



24th November, 2017 | Taj Lands End, Mumbai



BALLROOM

PROGRAM SCHEDULE

08:30 AM

Registration and Welcome/ Morning Refreshment

9:30 AM - 9:35 AM

Opening Remarks, Overview to World Marketing Congress

9:35 AM - 9:45 AM

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

9:45 AM - 11:15 AM

Keynote Address: Thomas Kolster, Mr. Goodvertising, Author, Speaker, Thought-leader

Topic: Goodvertising – because advertising is no good

11:15 AM - 11:30 AM | NETWORKING TEA BREAK

11:30 AM - 12:15 PM



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12:15 PM- 12:45 PM

PANEL I

Topic: Creating Next Level Customer Experiences & Super Audiences

- Subhendu Pattnaik, Director, Marketing, **Cigniti Technologies**
- Alok Agarwal, General Manager - Strategy, **GSK Consumer Health**
- Bhaskar Ramesh, Head - Youtube Sales & Brand Advertising, India, **Google India**
- Mateen Shaikh, Head - Marketing & Channels, **CaniasERP India**
- Mariam Al Afridi, Director of Government Communications, Department of Economic Development – **Government of Dubai**
- Juhie Gorwara, AVP – Global Marketing Leader, **Aricent**



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12:45 PM - 1:15 PM

Cynthia Johnson, Co-Founder, **Ipseity, Inc.**, Founder, **Cynthialive**

Topic: How to Integrate People and Culture into Your Marketing Mix

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

2:00 PM - 2:30 PM

Chris Diaz, Group Sales and Marketing Director, **Bidco Africa Ltd.**

Topic: Connecting the unique Africa Brand experience to the world

2:30 PM - 3:00 PM



3:00 PM - 3:30 PM

Martin Oxley, Managing Director, **BuzzBack Europe**

Topic: Let's Get Real About Authenticity

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

3:45 PM - 4:15 PM

Rotem Dar, Senior International Business Development Manager, **eyeo GmbH**

Topic: Can adblocking save AdTech?

4:15 PM - 4:45 PM

Marko Kasic, Founder and Managing Director, **FundLife International**

Topic: Why are we here; aligning social investments with core marketing objectives

4:45 PM - 5:30 PM



7:00 PM ONWARDS

