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Traction Conference brings Silicon Valley tech leaders to Vancouver this June to share learnings on business growth

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Special to Financial Post
Thursday, May 26, 2016

Most businesses don't fail because they don't build good products, they fail because they can't generate customers and revenue in a repeatable, scalable way.

Let's be honest, getting traction for your company isn't easy. As a business, you need a strong team, customers, and a differentiated product or service in



Accelerate your start up growth at Vancouver's Traction Conference. Supplied

today's competitive market. Sounds challenging, doesn't it?

These challenges are felt by businesses across the country, which don't have the education or training to successfully navigate these complicated waters. Fortunately, there's Traction conference.

On June 22nd and 23rd, Launch Academy and Boast Capital are hosting [Traction Conference](#) in Vancouver once again. Traction brings together founders and leaders from the fastest growing companies to share their secrets on how to get, keep and grow customers and revenue.

Traction Conf Vancouver 2015 Highlights



Since last year's sold out event, Traction has been rated the top conference in the Huffington Post and Inc., has hosted a successful conference in San Francisco, and has grown from a one-day to a two-day experience.

The speaker lineup this June includes leaders from companies like Y Combinator, Hubspot, Box, MongoDB, The Honest Company, AppDirect, Hootsuite, Atlassian, Foursquare, TaskRabbit, Thumbtack, Sendgrid and 500 Startups.

Attendees can expect to learn how to:

Build a brand & product that people love;

Pick the right marketing & distribution channels;

Convert website visitors to recurring users & paying customers;

Build a viral mobile app;

Generate high quality leads in a repeatable, scalable way;

Build and scale a sales team;

Drive revenue through resellers & partnerships;

Leverage customer insights to cross-sell & up-sell additional services.

The way Traction organizes its speakers is also quite unique. Rather than have one to two-hour presentations, the agenda includes rapid-fire 15–20 minutes talks with actionable insights. Attendees stay engaged throughout these presentations because they don't want to miss valuable insights.

"This is not a conference about big trends," states Dr. Alexandra Greenhill, CEO of myBestHelper and last year's Traction Conference attendee. "This is a conference about practical How-Tos in order to be more successful".

If you are serious about growing your business, Traction is a must attend event. See more details and register at TractionConf.io before it's sold out.

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