

## Masters of Modern Marketing Conference and Awards – 2018

18.99 Latitude, Mumbai | 23 August, 2018

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