



NEWS RELEASE

For Immediate Release
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Venture Kamloops Implements International Business Attraction Tool

Kamloops, BC – Venture Kamloops Business Development Society is reaching out to national and international investors via *Real-e-Live People*, an innovative business attraction tool that is designed to attract more investment to Kamloops in an innovative and cost effective way.

Venture Kamloops staff will now have another way to engage and attract targeted investment to our community and provide an enhanced service to investors looking for information fast and in a personal manner. The program changes VK's website from a flat, impersonal brochure to a virtual storefront where one can watch visitors enter and navigate the website, identify the area of interest and then approach the client in person via a live video and text chat. The program humanizes the website, by allowing our staff to treat website visitors like real people, provide them with incredible customer service, the information they need and engage them before they browse away.

As the first economic development agency in Canada to implement such a program, Venture Kamloops can personalize its chat requests to potential investors based upon their location, areas of interest, and community priority areas. This proactive marketing tool will, not only, allow Venture Kamloops to identify and reach new markets that have been previously untapped but will also save valuable resources and time.

“This is a great innovative tool, developed by a local Kamloops entrepreneur that allows us to expand our marketing efforts and strategically connect with potential investors that have already shown an interest in Kamloops” said Dan Sulz, Executive Director for Venture Kamloops.
“We feel this tool will be very successful in helping to build growth in our business community”

Since Venture Kamloops has started to use this innovation, it has reached out and spoken to over 600 potential investors from the Chile, Turkey, Mexico, Poland, Malaysia, Brazil, New Zealand, France, Australia, Iran, Dubai, England, and across the US and Canada. Feedback from clients has been great and the results impressive. Via one chat a Venture Kamloops staff member was able to convince a potential investor from Iran who was planning to locate his manufacturing business on Vancouver Island to look at Kamloops. A personalized familiarization tour is already in the works.

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