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## Press release : 2013 : 09 : 04 : Walgreens Bayside Business Forum to focus on HSN brand marketing

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## Walgreens Bayside Business Forum to focus on HSN brand marketing

Posted September 4, 2013 at 9:38 am by [Tom Scherberger](#)



**Dan Saginario, DVP of Brand Marketing at HSN, is the featured speaker at the 2013-14 inaugural Bayside Business Forum.**

The 2013-2014 season of the Walgreens Bayside Business Forum will kick off with a discussion of one of the most pressing concerns of brand managers and marketers today: how to turn consumers into evangelists who will voluntarily share their love for a brand with their friends and contacts online.

The forum, "HSN Redefines the Shopping Experience," will be held Sept. 13 from 7:30 a.m. to 9 a.m., at Franklin Templeton, 100 Fountain Parkway N, St. Petersburg.

Dan Saginario, HSN's Vice President of Brand Marketing, will share how HSN is breaking down boundaries and redefining the shopping experience through the new era of Boundaryless Retail.

*"Today's consumers expect more than satisfactory customer service in exchange for their business. They expect great experiences and relationships with brands," said USF St. Petersburg [College of Business](#) Dean Maling Ebrahimpour, Ph.D.*

"When it comes to developing relationships with customers based on trust, empathy and deep insight into their changing needs and lifestyles, few companies do it better than HSN. We are thrilled to have Dan share his expertise with us and look forward to an engaging talk."

The Walgreens Bayside Business Forum is presented by the [USFSP Dean's Advisory Council of the College of Business](#). The series focuses on interdisciplinary collaborations that are shaping Florida's business future.

The Forum is free and open to the public. Continental breakfast and coffee will be served. Seating is limited, so reservations are requested. To RSVP, please call (727) 873-4700 or e-mail [cob-events@usfsp.edu](mailto:cob-events@usfsp.edu) by Wednesday, September 11.

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