

MEDIA RELEASE

For Immediate Release



Gadgets, Games and Geeks – Wellington’s Leading Techfest - Returns This Month with Silicon Valley-based Keynote Speaker

This month the eagerly awaited annual Gadgets, Games and Geeks showcase of Wellington’s vibrant and thriving information and communication technology (ICT) sector will take place at the St James Theatre on Courtenay Place.

Gadgets, Games and Geeks, to be held on Monday, August 24 from 4.30pm, offers an exciting opportunity for the public to see both the latest innovations and catch-up on industry trends, developments and expertise. Organised by Wellington’s leading networking organisation for ICT professionals, Unlimited Potential (UP), Gadgets, Games and Geeks has established itself as the premier showcase and networking event for Wellington’s ICT sector.

“It is always exciting to bring to the public’s attention the latest innovations from a city that has earned a reputation as New Zealand’s ICT capital, having spawned such innovative businesses as Trade Me, Weta Workshop and Xero,” said UP chair Tom Reidy.

“Gadgets, Games and Geeks is a great opportunity for anyone interested in what’s hot in Wellington’s IT space to view the latest gadget, game or geek-friendly technological innovations produced by some of Wellington’s smartest IT inventors, suppliers, manufacturers and entrepreneurs.”

UP is especially pleased to announce it has secured renowned Silicon Valley-based IT entrepreneur, Bill Reichert as the event’s keynote speaker. Reichert, Managing Director of seed and early-stage venture fund, Garage Technology Ventures, will share insider knowledge and tips on starting and growing a successful technology business during an address titled, *The Future of Innovation: Entrepreneurship, Venture Capital, and Emerging Technologies*.

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Event Details:

When: Monday 24 August 2009, time: from 4.30pm

Where: St James Theatre, Courtenay Place

Entry: Free

Twitter feeds: #ggg09; **Flickr tag:** GGG09

To RSVP and for more information: <http://up.org.nz/ggg-09/>

About Unlimited Potential

Unlimited Potential was set up in 2000 as a non-profit organisation to facilitate the growth and development of professionals at the forefront of ICT in Wellington. It does this primarily by providing opportunities for people working in Wellington's ICT industry to meet and share ideas in a relaxed and friendly environment through events and forums. The network has more than 2000 members working in every type of ICT role across the industry, including start-ups, corporates, education, and government departments. www.up.org.nz

About Bill Reichert

Bill Reichert has over 20 years of experience as an entrepreneur and an operating executive. He was a co-founder or senior executive in several venture-backed technology start-ups, including Trademark Software, The Learning Company, and Academic Systems. Before that he worked at McKinsey & Company, Brown Brothers Harriman & Co. and the World Bank. Bill has a B.A. from Harvard College and an M.B.A. from Stanford University. He was a founding board member and a Chairman of the Churchill Club, and a Charter Member of the Silicon Valley Association of Start-up Entrepreneurs. In 1998 Bill joined Garage Technology Ventures (founded by well-known author and entrepreneur, Guy Kawasaki) and has since focused on early-stage information technology and materials science companies. www.garage.com

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