



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Central Ontario's Premier Business Event: Xcelerate Summit held virtually October 19 to 22

(Barrie, ON) – Invest Barrie and Georgian College's Henry Bernick Entrepreneurship Centre are proud to co-sponsor and present the eighth annual Xcelerate Summit: a conference bringing business leaders from across the globe, featuring engaging keynote speakers, workshops, pop-up talks and networking opportunities.

"Xcelerate Summit is a clear demonstration of the strength of Barrie's entrepreneurial network," said Stephannie Schlichter, Director, Economic & Creative Development. "The growth of this event reflects the value of the content and connection to our business community, and the participation from attendees, locally and internationally, puts Barrie on the map as a destination for business."

"This virtual summit will also feature many local thought leaders demonstrating how central Ontario is the perfect place to start and grow a business," said Sara Bentham, Director of the Henry Bernick Entrepreneurship Centre. "Xcelerate demonstrates what can be achieved – even virtually. It also allows entrepreneurs from across Canada to stay connected and network while keeping safety protocols and physical distancing measures in place."

Presented virtually for the second year in a row, attendees from around the world can tune into the conference from the comfort of their own workspace. Through Xcelerate Summit's speakers and programs, attendees will learn tips to improve business performance and efficiency, explore strategies to handle growth and retain staff, learn about new technology, meet experts, learn ways to increase profitability, and more.

In addition to pop-up talks throughout the conference, Xcelerate Summit will feature two keynote speakers: Hamza Khan, multi-award-winning marketer, entrepreneur and empowerment expert, and Lital Marom, innovation strategist and visionary.

Attendees can choose from general access tickets (\$75), which provide full access to the regular lineup of high-quality content, or VIP Xperience tickets (\$125). VIP tickets grant access to exclusive classes, and every VIP attendee will be provided with a swag box filled with items from local businesses.

Xcelerate Summit 2021 is presented by Invest Barrie, Georgian's Henry Bernick Entrepreneurship Centre, The Small Business Centre of Barrie, Simcoe County and Orillia, The Barrie Chamber of Commerce, South Georgian Bay Small Business Enterprise Centre, The Sandbox Centre, The Town of Innisfil and Grow Vantage.

Prospective attendees can view the full conference schedule and purchase general access and VIP Xperience tickets for the conference at xceleratesummit.co.

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