

MEDIA RELEASE

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HUMAN RESOURCES PROFESSIONALS GATHER IN VICTORIA TO BUILD BUSINESS RESULTS

Victoria, B.C. – Nearly 900 human resources professionals will gather at the Victoria Conference Centre May 6 – 8 to participate in the BC Human Resources Management Association's (BC HRMA) 47th Annual Conference: Building Business Results – Blue Skies and Grassroots.

This conference, the largest of its kind in Western Canada, features four power plenary speakers, 45 educational sessions and 14 keynote presentations, including Leonard Brody, Steve Gilliland, Polly LaBarre and Tim Sanders. All four are best-selling authors who have influenced millions of business leaders, business owners, executives and other individuals around the world.

A special highlight of the conference is BC HRMA's own director of HR knowledge and research, Ian Cook. He will be presenting the recent results of a provincial survey — *HR Trends in B.C. – Measures, Metrics and Meaning* — undertaken by the association in February and March of this year.

The conference also hosts the Award Recognition Gala. This festive night acknowledges the winners of BC HRMA's prestigious professional awards:

- The Rising Star Award - recognizes a young HR practitioner who is lighting the industry on fire
- The Award of Excellence: Innovation - acknowledges an individual or team that has successfully developed or implemented an innovative HR initiative
- The Award of Excellence: HR Professional of the Year - celebrates the top HR specialist in B.C.

Other features of the annual conference include a boutique showcase featuring more than 50 exhibitor booths, onsite bookstore, book signing sessions, and exciting networking events.

Premium sponsors of the conference include The Vancouver Sun, The Province, Working.com, Monster.ca and Workopolis.com.

BC HRMA is B.C.'s largest HR association. A non-profit organization, BC HRMA is dedicated to advancing professional people practices through professional development opportunities, such as conferences, workshops, symposiums, and mentorship and volunteer programs. The association provides leadership to almost 5,000 members that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, BC HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia.

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