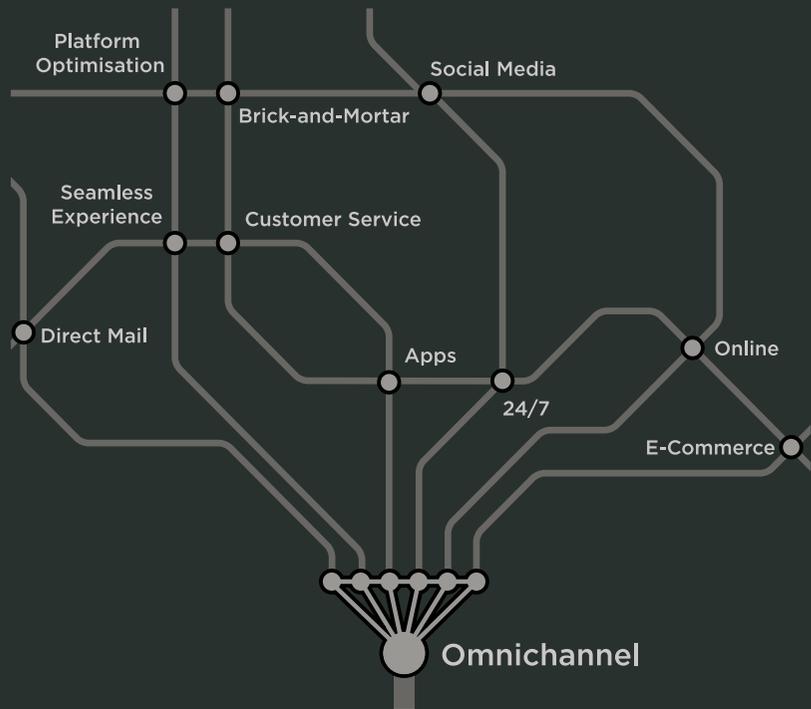


# READY FOR AN OMNICHANNEL WORLD?

Alumni Event Series: Taking the BBS Community Global



November 28, 2015 - 9:15 AM  
Bologna Business School  
Villa Guastavillani, Via degli Scalini 18 - Bologna

studiosalscomunicazione

Today, customers can buy through more than one channel, for example the bricks-and-mortar store, the Internet, mobile devices, call centers rather than the store alone. This means that the distinction between physical and digital channels is to evaporate, leading the show to a truly omnichannel experience. The key challenge for firms is then, to propose their customers an integrated channel system in which channels support one another. This to guarantee a cohesive and satisfying customer experience that can also positively influence the firm's profit.

The purpose of this conference is to spark and feed a dialogue between the leading firms in channel integration, a major expert on this topic at the global level (Venky Shankar) and our alumni community. The meeting will feature keynote talks from leading firms presenting their current and future challenges which are not different from the challenges that look ahead of most Italian and global firms.

## SPEAKERS

**Dario Tecci** Global Strategic Marketing & Application Manager, ABB S.p.A.

**Gabriele Tazzari** Research & Development Director, Yoox-Net-A-Porter Group

**Federico Sforza** Senior Vice President, UniCredit

## GUEST SPEAKER

**Venky Shankar** Professor of Marketing at Mays Business School, Texas A&M University and Director of Research at the Center for Retailing Studies

## MODERATORS

**Elisa Montaguti** Associate Professor of Marketing, University of Bologna and Global MBA Director, Bologna Business School

**Sara Valentini** Associate Professor of Marketing, University of Bologna and Associate Dean, Bologna Business School

The conference will be followed by **"Management Talks: perspective & key challenges"** focused on managerial challenges.

Discussant: **Fabio Ancarani**, Full Professor of Marketing, University of Bologna, and Associate Dean, Bologna Business School.

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To confirm your participation  
please register at  
[www.bbs.unibo.it](http://www.bbs.unibo.it)  
by November 26, 2015.