

Customer Digital Footprint

Business opportunities and challenges



Welcome to Business in the Age of the Empowered Consumer. Always Connected, Always On-the-Go, Always Informed. It's a data-driven, customer centric world now. Data is growing by the second and offers an incredible opportunity to understand your consumer, like never before. The business of marketing has seen a corresponding change in complexity. Successful brands must embrace these challenges and do the right thing (not just the easy thing). Modern brands need solutions to attract the right customers, manage their journey and increase revenue. They need to use integrated information from cross-channel, content, and social marketing with data management, to deliver personalized customer experiences across all marketing channels.

Sponsored by **ORACLE**

Oracle speakers

- **Lee Randle**, Oracle Marketing Solutions Manager, South Eastern Europe (presentation in english)
- **Leonardos Grielas**, CX Principal Sales Consultant CEE & CAT

Panel Participants

- **Sergios Dimitriadis**, Associate Professor, Department of Marketing & Communication, Athens University of Economics and Business
- **Katerina Nikolaou**, General Secretary, EIM

18.11.2015

17:00 - 20:00

EEDE premises

200 Ionias Avenue & 61 Iakovaton Str.
Kato Patissia - 111 44, GR

On the spot registration is possible, however limited sitting is available, so please register now and secure your participation in the 3rd Marketing Workshop. We look forward to seeing you there.

Online Registration

If you are not member of EIM, you can register now. [More information](#) at 210 21 12000 (int. 714). Mr. Dimitris Fotiadis | e-mail: eim@eede.gr.

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