

# AGENDA

The Strategic Advantage of Omnichannel Approaches Across Industries

## Executive Dinner

### SPEAKERS



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



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

**Amen Boyd**  
Head, Digital Marketing &  
Media  
[Strength of Nature](#)



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



**Yasmine Ndassa**  
VP Data Strategy &  
Analytics  
[Sylvan Road Capital  
LLC](#)



**Byron Colby**  
Chief Digital Marketing  
Officer  
[Purchasing Power](#)



**Jean Paul Elbekian**  
VP of Marketing  
[Greensky](#)

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**September 24, 2024**

5:30 PM-9:00 PM  
Eastern Time

**The Strategic Advantage of Omnichannel Approaches  
Across Industries**

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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