



TERMS OF REFERENCE

Marketing and Communications Committee

A. OBJECTIVE

To oversee the marketing and communications initiatives for PavCo and its facilities by providing guidance and assistance to the respective Management teams to achieve their short and long-term business goals.

B. RESPONSIBILITIES

1. Review and provide input on strategies and plans for positioning and marketing PavCo and its brand entities (e.g., Vancouver Convention Centre, BC Place).
2. Receive quarterly updates from PavCo Management on industry trends, as well as on sales development and marketing activities, and review with Management results against goals.
3. Ensure that effective issues management policies and procedures are in place for PavCo, and the facilities it manages.
4. Provide advice to PavCo Management, and the Board, on communications matters as they arise, and ensure that communications issues/opportunities identified by the Board are addressed.
5. Work with PavCo Management to ensure that appropriate internal and external resources are in place to implement plans successfully.
6. Liaise with the Governance Committee to ensure that appropriate, and effective protocols are in place for the co-ordination of communications messages from the BC Government concerning PavCo.
7. Provide input on any other marketing and communications matters as appropriate.

C. MEMBERSHIP

The Chair of the Marketing and Communications Committee is a member of the Board of PavCo, appointed annually by the Board Chair.

Committee members are appointed annually by the Committee Chair and are members of the PavCo Board. Key staff and Management of the Vancouver Convention Centre and BC Place may regularly participate in Committee meetings.