

Part III: Lippes Mathias NYS Adult-Use Cannabis Licensing Series, Thursday, August 4

NYS Adult-Use Cannabis Licensing Series

PART III: Maximizing Visibility and Consumer Engagement through Cannabis Compliant Marketing and Data Analytics



July 14, 2022 | **EVENTS**

Cannabis marketing industry leaders from Headset, Springbig, and Range Marketing will discuss:

- How to develop a brand-specific, industry-compliant marketing plan
- How to use your marketing plan to boost revenue and build customer base
- How to capture and attract consumers at each phase of the “buyer’s journey”
- How to inform your business strategy with real-time cannabis consumer trends and market intelligence

Register Today!

Date/Time: Thursday, August 4, 2022

- Program: 3:00 - 4:00 p.m.
- Networking: 4:00 - 5:00 p.m.

Location:

- [Join us in person at Lippes Mathias](#) (50 Fountain Plaza, 7th Floor, Buffalo, NY) with refreshments and networking to follow
- [Or join us virtually via Zoom.](#)

Click here to join:

- [In Person](#)
- [Virtually](#)

Related Team



Thomas B. Hughes
Partner | Team Co-
Leader - Securities



Ryan V. Stearns
Partner | Team
Leader - Cannabis