

## MarkiTech Recommended List of Technology Networking Events

November 2015 Technology events in GTA (Toronto)

### INTRO TO FACEBOOK MARKETING – BITMAKER LABS @ MARS

*A free workshop at MaRS: You'll leave this workshop with an overview of digital marketing, some insights with case studies, and an introduction to Facebook's ad builder. You'll also get the chance to ask your questions to a key employee at a Canadian success story, Shopify.*

**Date:** 02 Nov 2015, 6:30 pm - 9:00 pm

**Location:** MaRS Centre (CR-3), 101 College Street, Toronto, ON

**More Information:** <https://www.marsdd.com/events/intro-to-facebook-marketing-at-mars/>

### TECH-TORONTO MEETUP

*TechTorontoMeetup brings together Toronto's tech leaders, innovators, and enthusiasts.*

**Date:** 02 Nov 2015, 6:00 pm - 9:00 pm

**Location:** TELUS House (3rd Floor), 25 York Street, Toronto, ON

**More Information:** <https://www.marsdd.com/events/techtoronto-meetup-november-2015/>

### 2015 MARKETING FORUM: GETTING YOUR BUSINESS NOTICED

*The 2015 Marketing Forum will help you understand trends and tools to promote your business – from traditional print to digital media, speakers at the forum will provide you with the insight and tools needed to drive your business.*

**Date:** 02 November, 2015 from 9:00 AM to 4:00 PM

**Location:** North York Civic Centre, 5100 Yonge Street, Lower Level, Council Chambers North York, Ontario

**More Information:** <http://www.eventbrite.com/e/2015-marketing-forum-getting-your-business-noticed-tickets-18685824805>

### GLOBAL SMART WEEK 2015

*GLOBAL SMARTWEEK is a global week of events to explore disruptive technologies in the Internet of Things (IoT) and Machine Intelligence (MI).*

**Date:** 3<sup>rd</sup> November - 4<sup>th</sup> November 8:30 am – 6:00pm

**Location:** Metro Toronto Convention Centre, Toronto, Canada

**More Information:** <http://www.eventbrite.com/e/global-smartweek-toronto-iot-machine-intelligence-conference-tickets-15074050892?aff=ebrowse>

### WEST: WEARABLE ENTERTAINMENT & SPORTS TORONTO

*Now in its second year, WEST: Wearable Entertainment & Sports Toronto explores how wearable tech is changing the game of sports and how we make and experience entertainment.*

**Date:** 3<sup>rd</sup> November, 2015 from 9:00 AM to 6:00 PM

**Location:** Mars Discovery District, 101 College Street, Toronto

**More Information:** <http://www.eventbrite.com/e/west-wearable-entertainment-sports-toronto-tickets-17664505010?aff=ebrowse>



### ALTERNATIVE FINANCE GROUP

*Are you ready for the next financial technological revolution? Curious about Bitcoin and blockchain technology? Does gold and silver still matter? Are you worried about the economy? Maybe it's time to leap into Alternative Finance.*

*For this first meetup, we will have a short 20 mins presentation on Zero Interest Rate Policy and its consequences.*

**Date:** 3<sup>rd</sup> November, 2015 5:30 PM - 9:00 PM

**Location:** C'est What, 67 Front Street East, Toronto, ON

**More Information:** <http://www.meetup.com/Alternative-Finance/>

### INTEL® EDISON™ MEETUP

*The Intel® IoT Roadshow is continuing its 2015 global series and making a stop in Toronto in November. To help developers get ready for the 2-day IoT Hackathon and come out on top, there will be a pre-hackathon meetup.*

**Date:** 3<sup>rd</sup> November, 2015 6:30 PM - 9:30 PM

**Location:** Project OWL 20 Camden Street, Toronto

**More Information:** <http://bit.ly/torontoedisonmeetup>

### WHAT KIND OF OPPORTUNITIES ARE THERE IN THE CONNECTED CAR SPACE?

*Hear from the experts who will be able to give a perspective in terms of what is happening across the globe with connected car technology. You will also learn what role the various stakeholders play in the overall transportation eco-system.*

**Date:** 3<sup>rd</sup> November, 2015 6:30 PM - 8:30 PM

**Location:** Workhaus, 100 Front Street East, Toronto, ON

**More Information:** <https://www.marsdd.com/events/what-kind-of-opportunities-are-there-in-the-connected-car-space/>

### AGILITY AND INNOVATION WITH GOOGLE CLOUD PLATFORM

*MaRS and Google recently announced a partnership to give MaRS ventures access to Google's Cloud Platform for startups. To kick off this partnership MaRS has invited members of Google's team from California and New York to speak to a select group of founders about how their products can leverage the Cloud Platform for Agility and Innovation.*

**Date:** 03 Nov 2015, 5:00 pm - 8:00 pm

**Location:** MaRS Centre (West Tower, Multi-Purpose Room), 101 College St., Toronto, ON

**More Information:** <https://www.marsdd.com/events/agility-and-innovation-with-google-cloud-platform>

### VALUE PROPOSITION – ENTREPRENEURSHIP 101 BY MARS DISCOVERY DISTRICT

*Learn how to answer the essential question, "What is the value you bring to your customers?" - without getting into the details of your technology. Formulating a good value proposition is essential for any startup. It is also fundamental to other skills an entrepreneur needs to develop, such as conducting a market analysis, creating a business model and delivering a pitch.*

*You'll also get to watch several videos from entrepreneurs who will explain how their value proposition changed from their initial idea to their current product.*

**Date:** 04 Nov 2015, 6:00 pm - 7:00 pm

**Location:** MaRS Centre (Auditorium), 101 College St., Toronto, ON

**More Information:** <https://www.marsdd.com/events/value-proposition-entrepreneurship-101-2/>



## CANADIAN EXECUTIVE CLOUD & DEVOPS SUMMIT 2015

*Are you interested in Amazon Web Services in Canada? Does DevOps mean something to you and your organization? Would you like to hear from fellow leaders in this space, how they are learning and evolving as cloud technology grips their organisations?*

*Join like-minded technology executives from Amazon Web Services, Shomi, AIR MILES, JUST EAT, Municipal Property Assessment Corporation and many others at the Canadian Executive Cloud & DevOps Summit 2015 in Toronto as they share experiences on their journeys to the Cloud and DevOps transformation. The summit also includes a discussion on security, compliance and data residence. Sponsors include TriNimbus, Sumo Logic, Alert Logic and Chef*

**Date:** 05 November, 2015 7:00 AM - 1:00 PM

**Location:** Mars Discovery District, 101 College Street, Toronto

**More Information:** <http://devopscloudsummit.com/>

## DMZ STARTUP JOB FAIR

*DMZ startups are hiring for a variety of paid part-time and full-time positions!*

*DMZ startups want to match the best job candidates (you) with available positions at the coolest companies (our startups). Look sharp and be ready to sell yourself. Don't forget to bring copies of your resume!*

**Date:** 5 November 2015 from 5:45 PM to 8:00 PM

**Location:** Ryerson University Toronto

**More Information:** <https://www.eventbrite.ca/e/dmz-startup-job-fair-tickets-18890082746>

## LINKEDIN FOR BUSINESS

*LinkedIn is the world's largest business networking site. Do you know what to publish to create a strong presence? In this class, you'll learn what to post (and what NOT to post), the proper etiquette for making quality connections and key ways to help convert business without being sales-y. The class will focus on individual LinkedIn pages, but will touch briefly on business pages as well. Join LinkedIn Specialist, Professor of Social Media, and Principal of PUNCH!Media Leslie Hughes for this fun class that will cover all the basics. You'll walk away feeling confident and have actionable steps you can implement right away to dominate as a thought-leader in your industry.*

**Date:** 5<sup>th</sup> November 2015 from 6:00 PM to 5:00 PM

**Location:** Centre for Social Innovation, 215 Spadina Ave #120, Toronto, ON

**More Information:** <http://www.techvibes.com/event/linkedin-for-business>

## MAKE IT MOBILE – RBC DIGITAL CHALLENGE

*RBC inviting the most visionary – and driven – developers, designers and entrepreneurs to compete over 24 hours in the creation of brilliant pieces of new mobile banking technology.*

**Date:** 07 November 2015 from 9:00 AM to 5:00 PM

**Location:** 88 Queens Quay W. Water Park Place Auditorium, Toronto, ON

**More Information:** <https://www.marsdd.com/events/make-it-mobile-rbc-digital-challenge-2/>

## CANADIAN ISP SUMMIT 2015

*2015 Canadian ISP Summit will allow attendees to address the challenges and opportunities of the current business environment.*

*There will be keynote speeches, general session presentations, tutorials, and general session panels. Representatives from various ILECs, carriers, industry and hardware vendors will also be on hand to help you answer questions regarding sales opportunities. The conference will also provide a unique opportunity for service providers to network with each other and talk to industry leader technology vendors.*

**Date:** 9<sup>th</sup> November – 11<sup>th</sup> November, 2015

**Location:** Toronto Marriott Downtown Eaton Centre 525 Bay Street Toronto, Ontario



**More Information:**<http://www.eventbrite.ca/e/canadian-isp-summit-2015-registration-15210832008?aff=ebrowse>

### **RIC CENTRE LUNCH&LEARN: SOCIAL MEDIA & SMALLBIZ**

*RIC Centre is hosting a Lunch & Learn workshop on Social Media and SmallBiz. In the workshop, RIC will discuss the importance of social media, and why and how users engage with the content. Learn about the process involved in developing your brand on social media, including developing social objectives, creation/curation of content, connecting with influencers, and measuring the impact of your efforts. Get an overview of the relevant key performance indicators in social media and how to create a comprehensive marketing strategy flexible to a variety of budgets.*

**Date:** 09 November, 2015 12:00PM – 1:30PM

**Location:** Xerox Research Centre of Canada (Pake Auditorium) 2660 Speakman Drive, Mississauga, ON

**More Information:**<https://www.eventbrite.ca/e/ric-centre-lunchlearn-social-media-smallbiz-tickets-18293959726>

### **INTERMEDIATE PHOTOSHOP WORKSHOP**

*Join Adobe Certified Expert Paul Kelly for this fun and hands-on workshop. Using Photoshop's sophisticated content-aware tools, you'll learn how to add background and remove unwanted items from a photo, just like the pros do. Discover how to make professional adjustments using layers and masks (so you can isolate and change certain parts of a picture) and utilize more advanced aspects of the program including working with your digital camera's RAW files.*

**Date:** 9<sup>th</sup> November 2015 from 6:00 PM to 9:00 PM

**Location:** Centre for Social Innovation, 215 Spadina Ave #120, Toronto, ON

**More Information:**<http://camptech.ca/collections/toronto/products/intermediate-photoshop-toronto-1>

### **MARS VERGE WEBINAR - COLLECTIVE DISRUPTION: CORPORATES AND STARTUPS CO-CREATING THE FUTURE**

*The collective disruption model brings together the best of corporate and entrepreneurial approaches for transformative growth. In this interactive webinar, innovation expert and author Michael Docherty provides a roadmap and framework for co-creating breakthrough innovation*

**Date:** 10<sup>th</sup> November 2015 from 1:00 PM to 2:00 PM

**Location:** MaRS Discovery District

**More Information:**<http://www.eventbrite.ca/e/mars-verge-webinar-collective-disruption-corporates-and-startups-co-creating-the-future-tickets-19100432909?aff=MaRSEventListing>

### **SOFTWARE PATENTS: DON'T HATE THE PLAYER, HATE THE GAME**

*Join Tony Sabeta, a registered patent agent (Canada & U.S.A), for a discussion about software patents, non-practicing entities (a.k.a. patent trolls), and whether tech startups need patents at all, including the patenting process (timelines & costs). This will be an interactive presentation with a lot of opportunity for questions and answers.*

**Date:** 10<sup>th</sup> November, 2015 from 6:00 PM to 7:30 PM

**Location:** BNOTIONS 106 Front St East Toronto, ON

**More Information:**<https://www.eventbrite.com/e/software-patents-dont-hate-the-player-hate-the-game-tickets-14494484393>

### **E-COMMERCE FOR ENTREPRENEURS – MARS BEST PRACTICES**

*Axel Kuhn has mentored over a hundred Canadian online startups. In this session, Axel leverages this experience and discusses some of the key tools and techniques entrepreneurs can use not only to drive high-quality prospects to their new online businesses, but also to convert those prospects to customers and partners.*

**Date:** 11<sup>th</sup> November 2015, 1:30 PM - 3:00 PM



**Location:**MaRS Centre (CR3), 101 College St., Toronto, ON

**More Information:**<https://www.marsdd.com/events/e-commerce-for-entrepreneurs-mars-best-practices/>

### **BUSINESS MODEL CANVAS – ENTREPRENEURSHIP 101**

*Careful consideration of economics and business strategy can make the difference between simply having a great technology and building a great company. This session focuses on clearly defining your business model and how you propose to make money with your product or service. Case studies will be used to test concepts against a specific business.*

**Date:** 11<sup>th</sup> November 2015, 6:00 PM - 7:00 PM

**Location:**MaRS Centre (Auditorium), 101 College St., Toronto, ON

**More Information:**<https://www.marsdd.com/events/business-model-canvas-entrepreneurship-101-2>

### **INTRO TO IOS DEVELOPMENT | JEAN-LUC DAVID**

Join for an introductory session. Bring your laptop, and build your first iOS app!

**Date:** 11<sup>th</sup> November, 2015 7:00 PM - 9:30 PM

**Location:**ThoughtKite, 211 Yonge Street Toronto

**More Information:**<https://www.eventbrite.ca/e/intro-to-ios-development-jean-luc-david-tickets-19334055681>

### **WEBINAR ON INTERNET OF THINGS @MARKITECH**

*Learn what is Internet of things (IOT) and how can it benefit your business? IOT is taking the world with a storm with massive opportunities yet it is confusing for business decision makers as there is common understanding, definitions and no global regulation of IOT – In this webinar we help define IOT, understand challenges and opportunities, make it relevant with case studies & real benefits, help bring the entire ecosystem together across big data, cloud, IOT and Mobility*

**Who should attend?** Executives, Business, IT, Marketing, Technology, Leaders, HR, Financial and Professional advisors / Consultants, Students who want to understand what is IOT and the potential impact of IOT on their business and take leadership roles within their organizations

**Date:** 12th November, 2015 from 11 a.m. to 12 p.m. EST

**Location:** MarkiTech.ca / Gotowebinar.com

**Register:** <https://attendee.gotowebinar.com/register/4139268023595790337>

### **SOCIAL FINANCE FORUM 2015: CONVERGE. COLLABORATE. BREAK THROUGH**

*The Social Finance Forum will feature ventures achieving positive social and/or environmental impact across a variety of industries including health, sustainable food, clean technology, affordable housing, education and enterprises employing or supporting persons facing barriers to success.*

**Date:** 12<sup>th</sup> November, 2015 at 8:30 AM - 13 November, 2015 at 5:00 PM

**Location:**MaRS Discovery District, 101 College Street, Toronto

**More Information:**<http://www.eventbrite.ca/e/social-finance-forum-2015-converge-collaborate-break-through-registration-17951479358?aff=ebrowse>

### **ILUNCH 14.8 - KNOWING YOUR CUSTOMER**

*Knowing your customer is an essential part of the success of any company, product, service or marketing campaign. In this iLunch, we will explore what it means to know your customer. We'll look at best practices around customer data – what data should be captured, how to capture it and how to leverage it. We'll discuss how user testing in the development process is an important aspect of knowing your customer.*

**Date:** 12<sup>th</sup> November, 2015 12:00 PM - 2:00 PM

**Location:**Ontario Investment and Trade Centre 250 Yonge Street

**More Information:**<https://www.eventbrite.ca/e/ilunch-148-knowing-your-customer-tickets-18963943666>





## M-ENTERPRISE CANADA SUMMIT

*Taking place November 16 -18, 2015 at the Fairmont Royal York in Toronto, M-Enterprise Summit Canada is a hosted enterprise mobility summit focused exclusively on bringing an executive audience together to discuss mobile strategy, policy, and solutions to advance their business objectives.*

**Date:** 16 November, 2015 4:00 PM - 18 November, 2015 10:00 PM

**Location:** Fairmont Royal York Hotel 100 Front St W, Toronto, ON

**More Information:** <http://www.menterprisecanada.com>

## CANADIAN INNOVATION EXCHANGE

*This forum attracts the key players behind Canadian's innovative technology products and services in order to learn from each other, meet and pursue customer partnerships and investment relationships, and encourage the development of innovative technology that will be an integral part of Canada's economic growth. It also features the CIX Top 20, an exclusive showcase that celebrates Canada's best innovations and the people behind them.*

**Date:** 17<sup>th</sup> November, 2015 8:00 AM - 6:00 PM

**Location:** Mars Discovery District, 101 College Street, Toronto

**More Information:** <http://www.canadianinnovationexchange.com>

## HOW TO DRIVE SALES BY LEVERAGING THE CLOUD

*Join for breakfast and a 3 hour innovative business training seminar at TechConnex. Learn...*

- How to effectively attract new customers on the Internet
- How cloud tools can accelerate business innovation
- How to use personalized, context-aware practices to close prospects
- How to take advantage of the Canada Ontario Jobs Grant (COJG) to finance training

**Date:** 17<sup>th</sup> November, 2015 8:00 AM - 11:30 AM

**Location:** TechConnexHub ,1 Steelcase Road West, Markham, ON

**More Information:** <http://bit.ly/1EZmtiQ>

## LEAN STARTUP CONFERENCE LIVESTREAM- TORONTO

*For the second year in a row, join Toronto's tech community in watching great Lean Startup content from SF with speakers from Product Hunt, GE, Dropbox & more.*

*Participants also have the chance to dive into the local Toronto ecosystem with a DMZ startup panel and a talk on "Your Experiment Isn't Lean Enough" by Peter LePiane.*

**Date:** 17<sup>th</sup> November, 2015 12:00 PM – 9:00 PM

**Location:** The DMZ at Ryerson University 10 Dundas Street East, Toronto

**More Information:** <https://www.facebook.com/events/822878507810427/>

## AMAZON FLEX IS HIRING IN TORONTO!

*Amazon Flex is hiring for various Software Developers, Managers, Web Developers, Mobile Developers, Technical Program Managers and Sr. Managers.*

*Come out and meet the Amazon Flex team in person!*

**Date:** 18<sup>th</sup> November, 2015 5:00 PM – 7:00 PM

**Location:** Real Sports Bar and Grill, 15 York Street, Toronto

**More Information:** <http://www.amazon.jobs/aft-north-america>

## ADVANCED SOCIAL MEDIA WORKSHOP

*You will learn how to write content that's appropriate for your brand, use scheduling tools to make your life easier, and discover how to run a successful social media campaign (like a contest or other promotion) from start to finish. We'll also touch on social media metrics and analytics, so you can*



quantifiably measure your efforts. After attending this class, you will have a much better understanding of Facebook and Twitter best practices for your business.

**Date:** 18<sup>th</sup> November, 2015 6:00 PM – 9:00 PM

**Location:** Centre for Social Innovation, 215 Spadina Ave #120, Toronto, ON

**More Information:** <http://camptech.ca/collections/toronto/products/social-media-advanced-toronto>

### MOBILITY IN THE WEB - PRESENTED BY CORESOLUTIONS SOFTWARE

Join on November 19<sup>th</sup>, as CoreSolution discuss the new capabilities of web design, optimizing your user experience for any internet-connected device using responsive web design, along with what it can mean for improving your business.

**Date:** 19<sup>th</sup> November, 2015 11:30 AM – 1:00 PM

**Location:** North American Centre - Pearson Room, 5700 Yonge Street, Toronto

**More Information:** <https://www.eventbrite.ca/e/mobility-in-the-web-tickets-19066705028>

### WRITING KILLER WEB CONTENT

Sharpen your pencils and take out your notebooks. This hands-on workshop will get you and your website working. We'll brainstorm, write lists, discuss direction, and go through the nitty-gritty of building your unique voice. You'll also build confidence and acquire the tools you need to ensure your online message is clear and consistent.

**Date:** 21<sup>st</sup> November, 2015 10:00 AM – 4:00 PM

**Location:** Centre for Social Innovation 215 Spadina Ave #120, Toronto, ON

**More Information:** <http://camptech.ca/collections/toronto/products/writing-killer-web-content-toronto-2>

### C1 TECH SERIES - DESIGNING DIGITAL

Join Dan Makoski, VP of Design at Capital One, to learn how a deeply human design approach can transform technology and business in profound new directions. Food and drink will be provided.

**Date:** 23<sup>rd</sup> November, 2015 06:00 PM – 8:00 PM

**Location:** The Design Exchange, 234 Bay St, Toronto, ON

**More Information:** [http://www.eventbrite.com/e/c1-tech-series-designing-digital-tickets-19275623910?utm\\_source=eb\\_email&utm\\_medium=email&utm\\_campaign=order\\_confirmation\\_email&utm\\_term=eventname&ref=eemailordconf](http://www.eventbrite.com/e/c1-tech-series-designing-digital-tickets-19275623910?utm_source=eb_email&utm_medium=email&utm_campaign=order_confirmation_email&utm_term=eventname&ref=eemailordconf)

### SEO: HOW TO DRIVE MORE TRAFFIC TO YOUR WEBSITE

How to Drive More Traffic to Your Website we unveil the tools and insider tricks to optimize your website so potential clients can find you faster. Learn how to target keywords, what to include in your content, how to elevate your social media SEO, and how to create good website content so people can find you online. It's important to reach a wide audience on the Internet, and the easiest and fastest way to do that is with good SEO tactics!

**Date:** 24<sup>th</sup> November, 2015 06:00 PM – 9:00 PM

**Location:** Centre for Social Innovation, 215 Spadina Ave #120, Toronto, ON

**More Information:** <http://camptech.ca/collections/toronto/products/seo-how-to-drive-more-traffic-to-your-website-toronto>

### THE BUSINESS OF BLOGGING

This highly engaging class will take you beyond the basics of Blogging 101 and will answer practical questions such as: How do I turn my hobby blog into a business? How do I generate content that people will actually read? How do I get more clicks on my blog? How do I leverage social media as a promotional tool? How does affiliate marketing and selling ad space (like Google AdSense) really work? How should I approach advertisers and what should I charge? AND the million dollar question: how do I get more than just free products, and actually make money from my blog? In this fun and



*interactive workshop, we'll look at real blogs as case studies, and you can expect to walk away with a real plan to take your blog to the next level.*

**Date:** 25<sup>th</sup> November, 2015 06:00 PM – 9:00 PM

**Location:** Centre for Social Innovation, 215 Spadina Ave #120, Toronto, ON

**More Information:** <http://camptech.ca/collections/toronto/products/the-business-of-blogging-toronto-1>

