

Announcing Blockchain Briefings for Business Leaders

Bryanston Country Club – Tues 21 & Wed 22 Aug
Cpt – Thurs 23 & Fri 24 Aug

Paul Tatro, a uniquely qualified independent US consultant, author of *Blockchain Unchained*, a best seller on Amazon, will run two incisive briefings, Jhb & Cpt and he will explain how Blockchain transforms customer experiences and business practices sooner rather than later.

The irresistible appeal of Blockchain is that each stage of the process from origin to customer is recorded in a series of blocks which cannot be amended by any third party and transparent for the participants, so providing reliable tracking information, avoiding documentation duplication and allowing the originator to directly communicate with the customer. Resulting in smart contracts based on very reliable data and major cost reductions through eliminating middleman, radically reducing pilferage, radically reducing waste, all adding up to irresistible savings and much improved customer service. Blockchain will integrate with AI and IoT methodologies.

The applications will pervade industry and commerce supply chains, and Paul Tatro will explain much more and demonstrate much more during his briefings.

Useful attachments include the [syllabus](#) for the briefings, articles by Paul, and in particular I recommend "[Blockchain, IoT and Logistics](#)". A very succinct description of the Blockchain methodology is also found [here](#).

The briefings will inform you and enable you to appraise the implications for establishing your own Blockchain strategy and probable impacts from competitor initiatives.

Regards

Terry Murphy, Publisher. Marketing Mix