

80 CEOs to attend Google's executive breakfast forum

Google will be hosting 80 chief executive officers and top business executives at its executive breakfast forum being held in Lagos today, 24 July 2014.



The Google executive breakfast forum which has been put together by Google Nigeria in collaboration with the Association of Advertising Agencies (AAAN), Media Independent Practitioners of Nigeria (MIPAN) and Advertisers Association of Nigeria (ADVAN), is aimed at helping top business executives understand how to leverage web tools and platforms to expand their reach and increase revenues.

Says Google's Communications & Public Affairs Manager, West Africa, Taiwo Kola-Ogunlade, "The internet is fundamentally changing the way businesses go to market. With over over 55 million Nigerians connecting, sharing information and purchasing online, business executives need to strategically rethink how they leverage the platform.

"The aim of the executive breakfast forum is to help top executives understand how online tools can, and are being used to grow their turnover and build business profiles".

The forum is the one in the series of trainings being held by Google Nigeria in July with the aim of boosting the digital competence of marketing and top business executives.