Media Alert

Xero cancels its 2020 Xerocon event in Sydney

With restrictions on travel and large gatherings due to COVID-19, Xerocon 2020 event in Sydney to be cancelled

NEW ZEALAND, AUSTRALIA, SINGAPORE - 29 April 2020 — Xero, the global small business platform, has cancelled its 2020 Xerocon conference for cloud accounting leaders across Asia-Pacific scheduled to be held in Sydney in September due to the global COVID-19 health crisis.

Rachael Powell, Chief Customer Officer, Xero said: “We understand Xerocon is a real highlight on the calendar for much of our Xero community and we did not take this decision to cancel lightly.

“COVID-19 is deeply affecting small businesses, and our accounting and bookkeeping partners are on the frontline navigating their clients through this crisis. With great uncertainty on the year ahead, we must prioritise our community’s health and safety and ensure we are allowing them to stay focused in their communities during this difficult time.

“We understand this will be disappointing, but we can assure you that Xero remains wholeheartedly committed to our community and will be doing everything we can to support and connect during this period.”

Xero has cancelled the Sydney Xerocon event early in consideration of those planning to travel, as well as ecosystem partners, sponsors, speakers and event staff to minimise the disruption and impact on them.

Xero is now considering alternative digital events to connect with its community of cloud accounting leaders to share the latest product and technology news.

The Xerocon event planned for London in November is under review, with a decision yet to be made.

Xerocon includes inspirational speakers, the latest on new technology and industry news and has been dubbed ‘the Coachella for the accounting industry’ - bringing together accountants, bookkeepers and small business customers.

“Xerocon is no ordinary accounting conference. It is where our tight knit community comes together to be challenged, inspired and educated, learn from one another and have some fun. Our plan is to host the Xerocon event in 2021 in Sydney which will be back better than ever,” Ms Powell said.

ENDS
About Xero

Born in the cloud, Xero is a beautiful, easy-to-use platform for small businesses and their advisors around the world. Xero provides its 2+ million subscribers with connections to a thriving ecosystem of 800+ 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 ‘Accountancy Software Provider of the Year’ at the British Business Awards in 2019, and was rated by Canstar Blue as the best accounting software in Australia from 2015-2018 and in New Zealand in 2019.