



25th November, 2017 | Taj Lands End, Mumbai

SALCETTE I & II

PROGRAM SCHEDULE

09:00 AM

Registration and Welcome/ Morning Refreshment

9:30 AM - 9:35 AM

Opening Remarks, Overview to **World Marketing Congress – (BALLROOM)**

9:35 AM - 9:45 AM

Welcome by R Sudharshan, Partner Marketing Lead, **DELL EMC** and Chairman, **World Marketing Congress 2017 – (BALLROOM)**

10:00 AM - 10:30 AM

Keynote Address: Adam Bow, Head of Content, **Carat Content**
Topic: Becoming the Entertainment Instead of the Disruption

10:30 AM - 11:00 AM

Andreas Hauke, Chief Executive Officer, **Hauke Digital Productions CC**
Topic: Video All The Way

11:00 AM - 11:15 AM | NETWORKING TEA BREAK

11:15 AM - 11:45 AM

Andreas Brueckl, Senior Colorist, **FutureWorksMedia**
Topic: The secret sauce to a more stylish look - pimp up your content

11:45 AM - 12:30 PM

Dr. Anju Dave Vaish, Communications Strategist | Creative Director Founder, **Coffeebean Media | TryForGood**
Topic: Global brands hold enormous "do good" potential in the developing countries

12:30 PM - 1:00 PM

MOST INFLUENTIAL CONTENTMARKETING LEADERS LISTING

1:00 PM - 2:00 PM | LUNCH BREAK



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2:00 PM - 2:30 PM

Radhika Mukherji, CEO (Chief Everything Officer), **Happydemic**

Topic:

2:30 PM - 3:00 PM

Payal Shah Karwa, Founder, Content Director, **The Word Jockey Creative Content Studio**

Topic: Panchamantra of Content Marketing to Kids

3:00 PM - 3:15 PM | NETWORKING TEA BREAK

3:15 PM - 3:45 PM

Garima Sharma, Vice President - Content & Product, (**Scatter**) **Spiral Content Solutions Pvt. Ltd.**

Topic: Millennials and the case for brand journalism

3:45 PM - 4:15 PM

PANEL I

Topic: The Present and Future of Content Marketing

Moderator:-PreetiHoon, Anchor/Mediaperson/Blogger, **Gorgeous Wanderer (dot) com**

- AnkitVerma, Head of Content ,**Tyremarket.com**
- Vishal Purohit, Founder and Managing Partner, **Cheese & Crackers**
- AmitKapoor, Associate Director, Content Marketing, **Cigniti Technologies**
- VishwasAnand, Head of Content & Thought Leadership, **Aspire Systems**
- MadhaviIrani, Chief Officer-Content, **Nykaa.com/FSN E-Commerce Ventures Pvt. Ltd**
- Ankit Bhatia, Founder, Chief Content Officer, **FrogIdeas**

4:15 PM - 5:15 PM

Ravi Sahgal, Founder CEO, **3rdEYEinsight**

Nandini Das Ghoshal, Director, **3rdEYEinsight**

Topic: Insight is the Best Strategy - Life-relevant StoryTelling by Brands

5:15 PM - 5:45 PM

Lelemba Phiri, Chief Marketing Officer, **Zoona**

Topic: The Power of Grassroots Marketing in Africa

5:45 PM - 6:00 PM

CONTENT MARKETING AWARDS