XCELERATE SUMMIT 2020

//SCHEDULE OF EVENTS

TUESDAY
OCTOBER 20TH, 2020

TIME	TOPIC	SPEAKER	DESCRIPTION
12:30-12:35	Opening Remarks	MaryLynn West-Moynes: President and CEO of Georgian College	Join in on welcoming remarks and inspiring dialogue from the President & CEO of Georgian College, the President & CEO of BDC, and more.
12:35-1:00	"Forging the Way Forward" Fireside Chat	Michael Denham - President and CEO of BDC	Learn how the COVID-19 crisis has changed consumer habits and what Entrepreneurs are doing to adapt, pivot and position themselves for success in these uncertain times.
1:00-4:00	Georgian Angel Network - AI Workshop	Michael Badham	What is AI, deep learning, big data, neural networks? Join The Georgian Angel Network and members as they explore artificial intelligence and cut through the hype to understand what is possible today.
4:30-7:30	Further Faster Grand Pitch Competition	The Henry Bernick Entrepreneurship Centre	8 Henry Bernick Entrepreneurship Centre Finalists Companies will pitch for the chance to win $10k cash and in kind prizing including mentorship, R&D, and more.

WEDNESDAY
OCTOBER 21ST, 2020

TIME	TOPIC	SPEAKER	DESCRIPTION
VIP ONLY 8:00-9:00	Xperience #1 Yoga	Modo Yoga	Live virtual yoga class. Bring your Xcelerate Summit Yoga mat and get stretched out and ready for the day.
VIP ONLY 12:00-12:45	Xperience #2 Cooking Class	Celebrity Chef Randy Feltis & Katherine Grace Moore	Join celebrity chef Randy Feltis and Katherine Grace Moore as they virtually cook with you in your own home. Their recipe will be shared as well.
12:45-1:00	Opening Remarks	Caycee Masters Stephannie Schlicter Rick Smith, Michele Newton	Join us for an Indigenous Land Acknowledgement and opening remarks provided by The City of Barrie. Let's celebrate the opening of Xcelerate Summit together.
1:00-2:00	Keynote Speaker	Dr. Robyne Hanley-Dafoe	Dr. Hanley-Dafoe will detail how personal resiliency and inclusive leadership will increase workplace and personal productivity giving you a better understanding of emotional & intellectual health.
VIP ONLY 2:00-2:15	Xperience #3 Meditation	Evergreen Massage Therapy and Wellness Studio	Take some space and time to gain a greater understanding of meditation and the impact it can have on your mindset and productivity. Leave this session with a new practice that you can integrate into your self care strategy.
2:00-2:30	Podcast	The Social Focus, Nat & Ang, Photographer & Social Stylist, created this podcast to share educational pieces around business growth, social media strategies, and your social life.	
2:15-2:30	Communicating Change in Crisis	Mayor Jeff Lehman	Hear from the Mayor of Barrie on how to be authentic and not sound like a committee while navigating crisis.
2:30-3:00	START Workshop 1	Michele Craig	Should I Do My OWN Bookkeeping?
2:30-3:00	GROW Workshop 2	Laura Vaughan	The Abundant Workplace: Enabling Managers to Manage so CEOs can CEO. Learn more about what CEO Freedom really means, the 4Ds of the Managers Journey and how to move your managers forward & why.
2:30-3:00	SCALE Workshop 3	Sybil Taylor	What Is The Role Of HR In Branding?
3:00-3:30	GROW Workshop 1	Michele Craig	Should I Do My OWN Bookkeeping?
3:00-3:30	GROW Workshop 2	Laura Vaughan	The Abundant Workplace: Enabling Managers to Manage so CEO's can CEO. Learn more about what CEO Freedom really means, the 4D's of the Managers Journey and how to move your managers forward & why.
3:00-3:30	SCALE Workshop 3	Sybil Taylor	What Is The Role Of HR In Branding?
3:30-3:45	Pop Up Talk	Michael Badham	What does a typical Angel Investment round look like?
3:30-3:45	Pop Up Talk	Caycee Masters Megan Lortie	Journey into Truth - ReconcilIACTIONS focuses on reconciliation practices within businesses, educational institutions and non-profits. The goal is to tell the truth about the history of Canada.
3:45-4:30	XpertClass	Michele Newton Camilla Dundas Dr. Melissa Horne	Making Change will deliver this one hour learning session on the entrepreneurs role in creating inclusion.
3:45-6:00	Georgian Angel Network Investor Meeting	Michael Badham	Have you ever wanted to sit in on and experience an angel investment meeting? Hear 3 companies pitch for investment and understand how the process works & what angels are looking for in companies they wish to invest in.
VIP ONLY 4:45-5:30	Xperience #4 Beverage Tasting	Couchiching Craft Brewing Co.	Join the brew master at Couchiching and learn how they created this craft beer, their vision for the brewery and what you are tasting.
VIP ONLY 5:30-6:30	Xperience #5 Musical Performance	Ontario Musicians Co-operative Inc.	Emerging artists will perform live for you (virtually) in your own home. Experience new sounds and musical styles and enjoy a relaxing music filled end of your day.

THURSDAY
OCTOBER 22ND, 2020

TIME	TOPIC	SPEAKER	DESCRIPTION
VIP ONLY 8:00-9:00	Xperience #6 Rise & Yoga	Oxygen Yoga	Bring your yoga mat, bare feet, and open heart to this morning rise and yoga session featuring Oxygen Yoga studio.
VIP ONLY 12:00-1:00	Xperience #7 Cooking Class: A Taste of Soul	Gwyn Beaver	Gwyn Beaver is a chef specializing in Southern Louisiana style cooking. Learn the tips and tricks to make Jambalaya while Shawn Pirre shares southern music. A true experience for the senses.
1:00-2:00	Keynote Speaker	Jesse Brown	Keynote speaker Jesse Brown, a well known journalist and media critic, will share anecdotes and case studies on how disruptive change can impact business and the future of marketing.
VIP ONLY 2:00-2:30	Xperience #8 Olive Oil and Co. Tasting	Denise Tucker	Join the founder of Olive Oil and Co. as she guides you through an olive oil tasting and pairing and how to truly appreciate the balance between oil and vinegar and the flavours which can enhance your culinary skills.
2:15-2:30	Pop Up Talk	Michele Newton	It's time to focus on culturally competent communication - get up to speed on how this can be integrated into your marketing strategy and why you should do it today.
2:30-3:00	START Workshop	Stephanie Grimbly	Influencing human behaviour is critical to the success of every business - and is one of the biggest challenges every business must overcome.
2:30-3:00	GROW Workshop	Trevor Howard	Trevor Howard will empower business owners! Learn how to expertly interview Development Agencies, and review the pros and cons of DIY, OpenSource frameworks and custom solutions.
2:30-3:00	SCALE Workshop	Amanda Sutton	Evolve From Marketing Into Thought Leadership; "In order to make true impact, and remain competitive, companies need to stop speaking to Experience and start demonstrating Thought Leadership."
3:00-3:30	START Workshop	Stephanie Grimbly	Influencing human behaviour is critical to the success of every business - and is one of the biggest challenges every business must overcome.
3:00-3:30	GROW Workshop	Trevor Howard	Trevor Howard will empower business owners! Learn how to expertly interview Development Agencies, and review the pros and cons of DIY, OpenSource frameworks and custom solutions.
3:00-3:30	SCALE Workshop	Amanda Sutton	Evolve From Marketing Into Thought Leadership; "In order to make true impact, and remain competitive, companies need to stop speaking to Experience and start demonstrating Thought Leadership."
3:30-4:30	Xpert Class	Alex Brown	Alex Brown will share the 10 high-impact levers that you can use to rapidly grow your eCommerce business; these same strategies have made his online sales exceed $5M!
4:40-5:00	Networking	Alex Brown	If you attended the Xpert Class with Alex Brown and have additional questions or want to speak more with him please join in his networking room.
4:30-4:45	Pop Up Talk	Deborah Foster-Stahle	In today's tumultuous economy, competitors are better off co-operating. Learn about Co-Opetition, and how to work effectively with your competitors. Discover how collaboration can have win-win advantages for all.
4:30-5:30	Xpert Class	Monique Bryan	Cleaning Up Your Digital House
VIP ONLY 5:30-5:45	Xperience #9 Kombucha Tasting	Collingwood Kombucha	If you are interested in learning more about Kombucha and the direct health benefits, join the founder of Collingwood Kombucha who will provide an educational approach to tasting Kombucha.
VIP ONLY 5:30-5:45	Xperience #10 Beverage Tasting	Heritage Estates Winery	Beverage Tasting
VIP ONLY 6:15-7:00	Xperience #11 Musical Performance	Ontario Musicians Co-operative Inc.	Emerging artists will perform live for you (virtually) in your own home. Experience new sounds and musical styles and enjoy a relaxing music filled end of your day.
VIP ONLY 6:30-7:30	Xperience #12 Cooking Class 2: A Taste of Soul	Gwyn Beaver	Gwyn Beaver is a chef specializing in Southern Louisiana style cooking. Learn the tips and tricks to make Jambalaya while Shawn Pirre performs southern music. A true experience for the senses.

FRIDAY
OCTOBER 23RD, 2020

TIME	TOPIC	SPEAKER	DESCRIPTION
VIP ONLY 9:00-9:45	Xperience #13 Networking Coffee Chat	Deborah Foster-Stahle	From Surviving to Thriving through COVID 19. Bring your warm beverages, network with other attendees, and share your strategies.
VIP ONLY 8:00-9:00	Xperience #14 Rise & Yoga	Amy Reid: Kitt Yoga	Kitt Yoga is a small community of Yogi's who offer Vinyasa and Yin style classes, in a friendly and casual atmosphere, in a number of downtown Barrie locations.
10:30-11:30	HBEC Mentor Mash	Rick Smith, Michele Newton, Chris, Alex, Janine Mosely & Don Bourne, Allan Lloyd and Mark Halpren	A networking rooms; marketing; ecommerce & tech, IP/Copyright and patents; wholesale & retail; financials; social enterprise.
VIP ONLY 12:00-1:00	Xperience #15 Cooking Class 3: A Taste of Soul	Gwyn Beaver	Gwyn Beaver is a chef specializing in Southern Louisiana style cooking. Learn the tips and tricks to make Jambalaya while Shawn Pirre performs southern music. A true experience for the senses.
1:00-2:00	XcelerateHER Panel	Sybil Taylor	Hear from Women Entrepreneurs in our region.
2:00-2:30	Live Podcast	Sven Hansen	Pulling back the curtain and discussing the real life of entrepreneurs.
2:30-3:00	Networking Room with Sven	Sven Hansen	Hear more about how Sven started and scaled BBeardTarp to help folks with beards stay masked without getting the "beard line", and the tools he used to get the word out.
2:30-2:45	Pop Up Talk	Sarah Cunningham	Advancing Women's rights and participation in the Economy: Healthcare Systems; Education; Democratic Participation and their Personal Security.
2:45-3:30	Pop Up Talk	Sima Gandhi & Karin Bains	The Funding and Founding: Food Business Workshop will provide an overview of the considerations you will need to make, the resources you need to know about, and the current trends in the food industry.
3:30-4:30	President's Panel	Lesley de Repentigny, Jenn Harper, David Gibbons, Michelle Long-Allen, Salim Bandi - Moderated by Brian Brennan	An annual favourite! Join 5 Presidents, who have started and grown businesses, and share their personal journeys and stories.
4:30-4:45	Closing Remarks	Sara Bentham	Closing remarks and save the date for next year at Xcelerate Summit.
VIP ONLY 5:45-6:45	Xperience #16 Beverage Tasting	Brewmaster	Beverage Tasting at the Flying Monkeys
7:30-9:00	Live Concert	Barrie Live Music	Enjoy live music and a fundraiser from Barrie Music Live organizers. Celebrate this incredible community initiative and rock out.