

AGENDA

Small Business & Retail Crime Prevention Conference

Date: Monday, May 5th, 2025

Time: 9:00 AM – 5:00 PM

Location: West End Cultural Centre – 586 Ellice Avenue, Winnipeg, MB

Event Layout:

- **Main Hall** – Registration & Community Information Tables
 - **Programming Room** – All Speaker Panels
 - **Networking Room** – Coffee Breaks, Lunch, and Informal Networking
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Event Purpose

The **Small Business & Retail Crime Prevention Conference** is designed to foster conversation, connection, and collaboration among business owners, law enforcement, government officials, and community organizations.

Our goal is to strengthen communication and understanding between all stakeholders so that we can work together to address the real challenges surrounding crime and safety. By creating space for open dialogue, resource sharing, and solution-based discussions, we aim to build a safer, more resilient business community across Winnipeg.

Schedule

9:00 AM – 9:30 AM

Registration & Welcome Coffee

(Main Hall – Information Tables Open)

9:00 AM – 9:30 AM

Community Collaboration: Strengthening Business Relationships

Speaker: MLA Malaya Marcelino

Explore how building strong relationships with community members can enhance your brand, foster goodwill, and create opportunities for growth.

(Programming Room)

9:45 AM – 10:45 AM

Creating a Safe Workplace: Addressing Verbal Threats, Reporting Incidents, and Ensuring Safety for All

Speaker: Winnipeg Police

Strategies for managing threats, de-escalating aggression, and navigating police reporting and incident protocols.

(Programming Room)

11:00 AM – 11:55 AM

Safety Strategies: Managing Impaired Individuals, Collaborating with Community Resources, and Addressing Drug-Related Concerns

Speakers: Bear Clan Patrol & COPP

Guidance on working with vulnerable populations, using harm reduction tools, and partnering with local patrols.

(Programming Room)

12:00 PM – 1:00 PM

Networking Lunch with Government Officials

(Networking Room)

1:00 PM – 1:30 PM

Navigating Restaurant Crime: Dine and Dash & Public Washroom Challenges

Speaker: Ravi Ramberran

Insights and strategies to mitigate dine-and-dash theft and improve washroom safety.

(Programming Room)

1:45 PM – 2:15 PM

Enhancing Curb Appeal: Leveraging Community Resources for Business Success

Speakers: West End BIZ , CFIB & Indigenous Chamber of Commerce

Improve your storefront and utilize neighborhood programs to attract customers and deter crime.

(Programming Room)

2:30 PM – 3:00 PM

Shoplifting Awareness: Strategies for Identifying and Prevention

Speaker: Winnipeg Crime Stoppers

Learn how to spot suspicious behavior, legally respond, and prevent future incidents.

(Programming Room)

3:15 PM – 3:45 PM

Security and Operational Assessments

Speaker: Urban Tactical

Evaluate your site's vulnerabilities and implement preventative systems for safety and staff wellness.

(Programming Room)

3:45 PM – 4:15 PM

Smart Security Solutions: Cost-Effective Ways to Safeguard Your Business

Speaker: CDC Computers

Overview of budget-conscious tools and advanced tech for business protection.

(Programming Room)

4:30 PM – 5:00 PM

Navigating Negative Media: Proactive Marketing Strategies

Speakers: Mad Social Agency & Kailyn Gregorash

Combat negative media with messaging, social media storytelling, and community visibility.

(Programming Room)