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Press Release

## SHAKE UP THE DIGITAL WORLD AT SHAKE IT MONTRÉAL, ON APRIL 19, 2017

Montréal, April 11, 2017 – The countdown is on for **Shake IT Montréal**, which will take place on **Wednesday, April 19, 2017**, at **New City Gas**. More than 20 of the most dynamic and innovative players in digital transformation will be there, including **Yoshua Bengio (Canada Research Chair in Statistical Learning Algorithms)**, **Mario Coculuzzi (Evangelist, Microsoft)**, **Chadi Habib (CIO, Desjardins)**, **Olivier Erhard (Gartner)**, **Dimitri Gourdin (V Médias)**, **Katy Yam (TEDxMontreal, Loto-Québec)**, **Ilias Benjelloun (Montreal New Tech)** and many more! The event will be hosted by Radio-Canada journalist and commentator Stéphane Garneau, a well-known lover of all things digital.

With both its content and format, the event aims to stir up popular and conventional beliefs about IT and encourage people to think outside the box about innovative solutions needed for major corporate transformations. **Technological acceleration, artificial intelligence, hyperconvergence, business intelligence, digital financing, data centres, cloud management, security, innovation and transformation**: the topics to be discussed will provide food for thought and solutions for high-level decision-makers facing major digital transformations.

### *An unparalleled event*

Shake IT Montréal is organized mainly for high-level managers and its goal is to enhance strategic decision-making in organizations by providing tools to better understand the digital world's current issues.

### *Shake IT Montréal will use PixMob's Klik technology*

Klik encourages event attendees to put away their phones and connect with each other face to face. Smart objects like these are the ideal solution to optimize networking, encourage participation and foster interaction. A perfect fit with Shake IT Montréal's philosophy, Klik will provide complete technological immersion on the cutting edge of digital business transformations.

To learn more about Klik: <https://www.klik.co/en/about/>

### *There will also be an innovative culinary experience!*

Those attending Shake IT Montréal will enjoy an unforgettable and immersive **culinary** experience. **Jonathan Garnier**, chef and co-owner of La Guilde Culinaire, will inspire culinary innovation as he treats his guests to a dazzling and futuristic meal.



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### *Partners*

The event is presented by **Microsoft**, with the support of **Econocom, OVH, 4Degrés, CyberArk**, as well as **Action TI, Montréal International, Techno Montréal, Fibrenoire** and **LogRhythm**. Shake IT Montréal is a **Linkbynet** initiative.

For all the details and to register: [shakeitmontreal.com](http://shakeitmontreal.com)

### **Source:**

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