



FUTURISTIC MARKETING
MARKETING STRATEGIES • CUSTOMER EXPERIENCE • ADVERTISING & BRANDING
(HOW FUTURE MARKETING WILL LOOK LIKE?)

28th November, 2018 | Taj Lands End, Mumbai

SALCETTE I & II

PROGRAM SCHEDULE

09:00 AM

Registration and Welcome/ Morning Refreshment

9:45 AM - 10:00 AM

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

Chairman, Avinash Pandey, Chief Operating Officer, **ABP News Network**

10:00 AM - 10:30 AM

Keynote Address: Faizan Ahmad, National Head – Content Marketing and Programmatic Direct, **The Hindu Group Publishing Private Limited**

Topic: Content Marketing : The Broken Links

10:30 AM - 11:00 AM

Amit Bajaj, Lead - Content Strategy | Africa, Middle East and India, **Nissan Motors**

Topic: Content Vs. Context – Are you Culturally relevant?

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

11:15 AM - 11:45 AM

Meghla Bhardwaj, Head of Content Marketing, **Global Sources**

Topic: Messenger Chatbots : How to Leverage The Next Big Thing in Content Marketing

11:45 AM - 12:15 PM

Vishal Purohit, Founder & Managing Partner, **Cheese & Crackers**

Topic: Brands as News Rooms - Content Marketing 2.0

12:15 PM - 1:00 PM

Topic: How to Create the Perfect Content

PANEL

Moderator:- Priyanka Sehgal, VP, Content & Strategy, TV & Digital, **Network18**

- Paula McGlynn, CEO + Founding Director, **Bharatiya Digital Productions Pvt. Ltd.**
- Gaurav Lulla, Co-Founder, **Loose Cannons Content Studio**
- Payal Shah Karwa, Founder, Content Director, **The Word Jockey Creative**
- Sean Graham, Managing Director - UAE and Middle East, **CreatorUp, Inc**
- Akshatha Kamath, Head - Content Marketing, **MoEngage**
- Rashida Badlawala, Content Specialist, **AI Futtain ACE**



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

2:00 PM - 3:00 PM

PANEL

Topic: Winning Consumers with Content - The Inside Story

Moderator:- Amit Kapoor, Associate Director, Marketing, **Cigniti Technologies**

- Nikhil Kant, Head - Social Media and Digital Content, **Uber**
- Aparna Ghosh, Content Marketing Head, **Manipal Global Education Services**
- Debdatta Das, Editor, Branded Content, **Money Control**
- Nicola Eliot, Director, BBC StoryWorks APAC, **BBC Global News Limited**
- Anshul Motwani, Founder, **WittyPen**
- Zalak Bhavsar, Head of Content, **Netcore Solutions**

CONTENT MARKETING AWARDS

MOST INFLUENTIAL CONTENTMARKETING LEADERS LISTING