

WHY 2019'S IMPATIENT CUSTOMERS ARE DEMANDING AMAZON-STYLE PERSONALISATION

Today, the great paradox for business is that consumers have more options of where to purchase than ever before – but less and less time to spend it. All of which means, increasingly, savvy customers now expect brands to do the hard graft for them. In this Mumbrella sponsored lunch, personalisation experts Sitecore will explain how brands are using new technology to automatically adapt their web presence to readers – based not just on how they've previously interacted, but what they've been doing elsewhere online. They will be joined by Sebastian Banks from Hastings Deering, who will explain how the process works, and what they've learnt about their business since implementing the new technology.

Speakers



Paige O'Neill
CMO,
Sitecore



Sebastian Banks
Head of customer experience
and digital transformation,
Hastings Deering

Date: Friday, March 1

Time: 12.30pm arrival

Venue: Urbane Restaurant

Address: 181 Mary Street, Brisbane, QLD 4000

To **RSVP** please email
events@mumbrella.com.au

Please advise of any dietary requirements with your RSVP.
Invite non-transferable.

By agreeing to this invite, you consent to further communication from Mumbrella and Sitecore.

Please note delegates will be accepted on a first-come, first-serve basis.