



VETHEALTHGLOBAL™
The International Animal Health & Nutrition Business Conference

Charlottetown, PEI, Canada | June 12-14, 2017

Insight, Foresight, Leadership

Communicating Your Brand in a “Digital World”

While you are consumed with the entrepreneurial challenges of developing and delivering a new product, the marketing and communication world is experiencing the greatest disruption since the printing press. It's euphemistically called the “digital world”, but in reality is a confusing, complicated, multi-channel, data-encumbered, propensity oriented world.

Join branding rebel Claire Lamont ([Smak Marketing](#)) and veterinarian/market research guru Ken Rotondo ([Mind Genomics](#)) for this enlightening and entertaining workshop that will change the way you think, what to say, how to say it, and the whom.



Claire Lamont, CEO, Smak



Ken Rotondo, DVM, MBA, President,
Mind Genomics Advisors

Monday, June 12, 2017 *Sir John A Ballroom, Delta Prince Edward Hotel, Charlottetown*

10:00-11:00am	Registration, Coffee and Networking
11:00-11:10am	Welcome and Introductions Rory Francis, Chair of VetHealth Global
11:10-12:00am	Session Overview and Presentation Claire Lamont, CEO, Smak
12:00-12:30pm	Lunch Buffet and Networking
12:45pm-1:45pm	Presentation Ken Rotondo, President, Mind Genomics Advisors
1:45-2:30 pm	Workshop with Claire and Ken
2:30-3:00 pm	Q&A/Concluding Remarks

Presented by

Emergence
Canada's Bioscience Business Incubator

Register today! \$200 + hst, includes workshop and luncheon