



# Adapting to a Digital-First World: Strategies that Will Keep You Relevant in 2022

Digital experiences are multi-faceted and omnichannel, making them far more complex than offline customer experiences. In this virtual seminar with live Q&A, you'll learn:

- How robust digital strategies can create rich customer experiences and boost top and bottom lines.
- What mindset changes your business may need
- How to harness the power of a great digital experience
- How your organization can adapt and thrive in a digital-first world.



**Rasitha Herath**  
Sr. Web Programs Manager  
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Rasitha Herath has close to two decades of experience crafting high-impact digital strategies that build brand, inspire action, and grow market share.

His experience spans across multiple industries including education, healthcare, travel, and software. Currently, he oversees PNNL's external web presence.

**Tuesday**  
**October 12, 2021**  
**12:00 pm – 1 pm Pacific Time**

*Open to the public*

- PRSA members: Free
- Non-PRSA members: \$10

*All attendees will receive a tip sheet afterward.*

Register to obtain the link [here](#)

**PRSA** Public Relations Society of America

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