



Seth Mattison Program Description

**ALL OF SETH MATTISON'S SESSIONS ARE HIGHLY CUSTOMIZED AND DETAILED
SESSION DESCRIPTIONS FOLLOW INITIAL BRIEFING AND BACKGROUND RESEARCH**

Accelerating Accessibility: Strategies for Engaging the Connected Consumer

We're witnessing the greatest fundamental shift the world has ever seen in the way we organize, collaborate, connect, and contribute. Whether it's empowered clients connecting with your brand in new ways or engaged employees amplifying their voices, the walls that have divided us are crumbling down.

Leading this evolution is a new generation disrupting every industry and market segment they occupy. Digitally charged and hyper-connected, they are rewriting the rules of engagement. In response to this dynamic shift, a new ethos and view of the world will be required by brands today - one more human, authentic, and accessible to all.

In this session, Seth will bring to life this new-networked view of the world. He'll offer new insights, best practice recommendations, and actionable tools to foster long-term loyalty and brand preference amongst the next generation of consumers.