



Day 1, Thursday, 1st September 2016

| | | MAIN CONFERENCE | | BREAK-AWAYS | |
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| | | Venue: | | Venue: | Venue: |
| 0830 hrs. onwards | Registration and Networking | | | | |
| 0930 hrs. – 1000 hrs. | Inaugural Address/ Ceremony R Chandrashekhar, President, NASSCOM Venue: Regency Ballroom | | | | |
| 1000 hrs. – 1030 hrs. | Session I: Opening Keynote How Consumer Hyper adoption & Emerging Technologies drive Digital Disruption? | | | | |

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| | <p>Speakers: James McQuivey, VP- Principal Analyst, Forrester Research</p> <p>Venue: Regency Ballroom</p> |
| 1030 hrs. – 1100 hrs. | <p>Session II: Guest Keynote</p> <p>Why Customer Experiences trumps communication in a digitally disrupted world?</p> <p><i>Building customer relationships isn't about one-size-fits-all interactions. Customers expect a relevant and engaging experience. Discussion on leveraging data and touchpoints to develop personalized interactions that engage and delight customers.</i></p> <p>Speaker: Kal Raman, Chief Digital Officer, Samsung</p> <p>Venue: Regency Ballroom</p> |
| 1100 hrs. – 1130 hrs. | <p>Networking Tea and Coffee</p> |
| 1130 hrs. – 1210 hrs. | <p>Session III: CMO Candid Discussion</p> <p>Digital is Everything but is everything Digital?</p> <p><i>This discussion will focus on are we really in the post digital era or are we just beginning to think digital? How firms are planning for a post digital future, how they build on and enhance their existing capabilities, securing executive buy-in, and advice on overcoming common obstacles in the process.</i></p> <p>Speaker: Karthi Marshan, CMO, Kotak Mahindra Group Lloyd Mathias, Marketing Director- Consumer PC's, Asia Pacific & Japan, HP In. Sonali Malaviya, Head of Marketing, Twitter India</p> <p>Moderator: Rajesh Jain, MD and Founder, NetCORE</p> |

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| | <p>Venue: Regency Ballroom</p> |
| 1210 hrs. – 1230 hrs. | <p>Session IV: Use-Case Session</p> <p>Why you need a new approach to marketing! <i>Traditional approaches to marketing no longer work in today’s mobile-driven, millennial-led economy. This session will provide a new framework for marketing and case studies to show how it works.</i></p> <p>Speaker: Dave Frankland, Chief Strategy Officer, Selligent</p> <p>Venue: Regency Ballroom</p> |
| 1230 hrs. – 1250 hrs. | <p>Session V: Journey of a new age brand</p> <p>Breaking all the rules to build a brand in the digital age <i>As a brand, the plan was always to be engaged with our customers and build an experience that was memorable and that our customers would love to be a part of. The brand story was always in the experience and in building a community of people who engage, build conversations and in turn become mascots for the brand. Chumbak has focussed on building a truly community driven brand by using each social channel to foster that community through great content. We turned the everyday Digital brand building exercise into a Social Media driven community of fans who not only love the brand but also give us some of our most valuable insights into the business.</i></p> <p>Speaker: Vivek Prabhakar, Founder CEO, Chumbak</p> <p>Venue: Regency Ballroom</p> |
| 1250 hrs. – 1400 hrs. | <p>Networking Lunch</p> |

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| | Venue: Regency Ballroom | | |
| 1510 hrs. – 1530 hrs. | Session VIII: Short Keynote Your refrigerator is connected to the internet, now what? <i>Discussion of how new data sources and interactions will factor into customer experiences and personalization. What's a practical approach for incorporating the Internet of Things, such as wearables, the connected home, into marketing activities?</i> Speaker: Jeffrey Evans, VP Digital APAC, Epsilon | | |
| 1530 hrs. – 1600 hrs. | Venue: Regency Ballroom Networking Tea/Coffee | | |
| 1600 hrs. – 1650 hrs. | Session IX: Mash up Short Keynote Speaker: Tracy Eiler, CMO, Inside View Panel Discussion Marketing Software: Did it work as Promised? <i>Right Message to the right person at the right time is the holy grail of marketing. Post CRM, Marketing Automation Software (MAS) is the most adapted and consumed Marketing Technology by companies. In this session we will discuss and understand from marketing leaders' perspective on ROI from MAS and the measures & performance matrix, best practices and challenges.</i> | | |

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| | <p>Speakers: Julie Woods- Moss, CMO, Tata Communications Tarun Jain, Head of Product, Monetization at Flipkart, Flipkart Santosh Abraham, Founder & Lead Analyst, ResearchNXT</p> <p>Moderator: Tracy Eiler, CMO, Inside view</p> <p>Venue: Regency Ballroom</p> | | |
| <p>1650 hrs. – 1710 hrs.</p> | <p>Session X: Celebrity Session</p> <p>Power of Social Marketing</p> <p>Speaker: Gul Panag</p> <p>Venue: Regency Ballroom</p> | | |
| <p>1710 hrs. – 1750 hrs.</p> | <p>Session XI: Panel Session</p> <p>Panel Discussion The Story of Content: Will it be the King? <i>Content is clearly disrupting the traditional marketing approach as today's Millennial consumers are in complete control of what they want to engage in. This session will discuss the importance of Content in all online platforms including Video marketing, social media</i></p> <p>Speakers:</p> <p>Malini Agarwal, Founder, Miss Malini Govind Ethiraj, Founder, Ping Digital Broadcast GE</p> <p>Moderator: Roopak Saluja, Founder & Chief Executive Officer,</p> | | |

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| | <p>The 120 Media Collective & Sooperfly</p> <p>Venue: Regency Ballroom</p> | | |
| 1750 hrs. – 1840 hrs. | <p>Session XII: The MarTech Debate</p> <p>Is technology killing creativity? <i>'Imagination is more important than Knowledge'- Albert Einstein Imagination denotes creativity, with technology, everything has changed the way people do things starting from writing to sales. This session will weigh the pros and cons of technology and whether it has changed us for better or worse in furthering human imagination.</i></p> <p>Speakers</p> <p>Vikas Mehta, Group CMO & President- Marketing Services, MullenLowe Lintas Group Pops KV Sridhar, Chief Creative Officer, SapientNitro Siddharth Banerjee, SVP-Marketing, Vodafone</p> <p>Moderator: Bobby Pawar, Managing Director, Chief Creative Officer, Publicis Worldwide</p> <p><i>This session will have a creative artist using technology for creating caricatures of speakers</i></p> <p>Venue: Regency Ballroom</p> | | |
| 1840 hrs. – 1845 hrs. | <p>Closing Remarks</p> | | |

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| 1830 hrs. – 1915 hrs. | Networking over Wine and Cheese | | |

NASSCOM reserves the right to make changes to the agenda at any time.