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MEDIA RELEASE

STRATFORD AI SUMMIT: REAL SKILLS.REAL PEOPLE.REAL WORLD AI

A day of practical skills, real-world examples, and interactive learning to help you work smarter with AI

Mon. Aug. 25, 2025, Stratford, ON – The Stratford Perth Centre for Business is excited to present the **Stratford AI Summit: Real Skills. Real People. Real World AI**, happening **Monday, September 29, 2025**, in **Lazaridis Hall at the stunning Tom Patterson Theatre**. It is a day of *practical skills, real-world examples, and learning to help you work smarter with AI*. The **first of its kind event** is presented by the **Stratford Perth Centre for Business** and **Perth County** with additional sponsorship support from **Perth Community Futures Development Corporation**, **Town of St. Marys**, and **Meridian**.

This full-day event is designed to turn AI curiosity into practical skills for business leaders, entrepreneurs, and professionals. Attendees will learn from **Avery Swartz**, acclaimed tech educator, best-selling author, and founder of **Camp Tech**, in a fast-paced, interactive morning session featuring live demos, an "Ask-Me-Anything" Q&A, and practical insights into how AI can transform business operations, marketing, HR, finance, and more.

Following the networking lunch, a lively **AI Panel Discussion** will feature local business leaders sharing real-world insights on adopting AI in the workplace. Panelists include **Brock Hart** (Co-founder & CDO, Overlap Associates), **Greg Orr** (Account Executive, Orr Insurance), **Shelley Windsor** (Partner, Windsor Hospitality), and moderator **Joani Gerber** (CEO, investStratford).

Joani Gerber, CEO, investStratford: "We were inspired to bring the Stratford AI Summit to our community because it's important to me that local businesses have access to opportunities like this — a chance to make AI approachable and turn curiosity into real skills for growth."

Meredith Forget, Director of Economic Development and Tourism, Corporation of the County of Perth: "Perth County is proud to co-present this first-of-its-kind event. Supporting our businesses as they adapt to new technologies is key to building a resilient economy, and the Stratford AI Summit will help them explore AI in practical, responsible ways that make sense for their future."

Agenda Highlights:

- **Morning Keynote and Skills Session:** *Discover how AI can transform your business, watch live prompting demos, and get answers to your toughest AI questions.*
- **Complimentary Lunch:** Network with local professionals.
- **Afternoon Panel Discussion:** Hear from local leaders about the opportunities and challenges of using AI in business.

Who Should Attend:

- Small-business owners, leaders, and managers who adopt tech but don't code
- Professionals in Marketing, Operations, HR, and Finance looking to save time and money
- Anyone curious about AI and how it can be used responsibly in the workplace

Event Details:

Tom Patterson Theatre, Lazaridis Hall on Monday, September 29, 2025 from 9 AM – 3:30 PM (approx.)

Ticket price \$100 (includes programming, continental breakfast, lunch, and refreshments)

Please note: The sessions are not "hands on with your laptop" so bring whatever device you need to take notes.

Register today as space is limited <https://tinyurl.com/3n7s93ve>

Camp Tech is Canada's most established leader in tech and AI skills training and has spent more than a decade helping Canadian businesses and nonprofits pick up practical tech skills, and now they're bringing that classroom energy to Stratford.

The Stratford Perth Centre for Business is excited to present this event with support from Presenting Sponsor Perth County and additional sponsorship support from Perth Community Futures Development Corporation, the Town of St. Marys, and Meridian.

The Stratford Perth Centre for Business operates as a department of investStratford in partnership with the Ministry of Economic Development, Job Creation and Trade.

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About the Stratford Perth Centre for Business

The Stratford Perth Centre for Business is committed to helping small business owners achieve their business goals. The Centre delivers the Province of Ontario's Summer Company and Starter Company programs and also offers local small business support and complimentary consultations to support the development of new and already established small businesses. In addition to advisory services, events, seminars, and training opportunities are held throughout the year to meet small business essentials. For more information visit www.stratfordperthbusiness.ca | info@stratfordperthbusiness.ca

About investStratford:

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education, and industry. Globally Connected | Community Driven For more info visit: investStratford.com

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