



# Durham At Collision

Presentation to Planning and  
Economic Development Committee

September 5, 2023



# Collision Conf

June 26-29, 2023

- Annual global technology and innovation conference.
- One of the world's largest and most highly regarded.
- 36,000 attendees in 2023.



# COLLISION

WHEN DO YOU THINK WE WILL SEE A FULLY AUTONOMOUS VEHICLE ON THE CONSUMER MARKET?

WHICH INDUSTRY IS MOST BENEFIT FROM THIS TECHNOLOGY?



**COLLISION**<sup>®</sup>

TORONTO • JUNE 26-29, 2023

# Book a meeting with Invest Durham at Collision

[▶ invest.durham.ca/collision](https://invest.durham.ca/collision)





Durham Region,  
Ontario, Canada

Meet Our Innovation Community



#1 University in Canada for research-based





NTech



 Invest  
Durham

Durham Region,  
Ontario, Canada

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# #DurhamAtCollision

Key messages:

- Innovation
- Support
- Location





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## Durham Team

133 Attendees

- Regional and area municipal staff
- Post-secondary
- Accelerator/Incubator
- Innovation community partners
- Start up founders





## By the Numbers

- 3 Announcements
- 1300 Connections
- 546 new subscribers to Invest Durham's enews
- 312,000 paid and organic digital impressions
- 5 earned media placements





# Event Marketing

- Organic Social Media
- Paid Social Media
- Event Landing Web Page
- Pre and Post-Event Email Marketing
- News Releases
- Collaborative Campaign with Mars Discovery District







## Select Outcomes

- 2 Investor Familiarization tours
- 24+ active opportunities in process
- 1 lead advanced to site selection
- 1 lead advanced to closed (won)
- FedDev round table hosted at 1855
- Partnership opportunities





**Amp Up Your Business**

in Canada's Clean Energy Capital

- 260 per cent increase in deeper digital engagements
- 55 per cent increase in unique connections gathered
- 250 per cent increase in meetings booked pre-event

# Success & Legacy

- Strengthened connection and collaboration
- Higher understanding of Durham's value proposition
- Improved brand recognition
- 100 per cent of partner attendees surveyed said they felt the Invest Durham booth was Very Effective or Effective at representing Durham Region as a whole





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If this information is required in an accessible format, please contact  
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