

# BETTER NOT BITTER SOCIETY

## BNB25 SUMMIT IMPACT REPORT



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## Executive Summary

**The Better Not Bitter Summit 2025** celebrated the theme “Connecting the Dots: The Power of Communities,” bringing together visionaries, leaders, and advocates committed to collective resilience and transformative change. This year’s summit served as a vibrant hub for meaningful dialogue, and community-centred growth. With **Atira Women’s Resource Society** as our beneficiary partner, the summit strengthened our shared commitment to supporting women, fostering safety, and building pathways to empowerment.

## Event Overview

- **Date:** November 12th, 2025
- **Location:** Terminal City Club, Vancouver, BC. Canada
- **Theme:** Connecting The Dots: The Power of Communities
- **Attendees:** 260 Guests, including Government Officials (Minister of Family & Children, Jodie Wickens, and Deputy Mayor of Vancouver, Sarah Kirby Yung) C-Suites Executives, Industry leaders, Entrepreneurs, Professionals, and Community Advocates, Champions & Leaders.
- **Emcee:** Michelle Eliot (CBC Anchor and Host BC Today)
- **Sessions:** 2 x keynote addresses, 2 x panel discussions, networking, entertainment & awards night.



# KEY HIGHLIGHTS

## INSPIRING KEYNOTES:

The BNB25 Summit proudly featured two inspiring keynote speakers: Juggy Sihota, Senior Vice President at TELUS, and Dr. Maryam Zeineddin, medical doctor, founder of Zili CARE, and past president of BC Family Doctors.



## PANEL DISCUSSION:

**Panel 1 Topic:** The Power of Community in Healing and Resilience.

**Panel 2 Topic:** Breaking The Silence, Building Systems of Care.



## INTERACTIVE PARTNERS:

At the BNB25 Summit, our dedicated networking session featured interactive partners **YWCA Metro Vancouver** and **Futurpreneur**, who provided resources to support mental-health-related triggers such as financial stress, entrepreneurship pathways, and other essential services while seamless connections fostered through personalized ID badges linked to guests' professional profiles.



## NETWORKING:

The networking session at the BNB25 Summit beautifully embodied our theme, **“Connecting the Dots: The Power of Communities.”** Designed for authentic connection, it encouraged participants to share experiences, exchange ideas, and build meaningful relationships. Guests enjoyed canapés and welcome drinks in a refreshing, thoughtfully curated space that promoted relaxation and openness. With personalized ID badges linking to professional profiles, the session elevated traditional networking into a purposeful experience that strengthened community, resilience, and collective empowerment.



**AWARDS NIGHT:**

The awards night at the BNB25 Summit honoured community champions whose leadership and service drive resilience and healing across our communities. Each carefully curated award category reflected our core values, shining a light on impactful contributions that uplift others and create lasting change. By celebrating these champions, we reinforced the power of recognition as a catalyst for continued empowerment, connection, and community-wide transformation.

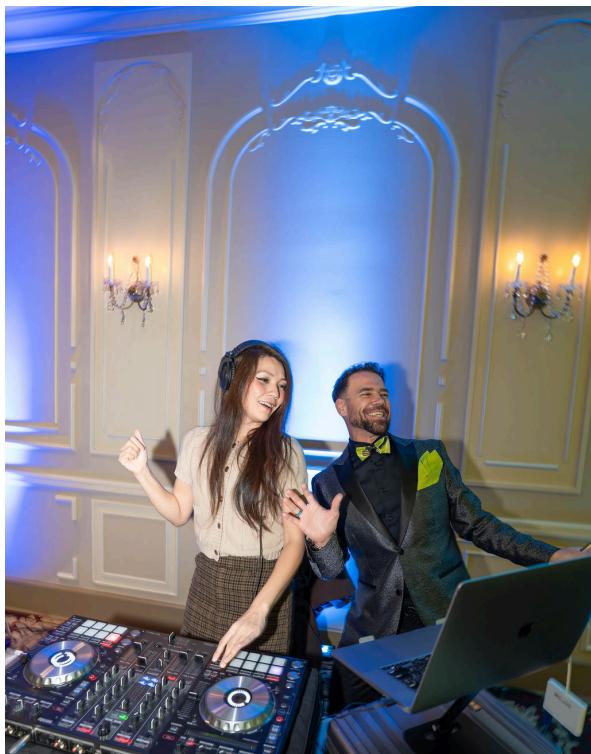


**ENTERTAINMENT:**

The entertainment at the BNB25 Summit infused the event with vibrancy, cultural richness, and emotional resonance. From the trio band and soulful saxophonist to the powerful vocals of singer Abril, each performance created an atmosphere of joy, reflection, and deep connection. The cultural fashion show further celebrated identity and heritage, adding a dynamic visual storytelling element to the evening. Guests also enjoyed free professional studio portraits and an energetic after-party hosted by DJ Pri,



which kept spirits high and fostered a sense of community. Together, these experiences elevated the summit, offering a healing, immersive, and unforgettable celebration of culture, creativity, and collective empowerment.



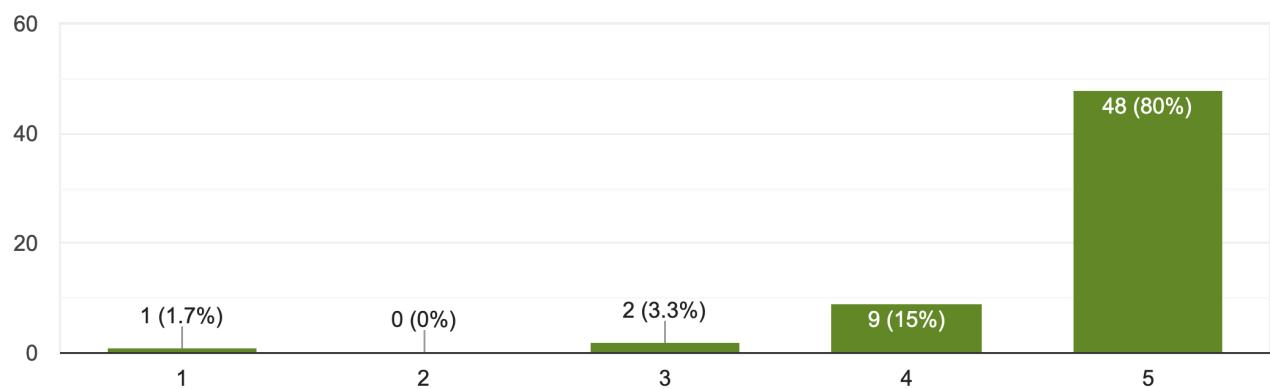
## IMPACT METRICS

### ATTENDEE ENGAGEMENT:

**80%** of attendees reported **very satisfied** with the event.

How satisfied were you with the event?

60 responses



### SOCIAL MEDIA ENGAGEMENT:

Social media engagement analytics: 34,000K+ mentions and shares.

Social Media Combined reach: 1.8M impressions & views



## MEDIA:

Media coverage by CBC & Global TV



## BNB25 Guest Testimonials:

### What were your key take aways from this event?

"Community, connection, compassion. These three things make a world of difference. When we come together in service of a common mission, amazing things happen"

"Decor, networking and the power of connection"

"The keynotes and panels resonated. Maintaining the humanity in what we do, especially in the face of accelerating AI usage, was a message that stuck with me. The constant state of flux from all these change accelerators can have a big impact on mental health"

*"A lot of great learnings and takeaways, but just loved the sense of community that was fostered that night. I also thought the range of speakers was fantastic! The swag bag was very generous as well, and had great local vendors. Future Directions"*

*"The power of shared stories, resilience, and community. Every session reminded me how important it is to create spaces where women feel seen, supported, and inspired. I left feeling empowered and deeply connected"*

## **Future Focus: Elevating the BNB Summit Experience**

As we look ahead to the next BNB Summit, we are committed to enhancing the experience by creating deeper opportunities for connection, clarity, and impact. Feedback highlighted the value of community, storytelling, and meaningful dialogue areas we will continue to strengthen with more intentional programming, expanded networking time, and a thoughtfully paced agenda.

We will prioritize improved venue layout, enhanced visibility and sound, smoother registration, and a more immersive guest experience. Future summits will also amplify lived experiences, deepen Mariat's voice and story, and feature speakers who align closely with our mission of resilience and healing. These enhancements aim to ensure every guest feels seen, supported, and connected further advancing the transformative power of community that defines Better Not Bitter.

## **Heartfelt Appreciation To:**

### **Land Acknowledgement by Jeremy West**



### **BNB25 Summit Volunteers**



## Sponsors:

We are deeply grateful to our main sponsors, whose generosity made this event possible, and to all contributing sponsors and partners whose support elevated every element of the experience from enhancing our raffle ticket impact to enriching our swag bags.



**On behalf of the Founding Leader & Board of Directors**

**Thank You!**

