



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.







Book a meeting with Invest Durham at Collision

invest.durham.ca/collision













































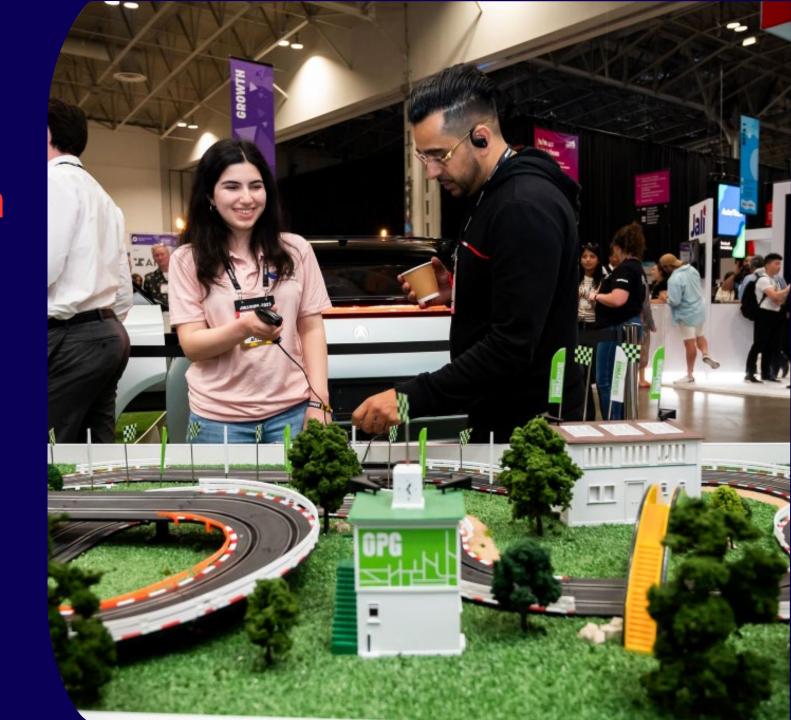




#DurhamAtCollision

Key messages:

- Innovation
- Support
- Location





Key messages:

- Innovation
- Support
- Location





#DurhamAtCollision

Key messages:

- Innovation
- Support
- Location









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





- 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





Jacquie Severs

Manager, Marketing and Tourism Jacquie.Severs@durham.ca

InvestDurham.ca in 💆 💿

If this information is required in an accessible format, please contact Economic Development & Tourism at 1-800-706-9857, ext. 2619.