



THE MARKET RESEARCH EVENT

24th November, 2017
Taj Lands End, Mumbai

MALABAR

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

Mark Lepine, Managing Director, APAC, **Survey Sampling International**
Topic: New! Improved! Product Evaluations using Mobile

10:30 AM - 11:00 AM

Alexander Wheatley, Innovation Researcher, **Lightspeed**
Topic: Understanding the culture of decisions - using a more open approach to survey design to understand how Indian consumers' decision making differs to other nations.

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

11:15 AM - 11:45 AM

Vishikh Talwar, Managing Director South Asia, **Kantar Millward Brown**
Topic: The Business of Brands

11:45 AM - 12:15 PM

Himanshu Vashsitha, Chief Executive Officer, **SixthFactor consultancy**
Topic: Targeting the Reptilian Brain: Leverage Behavioural economics and Neuromarketing to gain marketing advantage.

12:15 PM - 12:30 PM

MOST INFLUENTIAL MARKET RESEARCH LEADERS LISTING & MARKET RESEARCH AWARDS

12:30 PM - 1:00 PM

Saurabh Sardana, Executive Director, **Blackbox Research Pte Ltd.**
Topic: What Brands can learn from Governments?

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