



- Business Marketing and Networking Meetup in Collingwood
- We are holding monthly seminars to support businesses in the Southern Georgian Bay Region by providing a venue where local business entrepreneurs can meet, collaborate and learn from each other.
- Local business professionals collaborating and contributing to the growth of small business in the area.

Expert speakers and mentors will provide marketing strategies for all types of business, large and small. Networking sessions will proceed all seminars.

Who should join this Meetup?

Business Owners
Marketing Directors
CEOs

Topics:

Time Management
Social Media Marketing
Content Marketing
Email Marketing
Video Marketing
Marketing Campaigns
Web Design
Networking
Web Traffic
and more



Kick Off MC Jeff MacInnis

Global explorer-turned corporate captain Jeff MacInnis elevates organizations beyond their goals with WIN Thinking. Companies hire Jeff as their "goal to guy" and he responds with two powerful programs which transform them into extraordinary teams. With camera in hand and the heart of a world-class athlete, Jeff MacInnis directs two of the most powerful business programs in the world. WIN Thinking and its juggernaut sister, The Business Race Program, are racing corporate clients to a combined \$40 billion in total revenue.



Video Marketing Brandon Houston

Brandon is the CEO of Switch Video, a video animation company that produces simple videos that "explain what you do" in an engaging and compelling format. Switch Video works with companies of all sizes and has produced over 800 videos for clients like IBM, HP, Bayer and American Express in 15 countries and 10 different languages.



Email Marketing Julie Card

Julie Card is a partner with mycollingwood.ca and helps small business owners with their marketing. An expert in e-mail marketing, she can teach you how to execute a proper e-mail marketing campaign, grow your database and drive revenue by using e-mail marketing best practices and social media integration. She's also a freelance photographer, occasional blogger and lots of fun to hang out with.



Online Traffic Mark Does

Mark Does is owner of VY Web Design, established in 2001. Specializing in Online Marketing and SEO. He is a web site mechanic with in-depth technical expertise. His knowledge of the Google Algorithms and how they affect your site is invaluable. Always on the edge of the latest SEO strategies with continual education. “We know what the search engines want and serve it to them”.



Content Marketing Carl Michener

Carl is a content marketing strategist and copywriter who lives in Collingwood. His company, ¡Outwrite! communications, has clients locally, in Toronto, here and there in North America and in Europe. He was formerly a Toronto advertising account exec, as well as an adventure travel and healthcare marketer. He is a graduate of McGill.



Digital Media Ben Frisch

Ben Frisch is the Owner and Operator of BFresh.Media, a Multimedia Production and Creative Advertising company located in Collingwood Ontario. Over 10 years of experience in marketing and corporate communications, producing compelling videos and campaigns for big brands like TD Canada Trust and Scotiabank, is what landed Ben in this industry. What keeps him here is the pursuit of creative ideas and concepts that make his clients happy and successful.