



WESTMINSTER
MEDIA FORUM

Engaging with Millennials and Generation Z: commercial opportunities, trends and marketing strategies 22nd November 2016

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About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: Engaging with Millennials and Generation Z: commercial opportunities, trends and marketing strategies held on 22nd November 2016. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

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