

spark
festival



We're part of Spark

DATA BUZZ 2020: GROWING YOUR BUSINESS WITH DATA

Major Sponsor



ONLINE: Wed Oct 14 5:10PM AEDT

Agenda

Welcome note

Gemma North - Community Engagement Coordinator – North Sydney Council

Introduction

Vincent Motte – Managing Director Carnac Group

Why is data the catalyst to grow your business?

Panel Discussion

QA



Introducing the panel



Vincent Motte
Managing Director



Paris Cockinos
CEO



Kate Blecich
Business Advisor Director



Ivan Bate
IT Transformation Manager



Importance of Customer Relationship



Build relationships with multiple people
Less emotions
Longer and more complex decision cycle



More emotions
Impulsive versus informed
Short / Long cycles



How to understand your existing customers?



Social Media



External Data

360 view
Marketing
Segmentations
Engagement
Planning
End to end process (not just sales)

CRM is not an option anymore



Panel discussion



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