

Masters of Modern Marketing Conference and Awards – 2018

18.99 Latitude, Lower Parel, Mumbai | 23 August, 2018

Time	Session
1730-1800 hours	Desk Registration and Collection of Badges
1800-1820 hours	Keynote Address: Marketing in a mobile-first world Speaker: Snehi Mehta , PPM- Emerging Products, APAC and Diversity & Inclusion Lead, India (Facebook)
1820-1900 hours	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. <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 Moderator: Vivek Bhargava , Chief Executive Officer (DAN Performance Group) Speakers: <ul style="list-style-type: none"> • Vijay Koshy, Head - Brand Partnerships (The Viral Fever) • Balaji Vaidyanathan, Dty Head – Marketing (Franklin Templeton Asset Mgmt.) • Sachin Vashishtha, VP, Marketing (Paisabazaar.com) • Amit Tandon, Vice President and Business Head (HealthKart) • Rajasekar KS, GM -Marketing (Matrimony.com) • Sachin Uppal, Chief Marketing Officer (Play Games24x7 Pvt. Ltd.) • Mayur Sethi, COO & Partner (WittyFeed)
1900-1910 hours	Announcement of Awards
1910-1920 hours	Special Address (1): What if Sales is Built Like A Game? Speaker: Kushal Agarwal , Co-Founder (XOXODAY)
1920-1940 hours	Announcement of Awards
1940-2000 hours	Networking Break
2000-2005 hours	Special Address (2): Future of Display Advertising in India Speaker: Pradeep Iyengar , CEO (Kruti Promotions & Events)
2005-2030 hours	Announcement of Awards
2030-2120 hours	Panel Session (2): The Digital, the Social and the Transformational Marketer <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? Moderator: Pavan R Chawla , Vice President (AdfactorPR) Speakers: <ul style="list-style-type: none"> • Rituraj Bidwai, Head of Brand (Mahindra Susten) • 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) • Gagan Singla, Chief Marketing Officer (Angel Broking) • Mukesh Jain, Chief Technical Officer (VFS Global)
2120-2130 hours	Announcement of Awards: Apex
2130 hours Onwards	Dinner & Cocktails