MEDIA RELEASE

Xero announces line-up for Xerocon Brisbane 2019

Xero will host the world's most beautiful and innovative conference for cloud accounting leaders serving small business in Australia, New Zealand and Asia

BRISBANE, AUSTRALIA, WEDNESDAY 7 AUGUST 2019 – Xero, the global small business platform, has announced the keynote speakers and full line-up for Xerocon Brisbane 2019, the largest accounting industry conference in Australasia.

Following the success of Xerocon San Diego and ahead of Xerocon London, the event is expected to bring together more than 3,500 accountants, BAS agents, bookkeepers and financial professionals from across Australia, New Zealand and Asia at the Brisbane Convention and Exhibition Centre, 4-5 September.

This year’s Xerocon theme of ‘Communities of Purpose’ will flow through the event line-up of world class keynote speakers and breakout sessions. The schedule offers an exciting range of hot industry topics across innovation and business growth, leadership skills and customer success, future-readiness, wellness and social psychology. There'll also be a dedicated stage for peer-to-peer learning.

Keynote speakers for Xerocon Brisbane 2019 are:

- Nigel Latta, clinical psychologist and author
- Leigh Sales, award-winning Journalist, host of ABC’s 7.30 program, and author
- Ros Harvey, Founder and Managing Director, The Yield
- Jaya Baloo, Chief Information Security Officer, KPN Telecom
- Peter Baines OAM, charity founder, board director and business consultant

Attendees will also hear from global and regional Xero executives, including:

- Steve Vamos, Global Chief Executive Officer
- Anna Curzon, Chief Product Officer
- Rachael Powell, Chief Customer, People and Marketing Officer
Trent Innes, Managing Director, Australia and Asia
Craig Hudson, Managing Director, New Zealand and Pacific Islands

Trent Innes, Xero Managing Director, Australia and Asia, said, “Xerocon is a yearly opportunity to connect and learn with leading and like-minded professionals, while having some fun along the way. Every year, we love hearing from delegates how inspired they’re feeling after attending Xerocon and how they’re able to apply learnings in their day to day.”

The exhibitor floor will feature representation from across the Xero ecosystem of app partners, including Visa and Stripe that have been named as 2019 Gold Partners. Silver Partners exhibiting include AccountKit, Expensify, Moula and PayPal.

Xerocon is a ticketed event, costing attendees $1,000 for the two days, with tickets to the Xerocon Wrap Party an additional $100. The full schedule for the event and ticketing information can be found here.

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About Xero
Born in the cloud, Xero is a beautiful, easy-to-use platform for small businesses and their advisors. Xero provides its 1.8 million subscribers with connections to a thriving ecosystem of 700+ third party apps and 200+ connections to banks and financial service providers. On the inaugural 2018 Financial Times FT1000 High-Growth Companies Asia Pacific list, Xero was the fastest growing tech company in the $200 million+ segment. Xero won ‘Bookkeeping software of the year’ from the Institute of Certified Bookkeepers UK in 2018, and was rated by Canstar Blue as Australia’s best accounting software over four consecutive years, 2015-2018.