

## NYS Adult-Use Cannabis Licensing Series: Emerging Market Trends and the Importance of Marketing for Retailers | Tuesday, March 14, 2023



February 28, 2023 | **EVENTS**

**Hear from industry leaders who will discuss:**

- Marketing trends in emerging markets
- Methods for and keys to data collection
- Importance of compliant marketing
- Designing and constructing the right loyalty program
- How to use automation and targeted marketing to personalize messaging and drive sales
- Lessons learned from the rollout of the Conditional Adult-Use Retail Dispensary (CAURD) program in 2022
- Impact of CAURD program delays on the NYS adult-use market
- What to expect for adult-use retail licensing and operations in 2023

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