

News Release



FOR IMMEDIATE RELEASE

November 16, 2020

Cowichan Talks Tech event will explore opportunities for thriving in a disrupted world

DUNCAN, BC – Economic Development Cowichan has partnered with business startup accelerator Innovation Island to host a two-day series that focuses on the technology sector, trends, and innovation opportunities in the Cowichan region.

How can technology help a regional and rural economy? How do we train for jobs that don't yet exist? These are among the topics explored in the tech and entrepreneurial series being held in Cowichan on November 26 and 27. To kick off the series, an evening presentation entitled *Cowichan Talks Tech: How to Thrive in a World Disrupted?* will take place virtually on November 26 at 6:30 p.m. Innovation Island's intrepid Startup Whisperer, Graham Truax, will lead a high-energy session to build excitement about where things are going.

"If you are a community or business leader, educator, student, entrepreneur or concerned citizen this talk is but a glimpse to the future of what's coming," said Barry O'Riordan, Manager of Economic Development Cowichan. "This will set up a full day of workshops directed towards tech entrepreneurs and those wanting to see what it takes to engage and succeed in this space."

November 27 will feature two full day workshops. The first, entitled *Pitch and Present*, clears the way on how to create a winning pitch that embodies your value proposition and seeds a mutually beneficial relationship with investors. Workshop 2, *Funding Sources for Startups and Businesses*, will help participants understand what's required and how to access government programs and angel investment groups. These workshops, both hosted virtually, are expected to fill up quickly so early registration is recommended.

For more information and to register for these events, visit the Economic Development Cowichan website at www.ecdevcowichan.com.

- 30 -

For more information, please contact:

Barry O'Riordan
Manager, Economic Development Cowichan
250.709.1119
barry.oriordan@cvrd.bc.ca