



Tech Week GR Update
Andria Romkema
SVP Business Development
The Right Place, Inc.



PEOPLE



PLACE



PROSPERITY

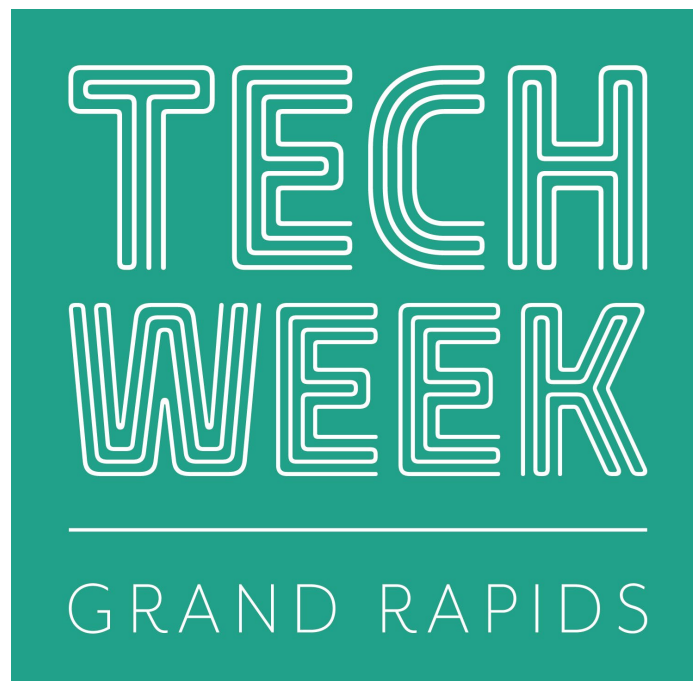
We drive sustainable economic growth and shared prosperity for all in the Greater Grand Rapids Region.



Tech Week 2024

Recap

- 16,000+ attendees
- 70 Events
- 6 Day Program
- Visitors from 10 other states
- Website visitors from 75 countries and 50 states
- Local Companies Showcased at VC Event:



#1 CITY ON THE RISE

GRAND RAPIDS, MI

- TECH
- INSURANCE
- MANUFACTURING
- HEALTH CARE

**CONSUMER
CONFIDENTIAL**

LINKEDIN'S "CITIES ON THE RISE"



Looking Ahead

2025 Leadership

3 Co-Chairs – 34 Advisory Board Members – 6 committees



Keith Brophy
Mentavi Health



Danche Gjorgjievska
ADAC



Dr. Bill Pink
Ferris State University



2025 Goals

#1 Elevate the region as a leading Tech Hub

- Select Metrics: 18k Attendees, Globally known Keynote & company participation (Apple & Nvidia)

#2 Strengthen Tech Talent Development

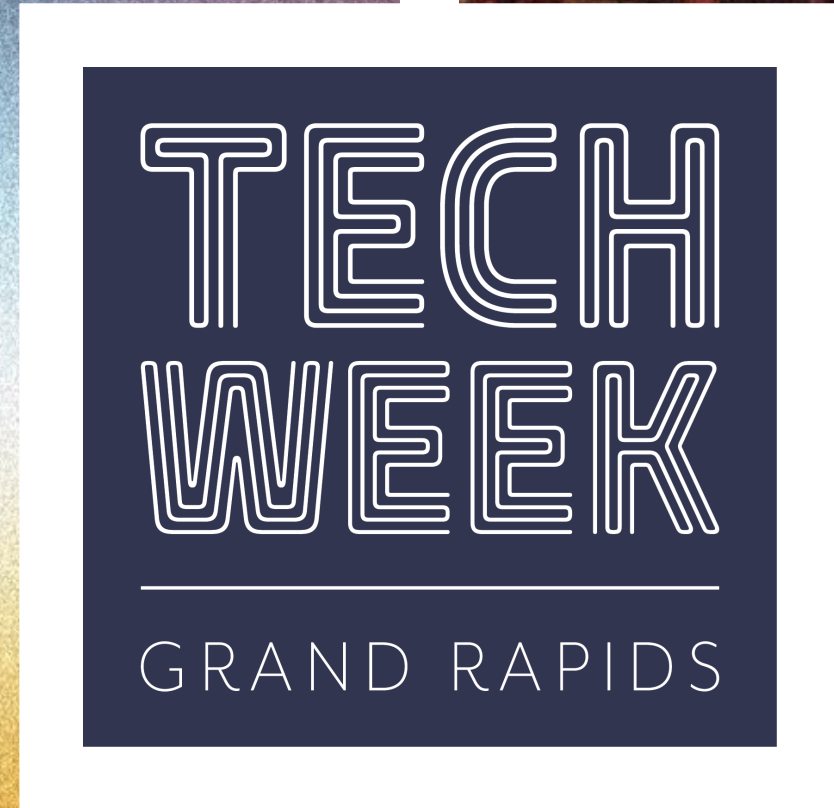
- Select Metrics: Tech Showcase (2000+ Students), Increased University Partnerships

#3 Deepen Engagement & Reach New Audiences

- Select Metrics: 200+ Companies Engaged, 20 tech/mfg/health events

#4 Enhance Attendee Experience and Brand

- Subcommittee Structure & Enhanced Marketing



2025 Calendar

100 events and counting

20 events focused on Startups & Entrepreneurship

Other Select Topics:

AI and Machine Learning

Creative Tech (UX/UI)

Cybersecurity

Fintech

Industry 4.0

Health Tech & Med Tech

VC and Investing

Smart Cities

Tech for social impact

Cloud Computing

Women in STEM

XR/AR/VR

TECH
WEEK

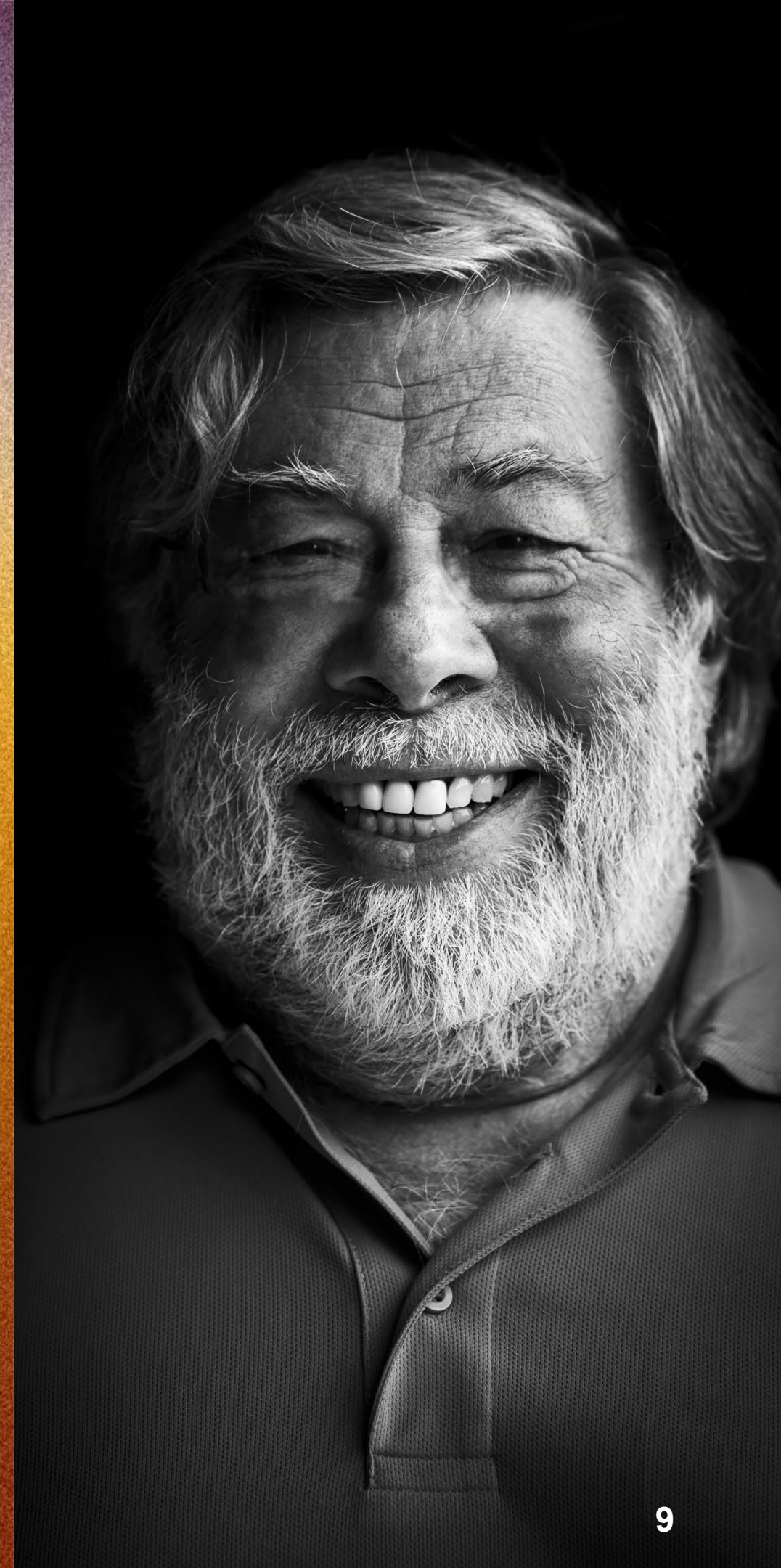
GRAND RAPIDS



SOLD OUT— Tech Week Kick Off September 15, 2025

Steve Wozniak
Co- Founder of Apple, Inc.

Known for shaping the modern tech landscape, Wozniak will bring his trademark insight and energy to help launch a week focused on innovation, connection, and bold ideas in the Greater Grand Rapids region.



Marketing Strategy and Tactics

- The Woz put Tech Week GR 2025 on the national stage
- **NEW:** Tech Week social media channels
- Updated website and event navigation
- More video content
- New SWAG and signage
- Marketing Kits
- PR
- Paid advertising, sponsored content



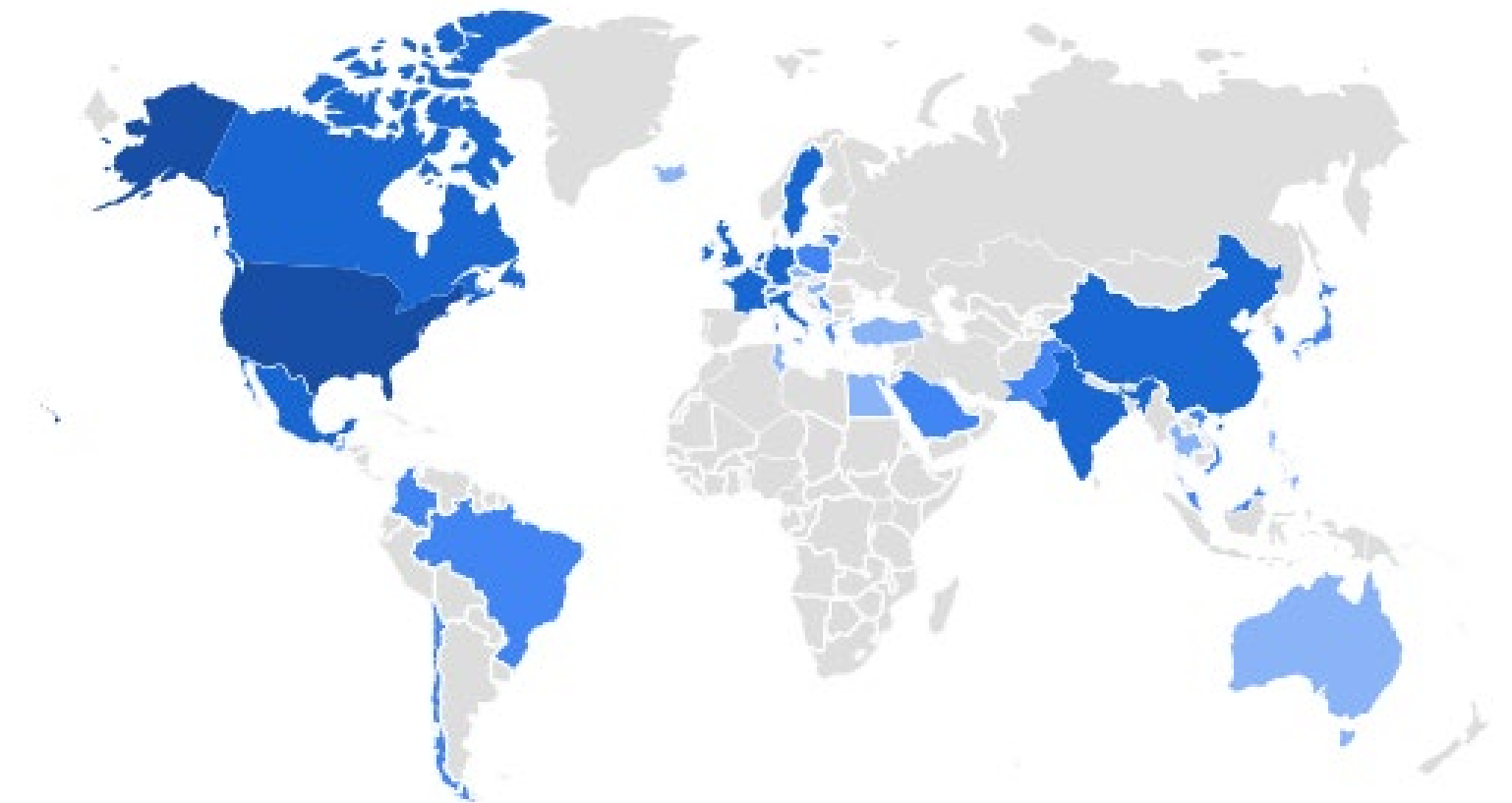
Engagement Metrics

- 17,000+ followers on The Right Place's channels and 400 followers on NEW social media channels

- Website visitor spikes from Clifton NJ, Des Moines IA, San Jose, and Chicago

- Overall, a 47% increase in engaged sessions on our website

New users by Country



TECH WEEK

GRAND RAPIDS

September 15-20, 2025

Visit TechWeekGR.com to learn more.