

## NEXT LEVEL GROWTH Seminar for Business Owners

### *Omnichannel Marketing*

Date: October 19, 2016

Location: Modesto A. Maidique Campus CBC 232 Special Events Room

### Agenda

7:30-8:00am 8:00-8:05am  8:05-8:15am	<p><b>Breakfast and Networking</b></p> <p><b>Welcoming Remarks</b> By Dr. Walfried Lassar, Associate Dean, Alvah H. Chapman, Jr., Graduate School of Business Ryder Systems Professor and Professor of Marketing Florida International University – College of Business</p> <p><b>Introductory Remarks</b> By Pablo Pino, TD Bank South Florida Market President – Commercial</p>
8:15-9:00am	<p><b>Session I: Winning the Customer Journey and Measuring the Impact of Each Channel</b> Understand how to efficiently reach your consumers and the full impact of your campaigns. <b>Presentation: Antoinette Mendoza, Director of Digital Marketing, Roar Media</b> <i>Forty five minutes</i></p>
9:00-9:15am	15 Minute Coffee and E-Mail Break
9:15-10:00am	<p><b>Session II: The Rocket Fuel for Small Business and Delivering Across Platforms</b> Informing your consumers of your expertise with original content and successfully applying brand implementation and adaptation. <b>Presentation: Michael Farnham, Account Executive, Roar Media &amp; Andres Rivadeneira, Graphic Designer, Roar Media</b> <i>Forty five minutes</i></p>
10:00-10:20am	20 Minute Coffee and E-Mail Break
10:20-11:35am	<p><b>Real Stories:</b> Panel of SME business owners <i>One hour presentation with Fifteen minutes of Q&amp;A</i> Moderator: Gregory Maloney, Instructor, Department of Marketing, Florida International University – College of Business Panelists:</p> <ul style="list-style-type: none"> <li>• Adrian Morales, VP of Audio, Heiga Studios</li> <li>• Kristina Jones, Co-Founder, Court Buddy</li> <li>• Joel Brown, Founder &amp; CEO, DocuVital</li> </ul>
11:35-11:50am	15 Minute Coffee and E-mail Break
11:50-12:50pm	<p><b>Lunch and Keynote Speaker</b> <b>Presentation: Rachele M. Franklin, CEO, Frontline Marketing and Promotions</b></p>
12:50-1:00pm	<p><b>Closing Remarks</b> By Jacqueline Sousa, Regional Director, FIU College of Business, SBDC</p>