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ACCE Webinar: Panel discussion -

Go Online: Using the power of digital to get new customers

- The companies that are most successful in our post-COVID world will be those that adopt a strong online presence, early and fast. Yet while there are 143,000 small and medium sized retail businesses in Canada, only 17% are selling online today.
- The pandemic has changed the way consumers and businesses shop, and this push towards online browsing and buying is expected to continue even after the pandemic slows. Google Trends has recently shown a huge spike in Canadian search interest for "buy online." In late March, global search volume for "curbside pick-up" grew 70% in just one week. Plus, 89% of Canadians choose retailers based on a great digital experience.
- You'll hear from experts from Digital Main Street, Google as well as local small businesses owners, about the tools and resources that exist to help you improve your digital presence.

Date: Thursday, July 16, 2020

Time: 2:00pm-3:15pm EST

Panelists:

Susan Vaz, Economic Development Officer,
City of Toronto

Darryl Julott, Senior Manager,
Digital Main Street

Tristan Lee, SMB Marketing Lead, Google

Tariq Al Barwani, Co-Founder at Plentea

Moderator:

Jonny Leung, AGN Toronto Lead

Where: Webinar hosted on Zoom

Registration:

Pre-registration required.
Please RSVP [HERE](#)

Inquiry : 905-479-2802 or www.acce.ca or
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