



A Discussion & Overview on:

DIGITAL TRANSFORMATION

- What actually is it?

July 5, 2019 | Marriott Hotel, Karachi | 9:30 am - 11:30 am

Synopsis:

The threats have been going around for a while now:
'If you don't digitally transform your business then your business will die'.

But what does 'Digitally Transform' actually mean?

- Should I buy new IT equipment?
- Should I build an eCommerce website for my brick-and-mortar shop?
- Should I put ads on Facebook and on Google rather than in the newspaper?
- Should I send promotional emails to potential customers rather than stuffing flyers into mailboxes?

Well, that's actually not it. 'Digital' here refers to a MUCH bigger picture. And surprisingly, it's NOT about the technology itself - 'digital' just provides the tools. In reality, it's all about your customers!

In this two hour talk Dr. Frank Peter will discuss insights from his upcoming book:

Digital Transformation - Understand it to Embrace it (or get out of the Way)
A knowledge Guide for Senior Managers, C-Suite Level Executives and Board Members

Dr. Frank will guide you thru the basics of what Digital Transformation for your company actually is, how you can prepare yourself for it, and how you can lead your organization in the right direction.

Digital Transformation is a process, meaning that every aspect of it can be learned. Don't shy away from future proofing yourself and your organization simply because you lack the knowledge or fear the unknown. Come and learn what it actually means - not only as a concept but in real-world, day-to-day operations.

Facilitator's Profile: **Dr. Frank Peter, Ph.D.**

- Expert in Digital Marketing & Digital Transformation
- Over 15 years of experience as Keynote Speaker at International Conferences and Corporate Events
- Certified Google Educator
- Author of Digital Marketing Strategies for Decision Makers (Book is available at Amazon)
- Associate Faculty at Graduate Business School, University of Uatara and Advisory Board Member for International University of Malaya Wales, Malaysia



To know more about **Dr. Frank Peter**, contact him at LinkedIn: <https://www.linkedin.com/in/drfrankpeter/>

Registration Fee PKR 5,500+SST Per Participant

(Fee Includes: Refreshments & Networking)

...only from Octara!!!



For Registration & Details:

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