



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Xcelerate Summit returns in-person October 25 to 27

(Barrie, ON) – Central Ontario’s premier business event, Xcelerate Summit, returns in-person for 2022. Taking place at multiple locations in downtown Barrie from October 25 to 27, the conference features a keynote address by Mitch Joel, author and innovation strategist and visionary, hands-on workshops and opportunities for networking.

“Now in its 9th year, Xcelerate Summit continues to grow, demonstrating the strength of the wide entrepreneurial network that exists in Barrie and the value of this network to our business community,” says Stephannie Schlichter, Director of Economic & Creative Development at the City of Barrie. “Xcelerate is where entrepreneurs learn how to level up their businesses, whether starting, growing, or scaling.”

Over three days, the conference will take place at Sandbox Centre, Mavrick’s Music Hall, and Georgian College’s Arch and Helen Brown Design and Digital Arts Centre. Participants can expect to learn how to improve performance and efficiency, explore strategies on how to grow and retain staff, discover ways to increase profitability, meet with experts, and more.

About Mitch Joel, Keynote Speaker

Mitch Joel is an innovation strategist and visionary. He brings nearly three decades of experience building, running and selling a top global marketing agency operating in 25 countries with close to 3000 employees. Joel has been called “one of North America’s leading visionaries” by Strategy Magazine, and was awarded the highly prestigious Top 40 Under 40.

Xcelerate Summit 2022 is presented by Summit Sponsor Invest Barrie, Georgian College’s Henry Bernick Entrepreneurship Centre, the Small Business Centre of Barrie, Simcoe County and Orillia, the Barrie Chamber of Commerce, the Sandbox Centre, Innisfil Accelerates, Grow Vantage, and the South Georgian Bay Small Business Enterprise Centre.

For more information or to register for the event, visit xceleratesummit.co.

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For more information, please contact:

Scott LaMantia
Senior Communications Advisor
scott.lamantia@barrie.ca
705-794-0517