

The Phoenix MBDA Business Center presents **Smart Cities & Your Small Business**

Smart Cities Demystified for Small Businesses



Small businesses are on the verge of an exciting new era. Big data, artificial intelligence, and user-friendly technologies are revolutionizing the way societies, economies, and businesses operate and build relationships with each other.

Already, smart infrastructure and tech are allowing business owners to market and connect with consumers in more sophisticated ways. It takes time to adapt to and harness new technologies, and small businesses need to start planning for the future.

Smart cities are about to offer increased opportunities for small businesses to grow. As we adapt to the wave of new technology, we can begin to create more efficient business models that personalize business services to a (lo)T.

Ed Sappin, Business Leader, Financial Engineer, Innovator, Global Strategist, Photographer.
<https://sappin.com>

Program

- 8:30 am: Registration
- 9:00 am: Welcome
- 9:10 am: Introduction to Smart Cities
Speaker: Curt Cornum, Insight
- 9:30 am: Smart Region Initiative – what it means for your company
Speakers: Stephane Frija, GPEC, Jeff Jenq, MAG
- 10:15 am: Break
- 10:30 am: Local City initiatives
Speakers: Ian Linnsen, City of Mesa; James Smith, City of Chandler, Derek Konofalski, City of Gilbert
- 11:15 am: Opportunities for Your Business and how to get plugged in
Speakers: Toni Morales Broberg, AT&T; Murali Guntu, Volteo; Curt Cornum, Insight.
- 12:15 pm: Closing

When: Thursday, February 7, 2019; 8:30 am – 12:15 pm

Where: OneAZ Credit Union Corporate Building, RC Robertson Auditorium, 2355 W Pinnacle Peak Road, Phoenix AZ 85027

Cost: Paid Phoenix MBDA Members: Free; Non-members: \$20

Registration: www.phoenixmbdacenter.com

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