

# BRAMPTON MEANS BUSINESS **NOW**

## Collision Conference Results



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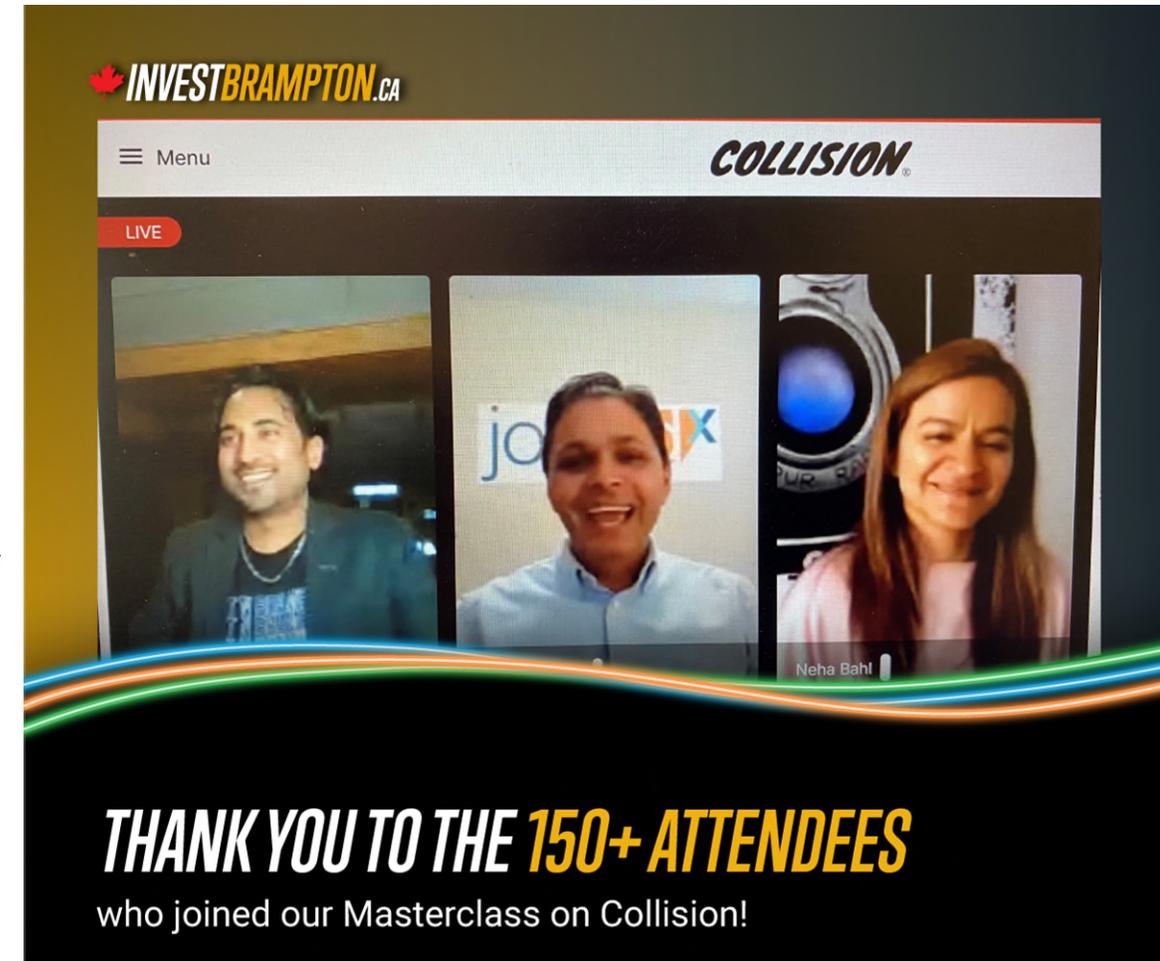


# **COLLISION**®

**APRIL 20-22, 2021**

**Collision is the fastest-growing tech conference in North America.**

By participating in this event staff were able to generate high quality leads, strengthen existing corporate relationships & increase Brampton's brand awareness of the Innovation District and its current & new partners.



The screenshot shows a Zoom meeting interface. At the top left is the logo for **INVESTBRAMPTON.CA**. At the top right is the **COLLISION** logo. Below the logos is a "Menu" button. A red "LIVE" indicator is visible. The main area shows three video thumbnails. The first thumbnail shows a man in a dark jacket. The second thumbnail shows a woman with a "join" watermark. The third thumbnail shows a woman with the name "Neha Bahl" at the bottom. At the bottom of the screenshot, there is a large white and yellow text overlay that reads: **THANK YOU TO THE 150+ ATTENDEES** who joined our Masterclass on Collision!



# COLLISION®

**Utobo Inc.**  
Utobo is a cloud-based one-stop platform for educators to create, teach and monetize educational content online.

## City of Brampton Results:

- Curated Masterclass Session:
  - 266 Unique Attendees
  - 229 Leads
- 40 Words
  - 200 Videos across all channels
- Staff Connections
  - 749
- Investment Meetings
  - 50+
- Mentor Hours – Clare Barnett
- Betakit Article featuring Brampton’s Innovation District

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**Thank You**

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 **BRAMPTON**

**INVESTBRAMPTON**.CA