February 19, 2015

*Dragons’ Den* Emeritus, W. Brett Wilson, to speak at Student Business Conference

Edmonton - MacEwan University’s Student Business Conference will be hosting former *Dragons’ Den* personality, W. Brett Wilson, at its annual gathering of business students, leaders and innovators.

With a penchant for investing in people rather than projects, W. Brett Wilson is proof that it’s possible to succeed in business without losing your principles. His message about work-life balance, the importance of making mistakes, and his three essences of empowerment—marketing, entrepreneurship and philanthropy—leaves his audiences inspired to achieve even the loftiest of goals.

Brett was the co-founder of FirstEnergy Capital (Canada’s leading energy investment bank) and enjoys extensive holdings in real estate, agriculture, sports, and entertainment. A popular television personality, he spent three years on the hit CBC TV show *Dragons’ Den*, where he established himself as the lead deal-making “dragon.”

A noted philanthropist, Brett has sought to inspire, engage, and lead the business community into seeing corporate social responsibility as an opportunity. To this end, he has organized dozens of events and raised tens of millions of dollars for Canadian charities.

This year’s conference also includes a Leadership Panel along with a Q & A with panelists Patrick LaForge, Ruth Kelly, Simon O’Byrne, Dave Mowat and Rachel Miller. City Councillor, Scott McKeen, will be serving as moderator and will facilitate a discussion around the conference’s theme, *Leadership*.

The Student Business Conference is an annual event that showcases MacEwan University students as potential future employees for the business leaders in attendance. With hundreds of business students in attendance, and approximately 50 business leaders, the conference is one of the School of Business’ most anticipated events.

The event takes place February 27, 2015, in the Robbins Health Learning Centre (North West corner of 109 street and 104 avenue) commencing with the panel session at 3:30 p.m., followed by a business mixer at 5:15 p.m. and the keynote at 7:30 p.m.

For further information check the conference website: [MacEwan.ca/sbc](http://MacEwan.ca/sbc)

*Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.*

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