

EVENT

2020: The Year Everyone Became a DTC Brand

June 17, 2020

Businesses around the world have had to reshape themselves to go direct-to-consumer – a massive shift in the customer experience that most of us will expect long after COVID 19 is gone. Some businesses have had more work to do – *and have had more success* – than others.

In this *Powering Up* webinar by the Calgary Chamber, Critical Mass will share how doing it successfully starts with understanding the values and needs of customers in your category in ways your competition doesn't, and the 6 things any business needs to do to be DTC.

Dive into the Direct To Consumer (DTC) world with Critical Mass' President, Chris Gokiart; Strategy Directors, Scott Sinclair and Chrissie Graboskie.

Wednesday, June 17, 2020 // 10:00am - 11:00am MST

[Register here!](#)

McLeod Law and Rogers are co-sponsors of the Powering Up webinar series by the Calgary Chamber.

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Presented by:



#Here4YYC



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