

IRDL SPEAKER SERIES

PRESENTS: *Carrie Lysenko*

Did you know...?

Over 3.4 Million Canadian use TikTok each month.

Your grandparents are one of the fastest growing demographic of SnapChat users.

Social media users spend 10x more minutes on Facebook than Reddit.

Top Trends Shaping Digital Marketing in Canada

Learn all kinds of weird and wonderful facts about online media usage in Canada from digital product and marketing pioneer, Carrie Lysenko. Carrie is the Chief Operating Officer at Zoocasa Realty Inc., an online property search engine and full service brokerage. She has held senior digital product and marketing roles at The Weather Network and the Toronto Blue Jays. She also teaches Digital Marketing at York University, in the School of Continuing Studies. Join her to find out more about what makes Canadians Tik(Tok).

THURSDAY MARCH 12

12:30 PM - 2:00 PM

VARI HALL A

All are welcome

For event details visit
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Presented by:



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