

Asian Women in Business

presents

Digitally Speaking: A New Reality

Friday, July 15, 2016

The Metropolitan Museum of Art

The Ruth and Harold D. Uris Center for Education

6:00 pm to 8:00 pm Discussion

8:00 pm to 8:45 pm Guided Tour

Digital media is now the most important source for art, entertainment, news, shopping and social interaction. As we become more mobile, we want access anytime and anywhere, making it necessary to be available in the micro-moment in order to reach the broadest audience and their influencers. Can organizations keep up? Can we afford not to?

Our panel of experts will discuss how organizations have been transformed by the digital age. What benefits have they seen when they engage with audiences and supporters in new, more effective ways? Has this brought in different consumers, while also engaging their current user base?

After our discussion, Sree will take us on a private guided tour through the galleries where we can see the Met the way he does.

Featured Speakers:

- * **Angela Fung, Executive Director/Sr. Partner, Digital Production, Ogilvy & Mather**
- * **Aditi Malhotra, Owner, Founder, Chocolatier, Tache Artisan Chocolate**
- * **Sree Sreenivasan, Chief Digital Officer, The Metropolitan Museum of Art**

Moderator: Michele Fino, General Manager, Instrumental and Program Committee Member, AWIB

Light Refreshments Served



RSVP required at www.awib.org/events

An AWIB members only event

For more information, call **212-868-1368** or email info@awib.org