Wednesday EOD for a Friday post. I understand your team is working on a youth angled article for the Oct 13 post. Please confirm! Thank you - Erika

From: Erika Borgerson
Sent: October-06-15 7:53 AM
To: 'Ozawa, Hide GCPE:EX'; Laurence, Katherine GCPE:EX
Cc: Patricia Zhou; Tia Dalupang; Sarah Mitchell
Subject: RE: LNG Conference: Media Agreement

Thanks again team,

Please see attached the suggested advertorial which has already had GCPE approval in a longer version. We have shaved it down close to 300 words for this placement. Kindly review and approve as soon as possible.

Erika

From: Ozawa, Hide GCPE:EX [<mailto:Hide.Ozawa@gov.bc.ca>]
Sent: October-05-15 9:51 AM
To: Erika Borgerson
Cc: 'Harpreet Shergill'; 'Manny Bahia'; Laurence, Katherine GCPE:EX
Subject: FW: LNG Conference: Media Agreement

Erika, pls see attached. Harpreet is your point at VCB re coordinating space. In terms of the advertorial piece – we need to see that before it goes to market.

Thx

Hide

From: Manny Bahia [<mailto:manny@vancitybuzz.com>]
Sent: Friday, October 2, 2015 8:19 PM
To: Ozawa, Hide GCPE:EX
Cc: Harpreet Shergill
Subject: Re: LNG Conference: Media Agreement

Hi Hide,

See signed attached.

Also see Harpreet cc'd, your point of contact for deliverables including onsite.

Please keep me cc'd through all communication.

--

Manny Bahia
CBDO & Co-Founder
T: 604.764.8745
VancityBuzz.com | [@VancityBuzz](https://twitter.com/VancityBuzz) | [fb.com/VCBuzz](https://facebook.com/VCBuzz)