

Business Marketing IQ

9th Annual Future Forum

November 6th, 2019 • Universal Eventspace in Vaughan



TIME	PRESENTATION	SPEAKERS
7:30 to 8:30 am	Continental Breakfast & Networking	
8:30 to 8:40 am	Opening Introductions & Welcome	 Tom Mason <i>Sonepar Canada</i> Director Communications & Business Development Marketing & Communications Chair, <i>Electro-Federation Canada</i>  John Jefkins <i>Electro-Federation Canada</i>
8:40 to 9:30 am	Key B2B Marketing Trends You Simply Cannot Afford to Ignore	 Mark Morin <i>Strategies</i> President
9:30 to 10:30 am	Emergence of the Most Demanding Customer in History: Preparing to Win & Keep Their Trust	 Michael Hanna <i>Shopify Plus</i> Revenue Operations Senior Lead
10:30 to 10:45 am	Networking Break	
10:45 to 11:30 am	Customer Centric Product Innovation : Transforming Application of Standards Using Personalization, AI & Augmented Reality	 Anand Inbasekaran <i>CSA Group</i> Director, Digital Transformation
11:30 to 12:00 pm	Industry Panel on Business IQ - How trends in automation, artificial intelligence, e-commerce and data are impacting the purchasing journey that your customers are undertaking	Mark Morin <i>Strategies</i> Michael Hanna <i>Shopify Plus</i> Anand Inbasekaran <i>CSA Group</i> Moderator, Tom Mason, <i>Sonepar Canada</i>
12:00 to 1:30 pm	EFC Marketing Awards & Lunch Announcing 6th Annual Marketing Awards Recipients	 John Jefkins VP, Member Engagement & Corporate Partnerships, <i>Electro-Federation Canada</i>

For more information, visit:
www.electrofed.com/events/future-forum/

EFC CORPORATE SPONSORS

