INTERNATIONAL MEAT SECRETARIAT

10TH MARKETING & COMMUNICATIONS WORKSHOP

MEAT FOR THE FUTURE

MEAT'S PLACE ON THE PLATE – A GLOBAL FORUM

March 12 to 14, 2019
Fairmont Banff Springs, Alberta, Canada
Hosted by Canada Beef and Canada Pork International

Join us to spend 2 ½ days sharing our campaigns and consumer insights from domestic and international markets and discussing the latest threats, challenges and opportunities facing our industry, with a particular focus on the potential threat from lab grown/cell cultured meat and non-meat alternatives.

TO REGISTER CLICK HERE

DELEGATE FEE: CND$895 IMS Member Early Bird (by Dec 15), CND$975 IMS Member Full Rate (post Dec 15), CND$450 Guest (includes meals, events, no session attendance), CND$995 for Non IMS members

HOTEL RATE: CND$223 p/night + taxes

*Note: please book direct by **clicking here** or call In-House Reservations on +1 403-762-6866. If the In-House team is not available, the call will automatically be forwarded to Fairmont's Global Reservations Centre (available 24 hours a day, 7 days a week). We recommend that callers identify themselves by the conference name to ensure access to the Room Block conference rate) - For delegates wishing to extend their stay Fairmont Banff Springs Hotel is Offering this rate for 3 nights, 15- 17 March. NOTE: Reservations will be accepted in the group block up to February 10.*

FOR MORE DETAILS, PLEASE CONTACT ASHLEY@BEEFLAMBNZ.CO.NZ
OR CHRIS-LAMB@LIVE.CO.UK

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TUESDAY MARCH 12TH
Arrival & networking

Historic tour of hotel and networking: "Canada's Castle in the Rockies" has been providing legendary hospitality since 1888 in the heart of Banff National Park."

WEDNESDAY MARCH 13TH
Breakfast

SESSION ONE: LEARNING FROM OUR EXPERIENCES
- Challenges of a divided and ever evolving media mix: digital/social media share of voice and new technologies.
- How do we position our industry for the on-going challenges? Do we engage in discussions or decline?

Lunch

SESSION TWO: LAB GROWN/CELL CULTURED AND NON-MEAT SUBSTITUTES
– Plant and non-meat foods are growing as an alternative to traditional meat proteins in all countries.

An *Oh Canada* reception Fire Pit sponsored by Canada Beef and Canada Pork International

Dinner

THURSDAY MARCH 14TH
Breakfast

SESSION THREE: THE FUTURE IS ABOUT MORE THAN THE DOMESTIC MARKET?
- The new challenges of international trade. - Differentiation in international markets.

SESSION FOUR: HOT TOPICS & HOT POTATOES
- Your chance to introduce other issues affecting the red meat industry: sustainability, climate change, human health, increasing regulation... it's up to you!

CLOSING DISCUSSION AND REMARKS

LUNCH

In due course there will be a call for presentations from delegates.

In close proximity to the airport, the Canadian Beef Centre of Excellence is hosting Open House Days on Monday 11 March and Friday 15 March for delegates who wish to visit. Please book your visit in advance with Rachel: rpeters@canadabeef.ca.