



# THE YOUNG INFLUENCERS CONFERENCE

Presenting Partner  
 studentawards inc.

FEBRUARY 23, 2012, 8AM – 4PM  
THE BRAM & BLUMA APPEL SALON AT  
THE TORONTO REFERENCE LIBRARY  
789 YONGE STREET, TORONTO

Don't miss this event because your future depends on it.  
Ask yourself: do you really have a clue about tapping the  
16 – 24 demo—your future audience?

Our keynote does.

In a rare Canadian appearance, Shane Smith, CEO and founder of Vice Media—the rags-to-riches youth media empire recently valued at \$1 billion by *Forbes*—will super-charge your marketing strategy like few others can.

Youth intelligence like this is rare.  
This conference is your chance to harness it.

**The Future Depends on It**



Tim Freccia

**KEYNOTE SPEAKER**  
**SHANE SMITH**

CEO and founder of **Vice Media**, the made-in-Canada, worshipped-globally youth culture brand that keeps it real, makes money hand over fist and has the loyalty of young influencers from Mumbai to Montreal.



**SPEAKER SYDNEY EVE MATRIX**  
Assistant Professor in the Department of Media and Film at Queen's University and author of the Cyberpop! trend-watching blog



**SPEAKER LEANNE NICOLLE**  
Director, Corporate Partnerships & Youth Engagement with Plan Canada and co-founder of Girl Impact Youth Empowerment Inc.

TICKETS  
**\$425**<sup>± HST</sup>  
FULL DAY

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