



# Speaker

# RYAN JENKINS

**Marketing and Selling to Millennials and Gen Z**

Earn the attention, trust and business of next generation buyers. Millennials and Gen Z buy differently than previous generations. Mobile technology, ubiquitous connectivity, and the social web have forever changed the buying expectations of emerging generations.

Marketing and sales techniques of the past won't work.

This session provides tips on how to reach Millennials and Gen Z.

