

BUSINESS INSTITUTE

Presents:

Toss Out the Rulebook! Top Consumer Trends for 2017

Presenter:



Alice Greene
Vice President, Research Services



Alice will present the top 10 trends that will impact the way we need to motivate and manage today's consumer. You will hear:

- *An overview of the genesis of each of the trends*
- *How trends will affect the marketplace*
- *Insights to spark ideas on how brands and businesses can respond*

You don't want to miss this!

Wednesday, February 15, 2017

11:30A.M. – 1:30P.M.

Koppers Building

436 Seventh Avenue

9th Floor – Grant Room

Cost: Members: \$10.00 Non-Members: \$25.00
(Includes Boxed Lunch)

RSVP By: February 13, 2017

412-392-0610 or information@aaccwp.com

Please plan to attend