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Young Entrepreneurs Group

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# ACCE VELOCITY

## Powering Potential & Possibilities!

WEDNESDAY, SEPTEMBER 23, 2020

2:00pm-3:25pm EST

Event hosted on hopin

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Presented by the ACCE Youth Entrepreneur Group, VELOCITY is a forum that brings together subject matter experts and entrepreneurs of all stripes to spark business collaboration and propel opportunity. Serving equal parts of inspiration and super-charged connecting, join us for the event that will unleash your inner entrepreneurial warrior.

### Main Stage:

**2:00 – 2:10pm** – Opening Remarks with Kevin Au- Yeung

**2:15 – 2:45pm** – Leveraging Google Tools & Resources to Maximize Business Growth

- Reach customers Online with Google
- Using Data to drive business growth Google My Business

Speakers from Google:

- Benjamin Li, Account Executive
- Heather Tang, Associate Product Marketing Manager
- Jonny Leung, Principal Analytical Lead
- Michael Nguyen, Strategic Partner Manager

Join us for a session led by Googlers to discuss Leveraging Google Tools and Resources to Maximize Business Growth. This workshop will walk you through Google tools such as Search, Trends and Google My Business and other resources that can improve your online presence. We will also discuss how to use data to inform your strategy, measure performance and grow your business.

### Breakout Sessions:

**2:50 – 3:10pm** – Leveraging Google Tools & Resources to Maximize Business Growth Q&A session  
(Room A) By Google team

**2:50 – 3:10pm** – Sharing success stories with ACCE Past Award Winner  
(Room B) By Jason Tham, CEO, Nulogy | Winner of the 2019 ACCE Most Innovative Award  
Moderator: Ben Hum, Chair of ACCE Young Entrepreneurs Group

Organizations are under enormous pressure to embrace digital strategies and improve how data is leveraged towards better decision making while maximizing service to customers. This need has now only intensified for survival with many businesses in a global pandemic environment. Moderated by Ben Hum, Chair of the ACCE Young Entrepreneurs Group, join a break out session with Jason Tham, CEO Nulogy, on how businesses can navigate through these digital challenges with agility and resilience.

**3:10 – 3:25pm** – Networking (one-to-one conversation)

**Inquiry:** 905-479-2802 or [www.acce.ca](http://www.acce.ca) or [membership@acce.ca](mailto:membership@acce.ca)