



BC Chapter of the
American Marketing
Association

UPCOMING EVENT



EVENING SPEAKER SERIES

Improve Bottom Line and Truly Connect Through Digital

A brand, a smartphone and a social media app walk into a bar...

What happens next? We don't know. Without a digital strategy, the brand didn't connect with its consumers to deliver the necessary information.

How can brands develop digital opportunities to effectively engage their consumers and improve the bottom line? With experience helping top brands like Nike, Starbucks and Microsoft do just that, John Ounpuu, Vice President of Strategy at Blast Radius, will share insights into the three things that brands need to do to remain competitive in today's digital world.

To find out the latest trends and discover digital's place in the overall marketing mix, join John and these other top digital strategists:

WHEN

Thursday, February 20, 2014

6:00 pm: Registration
6:30 pm to 8:00 pm:
Presentations, Panel, Q&A

WHERE

Renaissance Vancouver
Harbourside Hotel,
1133 West Hastings Street,
Vancouver
[Directions](#)

PRICE

Members: \$55
Non-Members: \$60
Collegiate: \$35
Students: \$40

REGISTER NOW

or call 604.564.1AMA
(1262)