



WORLD
MARKETING
CONGRESS
5th
Edition

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

27th November, 2018 | Taj Lands End, Mumbai

BALLROOM

PROGRAM SCHEDULE

08:30 AM

Registration and Welcome/ Morning Refreshment

09:45 AM - 10:00 AM

Opening Remarks, Overview to **World Marketing Congress**

Inauguration of **World Marketing Congress 2018**

Welcome Address by Avinash Pandey, Chief Operating Officer, **ABP News Network** and Chairman, **World Marketing Congress 2018**

10:00 AM - 10:45 AM

Ed Hatton, Owner, **The Marketing Director**

Topic: The future is not where you think it will be. Effective marketing in an uncertain world.

10:45 AM - 11:30 AM

Omer M. Wilson, Senior Director of Marketing & Strategy, APAC, **Digital Realty**

Topic: Targeting the Individual in an Era of Zettabytes

11:30 AM - 11:45 AM | NETWORKING TEA BREAK

11:45 AM - 12:15 PM

Elsbeth Cheung, Global Valuation Director, **BrandZ**

Topic: Building a valuable brand in the era of AI, Alexa and Algorithms

12:15 PM - 12:45 PM



12:45 PM - 1:45 PM | LUNCH BREAK

02:00 PM - 02:45 PM

Samir Dixit, Managing Director, Asia Pacific, **Brand Finance**

Topic: "Marketing ROI- the CFO-CMO divide"



WORLD
MARKETING
CONGRESS
5th Edition

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

27th November, 2018 | Taj Lands End, Mumbai

02:45 PM - 03:30 PM

- Garth W. Viegas, Global Insights Director, **Tata Global Beverages**
- Ameen Haque, Founder, Storywallahs

Topic: The art and science of marketing storytelling

03:30 PM - 03:45 PM | NETWORKING TEA BREAK

03:45 PM - 04:15 PM

Dhamitha Pathirana, Deputy General Manager, **Hayleys Advantis Limited**

Topic: Creating People Centric Organizations in The Age of Disruption

04:15 PM - 04:45 PM

Panel discussion: Transforming & Empowering Marketing to Drive Change & Innovation

- Arun Cavale, Marketing & Strategy Leader - Cloud & Watson, IBM Marketplace Leader, ASEAN, **IBM**
- Meilin Wong, Director Business Development, **SGK Inc**
- Nandita Verma, Vice President, Marketing, **Global Upside, Inc.**
- Anamika Sirohi, Vice President – Marketing, **HSIL Ltd (Hindware)**
- Subhendu Pattnaik, AVP & Global Head of Marketing, **Cigniti**
- Rohit Gulati, Head – Strategic Marketing, **KARL STORZ Endoscopy India Pvt. Ltd.**
- Samir Dixit, Managing Director, Asia Pacific, **Brand Finance**

04:45 PM - 05:15 PM

Dheeraj Sinha, Managing Director - India & Chief Strategy Officer – Asia, **Leo Burnett**

Topic: “Why the future of marketing is in innovation”

05:15 PM - 06:00 PM



07:00 PM ONWARDS



Presents





WORLD
MARKETING
CONGRESS
5th
Edition

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

28th November, 2018 | Taj Land End, Mumbai

BALLROOM

PROGRAM SCHEDULE

08:30 AM

Registration and Welcome/ Morning Refreshment

09:30 AM - 09:45 AM

Opening Remarks,

09:45 AM - 10:00 AM

Welcome by Avinash Pandey, Chief Operating Officer, **ABP News Network** and Chairman, **World Marketing Congress 2018**

10:00 AM - 10:30 AM

Amor Maclang, Brand Architect, Risk/Crisis/Reputation Strategist, Marketing & Communications Innovator, **Geiser Maclang Marketing Communications Inc.**

Topic: The Reputation Rodeo in Tech Marketing from a Risk Issues & Crisis Expert

10:30 AM - 11:00 AM

Pratham Hegde, Head of Measurement, Facebook India

Topic: Measure what matters

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

11:15 AM - 11:45 AM

Prashant Sharma, National Sales Director - India, **Resulticks**

Topic: AI + Omnichannel: The Future of Marketing

11:45 AM - 12:15 PM

Apple Allison, Social Influencer and Founder, **TAAP World**

Topic: BE ME in Marketing 4.0: Raising the Value of "ME" in Branding & Experience

12:15 PM - 12:45 PM

Ambrish Chaudhry, Head of Strategy, **Superunion**

Topic: The new rules of Brand Building.

MOST INNOVATIVE MARTECH LEADERS



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

28th November, 2018 | Taj Land End, Mumbai

12:45 PM - 01:15 PM

Panel Discussion: Filling the intelligent marketer's tool box

- Juhie Gorwara, AVP and Global Marketing Leader, **Aricent**
- Anupam Dasgupta, Vice President – Strategy, **GrayMatter Software Services Pvt Ltd**
- Anita Kukreja, Head - Marketing & Channel Sales, **IceWarp Technologies Pvt Ltd**
- Megha Chaudhry, Global Head of Marketing, **Course5 Intelligence**
- Suma Nair, Director – Global Marketing & Analyst Relations, **KPIT**

1:15 PM - 2:00 PM | LUNCH BREAK

04:00 PM - 05:00 PM

DNA PRESENTS REAL ESTATE AWARDS

07:00 PM ONWARDS

ABP NEWS PRESENTS BFSI AWARDS