

# WOMEN'S ENTERPRISE CENTRE

**Lindsay Smith**, Owner  
Massive Media Inc.

Some of the best entrepreneurs fall into business naturally when they find a way to fill an unmet need in the market. For Lindsay Smith, owner of Massive Media Inc. in Vancouver, this was the case.

Ten years ago, Smith was part of a team of students at SFU who came up with a concept they called "GeekRave," a social networking event targeting the 20-something workers in Vancouver's high-tech industry during the height of the tech boom. The first GeekRave drew hundreds of attendees, the next, thousands. The project became GeekRave Productions, with Smith as Director of Public Relations, then President.

GeekRave was really the jumping off point for Smith's entrepreneurial career. She saw there was a niche for helping others to better understand technology, so she launched her first business TechVibes, an online community for business and technology to network, share ideas, resources and information. In 2005 she was given a Top Forty Under 40 Award for outstanding achievement in business by Business In Vancouver Magazine.

Ever the energetic businesswoman, Smith's next step was to take what she'd gleaned from GeekRave and TechVibes and launch a technology tradeshow for entrepreneurs. From 2005 to 2009, The Massive Technology Show was Canada's leading business technology tradeshow and conference attracting thousands of entrepreneurs and business executives to several urban centers across Canada, including Vancouver and Toronto.

"The Massive Show was very popular and helped empower the everyday user to understand technology," says Smith. "But after the year we've had with the recession, I decided it was time to give the show a face-lift."

This April, Smith's company, Massive Media Inc. will launch the F5 Expo, an updated tech tradeshow in Vancouver. The new name, F5, stands for the refresh function key on a computer, a techy twist on the expo's theme of refreshing business strategies.

"I've learned that there are three key areas of technology that business owners are interested in: online marketing, social media, and mobile technology. The F5 Expo will cater to business people, from entrepreneurs to CEOs, who want to learn how technology can change and improve their businesses," says Smith.

And some big names will be coming out, like keynote speaker Malcolm Gladwell, author of *The Tipping Point*, *Blink*, *Outliers*, & *What the Dog Saw*. He'll be speaking about the explosion in social media and what it means.

In addition to launching the largest tech tradeshow in Canada, Smith also keeps a blog, [techlinz.com](http://techlinz.com) which she uses to help people better understand technology in a constantly changing world.

Looking ahead at her future as an entrepreneur, Smith plans to stay on the slow and steady path. "I hope to look at what I'm doing really well in business and continue to focus on that and build on it. Growth will happen if you're serving the market well."

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