



# 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**