

2019 MARKETING TRENDS

presented by UM Marketing Communications students

THURSDAY, OCT. 4
12:30-1:45 P.M.
COMER AUDITORIUM

Students will present bite-sized presentations relevant to small businesses and nonprofits within Shelby County. The presentations will be followed by a short Q&A session.

12:30-12:40 P.M.....	CREATIVITY, NOT CONFORMITY
12:40-12:50 P.M.....	IN-STORE PERSONALIZATION
12:50-1 P.M.....	REVIEWS & REPUTABLE CONTENT
1-1:10 P.M.....	INSTAGRAM STORIES
1:10-1:20 P.M.....	LIVE VIDEOS
1:20-1:30 P.M.	AUGMENTED REALITY
1:30-1:40 P.M.	CHATBOTS
1:40-1:45 P.M.	FINAL QUESTIONS

Small businesses, nonprofits and the general public are welcome to attend.