

THE ECONOMIC TIMES



7th March 2014

The Hyatt Regency - Mumbai



**Beyond the Activation of Digital Marketing...
What Next?**

The Digital Marketing World:

THE CURRENT TIMES:

The digital age is transforming the way we communicate, interact and conduct businesses. With the growing consumer shift to online and mobile mediums, marketers are faced with new challenges and opportunities as consumer spending fluctuates with continued economic uncertainty.

Consumers today are multi-device and multichannel shoppers, forcing organizations to adapt and evolve their message to reach consumers across channels and all along the winding path to purchase. Multichannel marketing is no longer a trend but a necessity. Demographic data alone is not enough to truly understand customers, as demographic groups can be divergent.

- Online advertising market in India is projected to reach Rs 2,938 Crore by March' 2014.
- Till March' 2014 Search & Display advertising constituted about 38% (Rs 850 Crore) & 29% (Rs 662 Crore) of the total online advertising spend respectively.
- The share of advertisements on mobile phones and tablets grew from 7% share in FY 2011-2012 to 10% of the Indian online ad market in FY 2012-2013, amounting to spends worth Rs 230 Crore.
- Social media, e-mail and video advertising constitute 13% (Rs 300 Crore), 3% (Rs 68 Crore) and 7% (Rs 150 Crore) of the online advertising market respectively

(Source: *IAMA's 'Digital Advertising in India' report)

THE CHALLENGES:

In the current times when the world finds itself still reeling under the aftermath of the economic slowdown, there has been a stark shift in the approaches implemented by brands to reach their customers. Brands are now moving beyond Above-The-Line consumer engagement and looking to evolve their organizations towards a socially-optimized business - including everything from internal governance, mapping of CRM strategies, optimizing distribution channels to social activity. All this results in core restructuring of organizations, it requires commitment from senior leadership teams to drive the agenda of moving their businesses to gear up for the demands of a new age consumer.

ET DiGi Forum:

Recognizing the significance of this sector, we present '**The Economic Times Digi Forum**'; which brings together the barons from various industries to deliberate & discuss on the current challenges through multiple focussed panel discussions & interactions. Woven around the theme of '**Beyond the Activation of Digital Marketing – What Next?**', the conclave aims to specifically focus on the '**C**' level executives leading the organizations from the fore front while assessing the sector's course ahead while figuring out ways to mitigate risks & future-proof the business profitability. Also a key derivative from the conference would be to find ways to combat the bearish economy while maximising business potential.

The Economic Times – DiGi Forum aims to focus on the major developments & understand the existing challenges while preparing for the future.



PROGRAM SCHEDULE

- 09:00 – 09:30 **Registrations**
- 09:30 – 09:45 **Opening Remarks:** *Deepak Lamba, President, Times Conferences Limited*
- 09:45 – 10:00 **Opening Keynote**
Financing Digital: Opportunities Ahead – *Nitin Nayar, MD, Warburg Pincus*

SESSION 1 – Digital Plan 2020 The Imperative ‘3 Rs’ for the new age Management

Brief Description: Business Leaders today need to re-invent, re-position, re-strategize (imperative ‘3 Rs’) their business strategy to have digital in their scheme of things. The panel would discuss the way forward for Digital Marketing in the next 5 years, while also deliberating on the achievements & learning from best practices.

- 10:00 – 11:00 **PANEL DISCUSSION – Digital plan 20:20**
Sandeep Menon, Director of Marketing, Google India; Gurmit Singh, MD, Yahoo! India; Nishant Rao, Country Head, LinkedIn India; Deepali Nair, CMO, Mahindra Holidays; Mahesh Murthy, Founder, Pinstorm; Vikas Bali, MD, Accenture
- 11:00 – 11:15 **Tea/Coffee Break & Networking**

SESSION 2 – R U ready for the 24x7 Customer?

The changing times have seen the entire globe going online. The consumer today is much more aware & has an access to all the information 24X7. Targeted approach & dedicated processes need to be implemented in order to reach out to their prospects.

- 11:20 – 11:35 **PRESENTATION: CASE STUDY:** *Vijay Bobba, CEO & MD, PAYBACK India*
- 11:40 – 11:55 **PRESENTATION:** *Rowena Gayle, GM, Products Operating Group, Accenture Strategy*
- 12:00 – 13:00 **PANEL DISCUSSION**
Jay Patel, CEO, IMI Mobile; Kashyap V, CMO & Head, New Business, Pepperfry; Vinay Bhatia, Customer Care Associate & VP, Marketing and Loyalty, Shoppers Stop; Ashit Panjwani, ED, Sales, Marketing & Alliances, SAS; Kedar Gavane, Director, Comscore Inc.; Vatsal Asher, CEO, DMAi
- 13:00 – 13:50 **Lunch & Networking**

SESSION 3 - Beyond English Paradigm shift for the New Bharat

This panel focuses primarily on the importance of being able to communicate with the consumer using a medium with which they are comfortable. The main focus for marketers now has to be more oriented towards developing an approach which is region oriented.

- 14:00 – 15:00 **PANEL DISCUSSION**
Gagan Singla, CMO, Quikr; Sunil Kataria, COO, Sales & Marketing, Godrej Consumer Products; Devendra Chawla, CEO, Food Bazaar, Future Group; Ali Hussein, Head, Entertainment Partnerships, YouTube; Sanjeev S, Head, Bancassurance, Digital and Marketing, ICICI Lombard; Abhishek Malhotra, VP & Partner, Booz & Company
- 15:00 – 15:15 **Tea / Coffee Break & Networking**

SESSION 4 - Mobilenomics

Multiple device access has made the modern consumer all the more mobile & omnipresent. Mobile marketing has become the buzz word & also one of the best ways to keep connected & reach ones target. This panel focuses on the future of mobile in marketing.

- 15:20 – 15:45 **PRESENTATION: CASE STUDY:** *Donald Fitzmaurice, CEO, Brandtone*
- 15:50 – 16:50 **PANEL DISCUSSION**
Alok Kejriwal, CEO & Co-founder, Games2win; Donald Fitzmaurice, CEO, Brandtone; Jinesh Hegde, Sr. VP & Business Head, Uninor; Sridhar Iyer, Director & Head of Digital Banking, Citi India; Anupam Pahuja, GM & Head, Paypal India Development Centre; Amitabh Choudhary, ED, Prisma Global; Dhananjay Arora, Founder, Kwebmaker; Tanmay Mohanty, MD, Resultrix

- 16:55 **Close of Conference (with closing remarks)**

Above speakers are invited / confirmed

Please note: The list of topics & speakers is indicative and subject to change.

Identified Advisory Board



Alok Kejriwal
CEO & Co-founder
Games2win



Mahesh Murthy
Founder - Pinstorm



Sandeep Menon
Country Director
Marketing, Google India



Vatsal Asher
CEO
DMAi

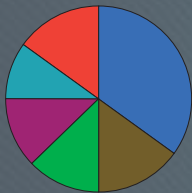
*Invited, Awaiting Confirmation

Seeking support from the following associations

- Internet & Mobile Association of India (IAMAI)
- Motion Picture Dist. Association (India) Pvt. Ltd
- Government of India, Ministry of Information & Broadcasting
- India Digital Marketing Association
- Cellular Operators Association of India (COAI)

Attendees

CEOs, MDs, SVPs, CMOs, COOs, VPs, GMs, Directors, Senior Managers, Heads within:



Marketing: Media, Branding, Consumer & Digital

Corporate Communications

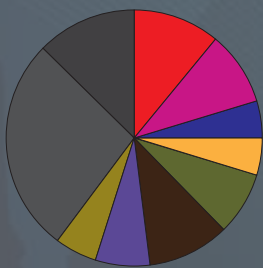
CSR

PR & Publicity

CRM / Service Quality

Product Development

Industry Break-up



FMCG / Retail / Consumer Goods

Telecommunications / IT

Hospitality & Hotels

Manufacturing / Engineering

PR & Advertising

Banking & Finance / Insurance

Entertainment & Recreation

Tourism

Pharmaceuticals

Government & Public Sectors

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An Economic Times Initiative

Contact Details: For further details on our customised partnership packages please contact:

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