

Organisation: **Insight Academy of Entrepreneurship and Innovation.**

Location: Melbourne, Australia.

Event: Masterclass

Dates: August 27th 2019

Link: <https://www.eventbrite.com.au/e/the-use-of-chatbots-in-business-masterclass-tickets-68939739617>

THE USE OF CHATBOTS IN BUSINESS

Speakers: **SANTI VELA**



Masterclass
PRESENTED BY INSIGHT ACADEMY

THE USE OF
CHATBOTS
IN BUSINESS



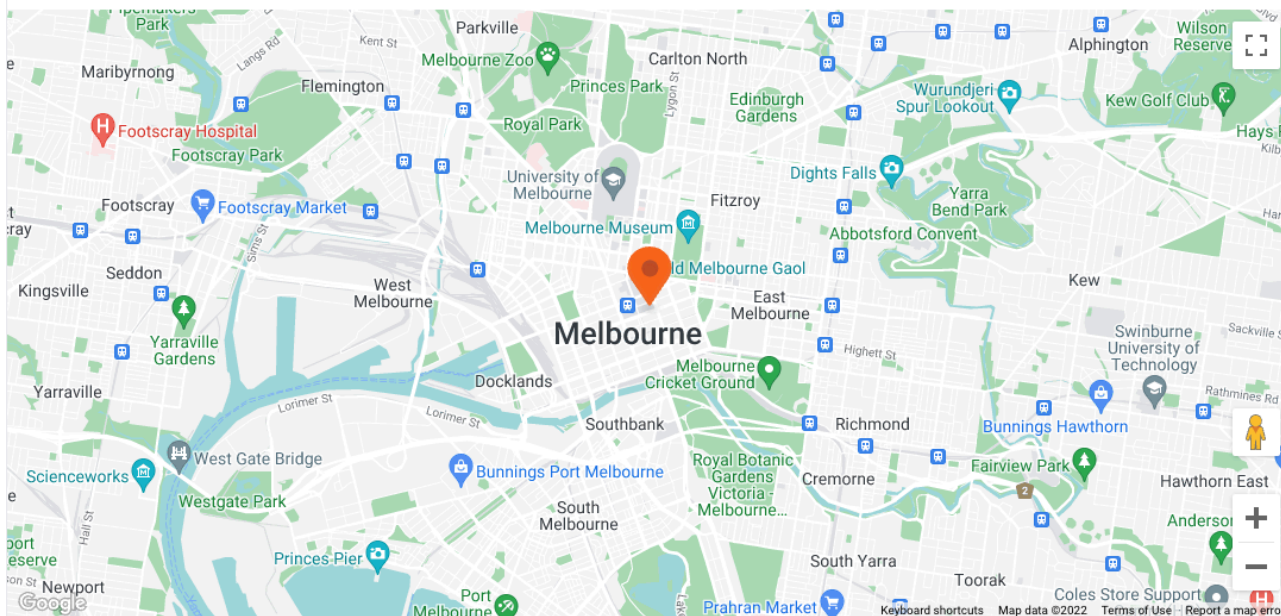
SANTI VELA
CRM, ADVANCED ANALYTICS
& DIGITAL MARKETING
SPECIALIST



INSIGHT
ACADEMY

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The use of CHATBOTS in Business | Masterclass

at

Insight Academy of Entrepreneurship & Innovation

209 Lonsdale Street, Melbourne, Vic 3000





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Description

THE USE OF CHATBOTS IN BUSINESS

Come along to learn about what are the new trends regarding Chatbots and how you can implement them in your business to improve the performance amongst several areas of your company.

This masterclass will cover Chatbot ROI and Performance, Chatbot user experience, design and how to leverage chatbots as part of your customer experience and marketing strategy.

ABOUT THE SPEAKER: Santi Vela

Coach at Insight Academy + Marketing Lead and Digital Transformation at PACCAR

Advisor to organisations interested in pursuing a customer-centric marketing agenda, with a specific focus on the transformation of the enterprise through People, Processes and Technology. Extensive global experience in marketing management, strategy and execution. Experience working closely with C-Suite Executives and superior communication skills and marketing acumen to engage stakeholders, assess business needs and consolidate findings. I'm able to take complex information and concepts and translate them into actionable and easy to understand Marketing Strategy.

Date and time

Tue, August 27, 2019
5:30 PM – 7:30 PM AEST

Location

Insight Academy of Entrepreneurship & Innovation
209 Lonsdale Street
Melbourne, Vic 3000
[View Map](#)

Refund policy

Refunds up to **1 day** before event
Eventbrite's fee is nonrefundable.

Tags

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- Melbourne Business Seminars



Insight Academy

Organizer of The use of CHATBOTS in Business | Masterclass

Insight Academy wants to disrupt the education industry. The World keeps changing and we believe in real-world experiences. Our vision is to give students the skills, mindset and knowledge they will need to succeed in a new competitive economy. Insight Academy is a place to network, build community and collaborate. We aspire to be leaders in quality education, offering real outcomes.

The future is Insight Academy! Are you ready to join the community? ;)

