



# Retail Council of Canada RETAIL WEST 2017

## Retail West Re-Cap by Events and Education Vice President Kyle Tomlin

Last week Retail Council of Canada enjoyed a successful and record-breaking crowd at their annual Retail West Conference in downtown Vancouver. Retail West is Western Canada's premier retail industry event, attended by over 300 mid – senior level retail executives. The event brings together retailers ranging in size from independent merchants to Canada's largest retailers operating on the West Coast, as well as retail industry experts and solution providers. Disruption, brand, and innovation were three primary themes at this year's conference. David Labistour, CEO of MEC described the importance of a clear and defined brand message in today's digital world. Kristina Elkhazin from Google Canada discussed digital influence, which now impacts 77% of all retail purchases. Kristina also provided a live on-stage demo of Google's new Home assistant device.

Highlights of the rest of the day included Deloitte's on-stage conversation with "The Next Generation of Best" managed companies, Arc'Teryx president Jon Hoerauf explaining the increasing trend of brands opening their own retail stores, Phil Arrata from BestBuy discussing the impact of eCommerce on the modern supply chain, and Kate Ross LeBlanc, CEO & Co-founder of Saje Natural Wellness talking about opportunities that exist for retailers to expand in today's disruptive retail environment.

Retail Council of Canada will wrap up it's 2017 events calendar with two more events. The [Smart Flyer Forum](#) will take place in the morning of October 31<sup>st</sup>, and the [Retail Bricks & Mortar Form](#) will occur November 21<sup>st</sup>. Both events will be held in downtown Toronto. For more information about Retail Council of Canada's national and regional events, you can visit <https://www.retailcouncil.org/events> or e-mail [events@retailcouncil.org](mailto:events@retailcouncil.org)

### **Retail West 2017 Testimonials:**

*"I thought the conference was well organized and focused on delivering value to the audience. The topics were on point and I thought that the presentations helped to shape the audience's focus for the future." – Phil Chang, HUBBA*

*"Quality and caliber of content and speakers this year in my opinion was the best yet. Relevant and appealed to a wide variety of participants."*

*"Strong content this year! Good blend of retailer insight and industry trends/reports"*

*"This is my 2nd year attending the conference, and even though we are a small hospital gift shop, there was a lot of relevant information and ideas to take back. We were inspired!!! Thank you."*

