

# AGENDA

The Strategic Advantage of Omnichannel Approaches Across Industries

## Executive Dinner

### SPEAKERS



**Avi Malhotra**  
AVP, Digital & AI  
[Cox Communications](#)



**Jelena McMillan**  
AVP Marketing  
[MiMedx](#)



**Amen Boyd**  
Director, Digital  
Marketing  
[Flowers Foods](#)



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Digital Marketing  
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**Yasmine Ndassa**  
VP Data Strategy &  
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**Bryon Colby**  
Chief Digital  
Marketing Officer  
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**Jean-Paul Elbekian**  
VP of Marketing  
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### THE STRATEGIC ADVANTAGE OF OMNICHANNEL APPROACHES ACROSS INDUSTRIES



**September 24, 2024**

5:30 PM-9:00 PM

Eastern Time

In today's business landscape, customer experience and engagement are more crucial than ever, making the adoption of an omnichannel approach a strategic advantage for companies across all industries. By harmonizing online and offline efforts, organizations can overcome the limitations of a solely digital-centric approach, delivering a more cohesive and impactful customer

experience. This session will delve into the essential role of omnichannel strategies in cutting through the digital noise and fostering deeper customer relationships, sharing insights on how these strategies not only enhance your marketing mix but also amplify its various facets. Leveraging digital insights to inform omnichannel engagement, companies can build stronger relationships and maximize marketing impact even in budget-constrained times. Ensuring all media channels are accountable for business outcomes will also be discussed, highlighting the importance of integrated marketing efforts.

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