

Masters of Modern Marketing Conference and Awards – 2018

18.99 Latitude, Mumbai | 23 August, 2018

Time	Session
1730-1800 hours	Desk Registration and Collection of Badges
1800-1820 hours	Special Address: Does today's marketer need reskilling in the evolving, disruptive business environment?
1820-1910 hours	<p>Panel Session (1): The Viral Quotient: Mastering the art of consistently creating communication with the consumers that they would wish to share and talk about.</p> <ul style="list-style-type: none"> - Leveraging the Influencer connect - Developing Content that adds informational/entertainment value to consumers - Amplifying the marketing reach through Affiliate Networks <p>Moderator: TBA Speakers:</p> <ul style="list-style-type: none"> • Vijay Koshy, Head - Brand Partnerships (The Viral Fever) • Sai Narayan, Head of Marketing (Paisabazaar.com) • Amit Tandon, Vice President and Business Head (HealthKart) • Rajasekar KS, GM -Marketing (Matrimony.com Limited) • Sachin Uppal, Chief Marketing Officer (Play Games24x7 Pvt. Ltd.) • Mayur Sethi -COO & Partner (WittyFeed)
1910-1930 hours	Networking Break
1930-2030 hours	Announcement of Awards
2030-2120 hours	<p>Panel Session (2): The Digital, the Social and the Transformational Marketer</p> <ul style="list-style-type: none"> - Is Digital truly transforming the media spend decisions by marketers or is the ROI debate still relevant? - How is the modern marketer leveraging technologies such as AI, Bots, VR? - What are the Social trends that a modern marketer should be cognizant of? <p>Moderator: TBA Speakers:</p> <ul style="list-style-type: none"> • Rituraj Bidwai, Digital Marketing Head (Reliance Petroleum) • Girish Kalra, Sr. Vice President (ICICI Lombard General Insurance Corporation) • Pamit Anand, AVP, Growth & Marketing – Shaadi.com • Amit Shah, Senior President and Country Head Marketing (YES BANK) • Aditi Shrivastava, Co-Founder (Pocket Aces) • Mukesh Jain, Chief Technical Officer (VFS Global)
2120-2130 hours	Announcement of Awards: Apex
2130 hours Onwards	Dinner & Cocktails