



PRESENTED
BY CURL BC



A BUSINESS
OF CURLING
SYMPOSIUM

This year's symposium theme is about more than a logo. It's about reimagining the way people think, feel, and talk about curling, curling clubs, or any one curling club in particular. Together, we can elevate the public cultural narrative around curling and expand curling's audience in communities across Canada.

EVENT SCHEDULE • JUNE 6-8, 2025 • KELOWNA CURLING CLUB

BRAND OF CURLING

EVENT SCHEDULE • FRIDAY JUNE 6, 2025



6:00 PM
-
6:15 PM

OPENING REMARKS • SCOTT BRALEY, CURL BC

Curl BC's CEO is eager to bring the curling community together in an ongoing pursuit of a future where every British Columbian has experienced curling.



6:15 PM
-
7:15 PM

KEYNOTE • TOM MAYENKNECHT, EMBLEMATICA

Tom is a marketing communications executive, founder and host of The Sport Market on Sportsnet Radio Network, and the owner of a brand building creative group.

7:15 PM - 7:30 PM

APPETIZERS & CASH BAR



7:30 PM
-
9:00 PM

INNOVATION FAIR • CLUB PARTICIPATION

Attending Curling Club representatives will have 3 minutes to pitch their most innovative idea to a panel of judges for a chance to win.

CONTACT



GAVIN JOHNSON • SYMPOSIUM ORGANIZER, CURL BC

Gavin is the Member Services Coordinator for Curl BC and the Main Organizer of this event. Should you have questions, please email gjohnson@curlbc.ca

ACCOMMODATIONS

BEST WESTERN PLUS KELOWNA HOTEL & SUITES

A limited number of discounted rooms are available for event registrants. Call 1-888-860-1212, request "Curl BC", and book directly with the hotel – first come, first served!

EVENT SCHEDULE • FRIDAY JUNE 6, 2025

BRAND OF CURLING

EVENT SCHEDULE • SATURDAY JUNE 7, 2025



9:00 AM
-
10:30 AM

BRAND UNCOVERY WORKSHOP • KRISTA KERTH, DAN BRANDS

Krista has built brand and marketing strategy for the last 23 years for companies in the music industry, tech start-ups, real estate, and most recently – Curling Canada.

10:30 AM - 10:45 AM

BREAK

10:45 AM - 11:45 AM

BRAND STRATEGY EXECUTION • KRISTA KERTH, DAN BRANDS



11:45 AM
-
12:45 PM

LUNCH & LEARN • BELAIRDIRECT INSURANCE

Travis Melnychuk is an Account Manager for belairdirect insurance – a proud sponsor of Curl BC. He'll present new products and take questions from clubs.



12:45 PM
-
1:45 PM

CULTIVATION • TOM BEREKOFF, TPB STRATEGIC COUNSEL

Tom holds a Master's Degree in Philanthropy and Development, and has maintained the CFRE designation since 1995. He will help connect our brands to better asks.



1:45 PM
-
2:45 PM

DIVERSITY • FERAZ RAHMAN, VISIONNAIRE

Visionnaire is a multicultural marketing and advertising agency that specializes in meaningfully connecting brands with diverse, underrepresented audiences.

2:45 PM - 3:00 PM

BREAK



3:00 PM
-
4:00 PM

ARTIFICIAL INTELLIGENCE • JEPH MAYSTRUCK, STRAT LAB

Jeph has an utter disregard for the status quo and believes that defining your vision, values, and big hairy audacious goals is the most important thing you will do in business.



4:00 PM
-
5:00 PM

SOCIAL MEDIA • DANIELLE INGLIS, CURLING CANADA

Danielle is a World Mixed Curling Champion and the reigning Ontario Women's Champion who has managed social media for Curling Canada for the past 12 years.

6:00 PM - 8:00 PM

DINNER & HALL OF FAME LAUNCH

EVENT SCHEDULE • SATURDAY JUNE 7, 2025


BUSINESS OF CURLING ESSENTIALS • BOBBY RAY, CURLING CANADA

These introductory sessions, delivered by Curling Canada's Manager of Club Development, will equip individuals with general information for working or volunteering with a curling club.

A certificate of achievement is awarded to successful participants.

9:00 AM - 9:40 AM	STRATEGIC PLANNING ESSENTIALS
9:40 AM - 10:20 AM	PARTICIPATION ESSENTIALS
10:20 AM - 10:35 AM	BREAK
10:35 AM - 11:15 AM	FINANCE ESSENTIALS
11:15 AM - 11:55 AM	ICE & FACILITY ESSENTIALS
11:55 AM - 12:40 PM	LUNCH
12:40 PM - 1:20 PM	PEOPLE ESSENTIALS
1:20 PM - 2:00 PM	GOVERNANCE ESSENTIALS
2:00 PM - 2:15 PM	EXAMINATION
2:15 PM - 2:30 PM	CLOSING REMARKS