

DAY 1 WORLD MARKETING CONGRESS 2019

08:30 AM ONWARDS

Registration and Welcome/ Morning Refreshment

09:30 AM - 09:45 AM

Opening Remarks, Overview to World Marketing Congress by
DR. R. L. BHATIA, Founder, World CSR Day / Founder, World Sustainability

09:45 AM - 10:00 AM

Welcome Note by
AVINASH PANDEY, Chief Executive Officer, ABP News Network & Chairman, World Marketing Congress

OPENING SPEECH BY KEYNOTE

10:00 AM - 11:00 AM

CLAIRE BOSCOQ-SCOTT, Global Guru - Environment, People & Customer Relationship Speaker, Adviser, Trainer, Author, Franchisor, **The Busy Queen Bee**

Topic:- 'How To Lose Your Customers' Love in 5 Simple Steps!

11:00 AM - 11:15 AM

NETWORKING / REFRESHMENT BREAK SESSION

MARKETING TALKS BY ROLE PLAYERS

11:15 AM - 11:45 AM

ROMAN KUMAR VIAS, Co-Owner, **Qmarketing**

Topic:- How to scale your marketing using latest hacks of paid social and content marketing.

11:45 AM - 12:00 NOON

DIVYANSHU DAMANI, Co-Founder, **TagMango**

Topic:- Nano Influencer Marketing: How to make your consumer your brand advocate at scale

12:00 NOON - 12:15 PM

MOST INFLUENTIAL GLOBAL MARKETING LEADERS LISTING

12:15 PM - 01:00 PM

STU LLOYD, Chief Hothead, Hotheads Innovation, and Chief Storyteller, **CatMatDog**

Topic:- "50 Shades of Corporate - Why Radically Human brands resonate more in an age of high-tech marketing."

01:00 PM - 02:00 PM

LUNCH / NETWORKING / MEETINGS WITH MARKETERS

02:00 PM - 02:30 PM

DR. LAURA SOPHIE DORNHEIM, Head of Communications, **eyeo GmbH**

Topic:- You don't want their love? When brands become Stalkers

02:30 PM - 03:00 PM	AMANDA LOUW BESTER , Founder & Consultant, Pragmatic Digital Consulting Topic:- "The State of Digital Media in emerging markets"
03:00 PM - 03:30 PM	ABRAHAM THOMAS , Chief Executive Officer, Reliance Broadcast Network Limited (Big FM) Topic:- Purpose Driven Marketing
03:30 PM - 03:45 PM	NETWORKING / REFRESHMENT BREAK SESSION
03:45 PM - 04:30 PM	PANEL - I Topic:- The ABC (Amazing, Brave and Confusing) of Digital driven Innovation: Reimagine & Reinventing Marketing for the New World MODERATOR:- VINEET TRAKROD , Chief Executive Officer, Evolution Strategy Advisors LLP <ul style="list-style-type: none"> • SOUMYA MUKHERJEE, Business & Revenue Head, Hoichoi (India & Bangladesh) • BHARAT BHATIA, Vice President - Marketing, Junglee Games • SOWMYA MONI, Director - Marketing, Incture Technologies • VITIKA SHARMA BANERJEE, Founder - Fourth Dimension Experience, Co-Founder, Director - Future Fit • ANUPAM BOKEY, Chief Marketing Officer, RP-Sanjiv Goenka Group FMCG
04:30 PM - 05:00 PM	SOHAN MAHESHWAR , Alexa Evangelist, Amazon Topic:- Your Brand Needs a Voice: The rise of voice user interfaces and what it means to you
05:00 PM - 05:30 PM	GLOBAL MARKETING EXCELLENCE AWARDS Chief Guest - AVINASH PANDEY , Chief Executive Officer, ABP News Network
5:30 PM	CLOSING REMARKS FOR DAY 1
07:00 PM ONWARDS	ABP NEWS PRESENTS BRAND EXCELLENCE AWARDS Guest of Honor - AVINASH PANDEY , Chief Executive Officer, ABP News Network KV SRIDHAR (POPS) , Founder & Chief Creative Officer, HyperCollective INDIRA J. PARIKH , President, Antardisha (Directions from Within) NISHA JAMVWAL , Brand Consultant, Designer, Craft Activist, Columnist, Nisha JamVwal Design