



For Immediate Release

## Waterloo Region tech cluster bucks the trend of economic uncertainty Global Marketing expert Seth Godin headlines Tech Leadership Conference

**WATERLOO REGION, ONTARIO, April 23, 2008** — Seth Godin, marketing expert, entrepreneur and agent of change, will provide a keynote at Communitech's Tech Leadership Conference, on May 14, 2009. The full-day event will bring more than 500 CEOs and tech professionals together around the idea of "Bucking the Trend" in Canada's fastest-growing technology cluster.

"We know we're in an economic downturn. But Waterloo Region is living proof that hand-wringing in tough times doesn't get us anywhere," said Iain Klugman, CEO of Communitech. "Our approach is to say 'Sure, times are tough. Get over it. Build your business.' Tech Leadership 2009 is about strategies to help companies seize opportunity."

In addition to Godin, conference delegates will hear from Jeremy Gutsche, founder of TrendHunter.com, the world's largest network for trend-spotting and innovation; and Paul Kedrosky, investor, writer, entrepreneur, and analyst for CNBC television. Kedrosky is editor of *Infectious Greed*, one of the world's best-known business blogs. Hands-on workshops round out the day, with experts sharing trend-bucking secrets of building a change-capable culture, effectively using social media tools, a new view on digital media, and smart ways to access US stimulus package funding.

"Our goal is to provide tech leaders with real-life tools to build their business," says Klugman. "They'll hear from people who aren't just thinking about it and talking about it, but who are actually doing it."

The conference will also showcase new ideas and technologies in a TechExpo of students and start-ups from across Southwestern Ontario.

### **Conference Details:**

Tech Leadership 2009

Thursday May 14, 2009, 7:45 a.m. – 4:15 p.m.

Bingemans Conference Centre, 425 Bingemans Centre Drive, Kitchener

Trendbucking Communitech Network Member: \$99.00

Non-network member: \$299.00

Registration available at [www.communitech.ca](http://www.communitech.ca)

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For more information, contact:

Avvey Peters, Communitech

519-888-9944 ext. 28

226-338-1446

[avvey@communitech.ca](mailto:avvey@communitech.ca)

*Communitech is the Waterloo Region hub for the commercialization of innovation, creating economic prosperity by removing barriers to the creation and growth of technology companies. Its goal is to create more successful global businesses for Ontario and for Canada.*



## TECH LEADERSHIP 2009 AGENDA – May 14, 2009

Don't just follow the trend - **BUCK THE TREND**. We can help.

7:45 am	Registration, Breakfast & TechExpo Showcase
8:30 am	Opening comments, Iain Klugman, CEO, Communittech
8:45 - 9:45 am	Jeremy Gutsche, founder, Trendhunter
9:55 - 10:55 am	<b>WORKSHOPS</b> Judy Bradt, principal, SummitInsight – <i>Winning Real Opportunities: The U.S. Stimulus Anti-hype</i> Hubert Saint-Onge, founder and principal, SaintOnge Alliance – <i>Culture is the Key to Successful M&amp;A</i> Gerry Remers, president and COO, Christie Digital – <i>Redefining Digital Media, These are not your parent's video games</i>
11:05 - 12:05 pm	Seth Godin, author, entrepreneur, agent of change - <i>All Marketers are Liars!</i>
12:05 - 1:05 pm	Lunch
1:15 - 2:15 pm	<b>WORKSHOPS</b> Mike McDerment, founder of FreshBooks and George Tsiolis, founder of AGORACOM – <i>Get customers first – funding after!</i> Mark Evans, tech journalist and blogger – <i>Actually using social media tools: Tweet, blog, post, friend, rank, tag, go!</i> AchieveGlobal Canada Inc. – <i>Creating a Change Capable Organization</i>
2:25 - 3:25 pm	Paul Kedrosky, author, <i>Infectious Greed</i> , on <i>The New Normal</i>
3:25 - 3:35 pm	Closing comments, Iain Klugman
3:35 - 4:15 pm	Reception, TechExpo Showcase