

# site Canada



Bronwyn Slade  
Director of Sales  
Pacific Destination Services  
Vancouver, BC

We asked Bronwyn to share what she is most looking forward to as a SITE Canada member:

*"Attending the SITE Global Conference in Dublin, meeting industry friends face-to-face, shared learning, and seeing all the beautiful events showcased during the Crystal Awards."*

As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.  
See below for Bronwyn's full interview.

**Member Name: Bronwyn Slade (a.k.a. Bee)**  
**Title: Director of Sales**  
**Company: Pacific Destination Services (PDS)**  
**Location: Vancouver**

## **What are you most looking forward to as a SITE member?**

Attending the SITE Global Conference in Dublin, meeting industry friends face-to-face, shared learning, and seeing all the beautiful events showcased during the Crystal Awards.

## **Quick overview of your role and where you see your organization headed.**

As Director of Sales for an award-winning DMC on Canada's West Coast, incentives and events light me up! Our team has been active throughout the pandemic in non-traditional ways. While most of our business comes from US and UK based companies, we've seen an increase in Canadian corporate direct which is unique and lucrative for us.

## **What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?**

My waistline. I got into baking during the pandemic and I thoroughly enjoy the fruits of my labour. Also, walking with my friends along Vancouver's seawall every Saturday.

## **Can you share with us a WOW event you planned for an incentive group and some of the key components?**

Dine on the Nine. On the Tunnel Nine golf course in Banff, over the course of 28 days, our events team built a 33,000 square foot venue. This consisted of a clear span, clear top dining tent for 1000 guests, a catering kitchen to support 200 staff, and an outdoor reception area complete with custom pergolas and bars. Guests enjoyed a one-night incentive dinner 'under the stars' in the Canadian Rockies as singer-songwriter Sarah McLachlan performed.

**What is the best piece of advice you ever received about our industry?**

Write emails to colleagues, clients, and vendors in such a way that if you accidentally pressed 'reply all' or sent it to the wrong person you wouldn't be scrambling to retract it.

**What career advice would you give to your younger self?**

If the work you're doing lights you up, keep going. You are already a success.

**What do you do for fun?**

Travel as much and as far as I can. Be on a sailboat just about anywhere. Have drinks with friends on patios in the sun. Pet as many dogs as I can.