



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

**GINA MULIC**

*Senior Manager, Strategic Training  
Hootsuite*



### ABOUT THE SPEAKER

Gina Mulic is the senior manager, strategic training, at Hootsuite, a premier social media dashboard. Mulic, who joined Hootsuite in January 2017, leads a team of social media strategists who help clients digitally transform into social enterprises. With nearly 15 years of experience in the social media space, Mulic has been an independent social media consultant and has supported numerous brands at the agency level.

During her tenure at Rogers Communications, a Toronto, Canada-based telecommunications and media firm, Mulic launched a social customer care program, supported high visibility social broadcast events and served as the social best practices lead for the firm's media brands. Her broad experience also includes communications roles at Nortel.

Mulic is actively involved in numerous community initiatives, having volunteered as a crisis counselor for victim services and is a regular fixture at charity runs throughout the Toronto area. She has been a panelist at PodCamp, The Customer Response Summit and at numerous programs hosted by the Canadian Marketing Association. Her social media specialties includes internal social collaboration, community building, social customer care and governance.

Mulic earned a bachelor's degree in commerce, marketing from the University of Alberta and a bachelor's degree in radio and television arts from Ryerson University.

### PRESENTATION SUMMARY

#### **Build a Social Enterprise in Insurance Services**

Social media is fundamentally changing how we communicate with customers across every stage of their buying journey. The customer experience is critical so it is instrumental for organizations in regulated industries to refocus their efforts to optimize and engage effectively with their customers at every touch point in this journey.

During this presentation from Gina Mulic at Hootsuite, we will focus on the importance of staying relevant and competitive in insurance services in the age of digital and how enterprises can leverage the power of social media to make an impact on their business, while remaining secure and compliant.

By attending this informative breakout session, you will also learn to:

- Understand the top challenges facing the insurance industry on social and actionable solutions to address them, while remaining compliant and top of mind for your customers.
- Gain a deeper understanding of digital transformation and what it means for regulated industries. Learn best practices for adapting and optimizing your organization for this technological and cultural digital shift to remain competitive.
- Grasp proven strategies to bring social to every corner of your business and how you can easily integrate into your core digital systems.

Additionally, you will walk away with the knowledge to develop a better understanding of an exciting digital transformation happening in the customer buying journey and how your organization can benefit from connecting with them at every stage.