

# EFC's 10<sup>th</sup> Annual Future Forum: Rethinking the Customer Experience

# NOV 5, 2020

Zoom Webinar  
1:00 pm EST

TIME	PRESENTATION	SPEAKERS
1: 00 pm	Opening Introductions & Welcome	 <b>John Jefkins</b> VP, Member Engagement & Corporate Partnerships, Electro-Federation Canada
1:10pm - 2:00 pm	The 6 Omnichannel Fundamentals	 <b>Spencer Henderson</b> Junction 59 Strategist
2:00 pm - 2:45 pm	Customer Centricity: Combining Data, Physicality and Connectivity	 <b>Kristi Tomasin</b> Canada Post Director, Smartmail Marketing
2:45 pm - 3:15 pm	Zoom Chat Room Q&A	 <b>Tom Mason</b> Sonepar Canada Director Communications & Business Development Marketing & Communications Chair, Electro-Federation Canada

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For more information, visit:

<https://www.electrofed.com/events/the-future-forum/>

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