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NASSCOM INDIA LEADERSHIP FORUM

[NILF 2012 Highlights & Sponsorship Opportunities](#)

[NILF 2011 Post event analysis](#)

2012 is a Landmark

To our delight and satisfaction, the NASSCOM India Leadership Forum (NILF) has witnessed 20 springs., and two decades sure is a long time. So we thought it best that we dedicate this 20th edition of the forum to the world's journey from the simple and stable to complex and complicated.

If there was a single phrase to describe this transition, it would probably be 'Hyper Specialisation' — the metamorphosis from simple one-directional supply chains to multi-dimensional supply networks, from the desk phone to the handphone and now the unified communication platforms, from boxed organisational charts to tangled ecosystem meshes, from onsite hosting to cloud hosting, the evolution is still rolling...

It is not surprising then, that the definition of leadership has come a long way from where we started. Whatever be your calling, have you thought what it would take to sustain your leadership positions in such a hyper specialised world?

Join us at the NASSCOM India Leadership Forum 2012 between February 14-16 at the Grand Hyatt, Mumbai, to toss some of these questions in the air and get some well-baked answers.

What's Special??

- 20th successive year
- A humbling responsibility to beat our own benchmark
- A heady mix of IT and non-IT speakers for lateral wisdom
- Leadership keynotes to redefine what the 'New Edge' will be
- Transformational stories that changed lives
- MasterClasses for focused handholding on macro issues
- Idea incubators for in-depth and output-driven discussions
- Biz and Buzz Zone
- Mentoring Sessions
- Conference format that allows multiple ideas to thrive in multi-tracks
- Participation from industry, customers, governments and countries
- Social events to mix business with pleasure
- A bit of philanthropy to make the world a better place

Sneak peek: Themes @2012

Leadership

- The era of 'HyperSpecialisation' – what does it mean for countries, industries, organisations and leaders?
- How good is your IT quotient? Can leaders do without it?
- Leading the Millennials: New champions need to shed yesterday's logic
- Are you a knowledge-creating company?
- Is business better than the mood?

Economy & Trade

- The New World Trade (Dis)order: Untangling the economic mesh
- Can enabling trade reverse recession?
- Is Euro under threat?
- Tapping the non-conventional markets

New Look Customer

- What does the customer want? An outside in perspective.
- Sellers' Struggle: Reaching the anytime, anywhere customer
- Pushing domestic-to-domestic marketing in the emerging countries
- What does your brand stand for?

Skill & Talent

- Skilled professionals and global mobility: Will political compulsions derail business interests?
- Scaling Quality Capacity: Are words and intent translating into action?
- Social Media: User-generated content and personal data ecosystem
- Business Dinosaurs: Technological disruption in business models

Technology

- Sixth Sense: Designing the Future of Technology, Now!
- Big Debate: Online Anywhere, Anytime: Are laptops passé?
- Cloud Clutter: Newer business models beaking out

Sourcing

- BPO Next: From transaction to platform-based services
- The Cost & Productivity Paradox: Can global sourcing continue to deliver
- Increased productivity for customers?
- Non-linear growth
- Reverse Learning: Are service providers creating next practices for global customers?
- CIO's Take: Cloud impact on global sourcing
- How optimised is your global delivery network?
- Strategic Sourcing: Capitalising on economic, technological and political change

Entrepreneurship

- Start-ups : Global entrepreneurs – What are they made of?
- Social Entrepreneurship: ICT for growth — Amplifying the impact

Creative Keynotes

- Is innovation fuelled by originality?
- The Power of Listening: Successful leaders are good listeners
- Body Language: Gestures speak volumes

Future Forward

- 2012 Global IT Budgets: Stagnant, shrinking or significant?
- Digital Cleansing: Can IT be the panacea to fight corruption?

Un-conferencing

- **Leader2Leader:** Leaders always talk a different language. Call it high profile networking, this format draws our esteemed speakers and attending dignitaries into close door discussions.
- **MasterClass:** Learning is a never ending process. Join our faculty who will discuss and explain the nuances of business, management, leadership and more.
- **Idea Incubator:** A group activity always challenges learning individuals to think on their feet. Join this fun activity to deliberate upon topics to arrive at a quick whitepaper.
- **Biz and Buzz Zone :** : Track this space for hourly activity including contests, lucky draws, click with the speaker, special dessert counters, country specials!

Sponsorship Categories

Title Sponsor	Knowledge Partner	Platinum – 2 Slots Available	Gold Sponsor	Silver Sponsor
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Conference Collaterals	Social & Networking	Customize	Technology	Lounge
Delegate Bag	Global Leadership Awards	Keynote Presenter	NASSCOM Connect	Media Lounge
Badge & Lanyard	Welcome Reception & Dinner	Track	Event Website	Speakers' Lounge
Conference Guide	Entertainment Evening	Workshop	Event Bloggers Zone	
Speaker Gift	CEO/Gala Dinner	Round Table**	Broadband Partner	
Post Event DVD	Closing Reception	Breakfast Session**	Mobile Connectivity	
Program Folder	Networking Lunch (Day 3 Available)	Lab	Travel Partner	
NILF IT Shirt/T-shirt*	Beverage (Hot & Cold)			

Delegate Notepad*
Delegate Pen*
Pen Drive (Sponsor Collaterals)*

- * Kindly note these collaterals are to be provided by the Sponsor and prior approval from NASSCOM is required.
- ** Kindly note this option is only available to Knowledge Partner, Platinum and Gold sponsors.

Volunteers' Dress*

Please note, Red marked categories are not available now.

Sponsorship Categories

Mainstream	Knowledge Partner	Platinum (2 slots Available)	Gold (4 slots Available)	Silver (4 slots Available)		
Social & Networking	Global Leadership Awards	Welcome Reception & Dinner	Entertainment Evening	CEO/Gala Dinner	Networking Lunch (Day 3 Available)	
Customize	Track	Workshop	Round Table**	Breakfast Session**	Lab	Travel Partner
Technology	NASSCOM Connect	Event Website	Bloggers Zone	Broadband Partner		
Conference Collaterals	Delegate Bag	Badge & Lanyard	Conference Guide	Speakers' Gift	Post Event DVD	Program Folder
	Delegate Notepad*	Delegate Pen*	Volunteers' Dress*	NILF Shirt/T-shirt*	USB Drive *	
Lounges	Media Lounge	Speakers' Lounge	<p>*Kindly note these collaterals are to be provided by the Sponsor and prior approval from NASSCOM is required.</p> <p>**Kindly note this option is only available to Knowledge Partner, Platinum & Gold Sponsors</p> <p>Please note, Red marked categories are not available now.</p>			

Branding – Signage/Standees

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Outdoor Branding

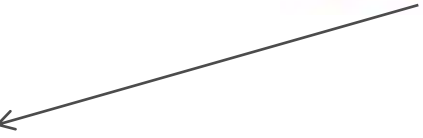
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Branding on the Official NASSCOM Blog



Deloitte



Branding on the NASSCOM Official Website



Sponsors



Branding on the NASSCOM Connect



INDIA LEADERSHIP FORUM 2009
19-21 February - Mumbai, India
Visit [NASSCOM](#) for latest news

NASSCOM 2009 CONNECT
LIVE NETWORKING AT THE EVENT

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Janhavi Rajaraman Profile Page

My Connections

Profile Views	102
Online Status	ONLINE
Member Since	01/17/2008 07:18:23
Last Online	02/16/2009 20:01:07
Last Updated	02/02/2009 04:40:28

Personal Information

First Name	Janhavi
Last Name	Rajaraman
Company Name	idbunimarketing.com
Designation	Project Manager
Email	janhavi@idbunimarketing.com
Mobile Number	9810111916
Brief Description about yourself	Project Manager, idbunimarketing.com

Company Information

Website Address	www.idbunimarketing.com
Brief Company Description	India's Leading Web and Interactive Company
Address	9-15, 1st Fl
City	Hydr
State	AP
Country	India
Zip / Postal Code	501001

Networking Interests (In order of your preference)

Interest 1:	Professional Services
Interest 2:	Peer Mentors
Interest 3:	Partnerships

My Inbox

- See manager @
- Inbox: 34
- Outbox: 10
- Trashed: 0
- Settings
- Logout

NASSCOM Connect

Welcome, Janhavi Rajaraman
Connect, share and network with other delegates at the event.

Profile Completeness: 87%

Please fill out these fields:

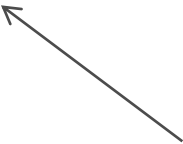
- Phone number
- Work Phone
- Fax Number
- Annual Company Revenue

Online Delegates

- Janhavi Rajaraman

Latest Discussions

- Video: Moved My Job?
- My SCT Investment Plans: 3 Investors at Outwards??
- Investment 104 & 2,2008 0:13
- By Offsetting of a cost lower than India? Where?
- Investment 104 & 2,2008 2:47
- By Offsetting of a cost lower than India? Where?
- janhavi@idbunimarketing.com 8.2.2009 22:24
- Investment 104 & 2,2008 23:07
- Investment 104 & 2,2009 23:07



SPONSORED BY :

Branding – Delegate Kit, Conference guide, CD, Flash Booklets etc..

Conference Guide



CD



Brochure



100 IT Innovators Flash Booklet

Pen drives & Pen drive case covers



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NILF 2011



Post Event Analysis

Key Objectives

- Bringing Thought Leadership to doorsteps of Indian businesses
- Tracking and delving deep into global business & technology trends
- Building a customer facing event
- Creating platforms for B2B networking
- Creating close door formats to discuss critical industry issues
- Facilitate leader to leader interactions on strategic themes

Our Highpoints

- **3 power packed days, 150+ speakers, 40 + sessions**
- **Spotlight keynotes:** Thought leaders and management gurus share vision and perspectives on current and future trends.
- **Multi-track themes:** Global Sourcing, Leadership, Technology, Customer Insights, Emerging opportunities, CSR
- **Interactive panels:** Debate key issues
- **MasterClass:** Indepth workshops with leading faculty
- **Global Leadership Awards; Awards** conferred on business and thought leaders who have created global impact with their work

Global Conference

Delegates across 35 countries

Americas

US, Canada, Columbia, Brazil

Europe

Belgium, Egypt, Finland, Greece, France, Germany, Hungary, Morocco, Netherlands, Poland, Russia, Sweden, Switzerland, Spain, UK

APAC & Middle East

Australia, Bhutan, China, Japan, Hong Kong, Malaysia, Mauritius, Pakistan, Philippines, Sri Lanka, Singapore, Taiwan, UAE

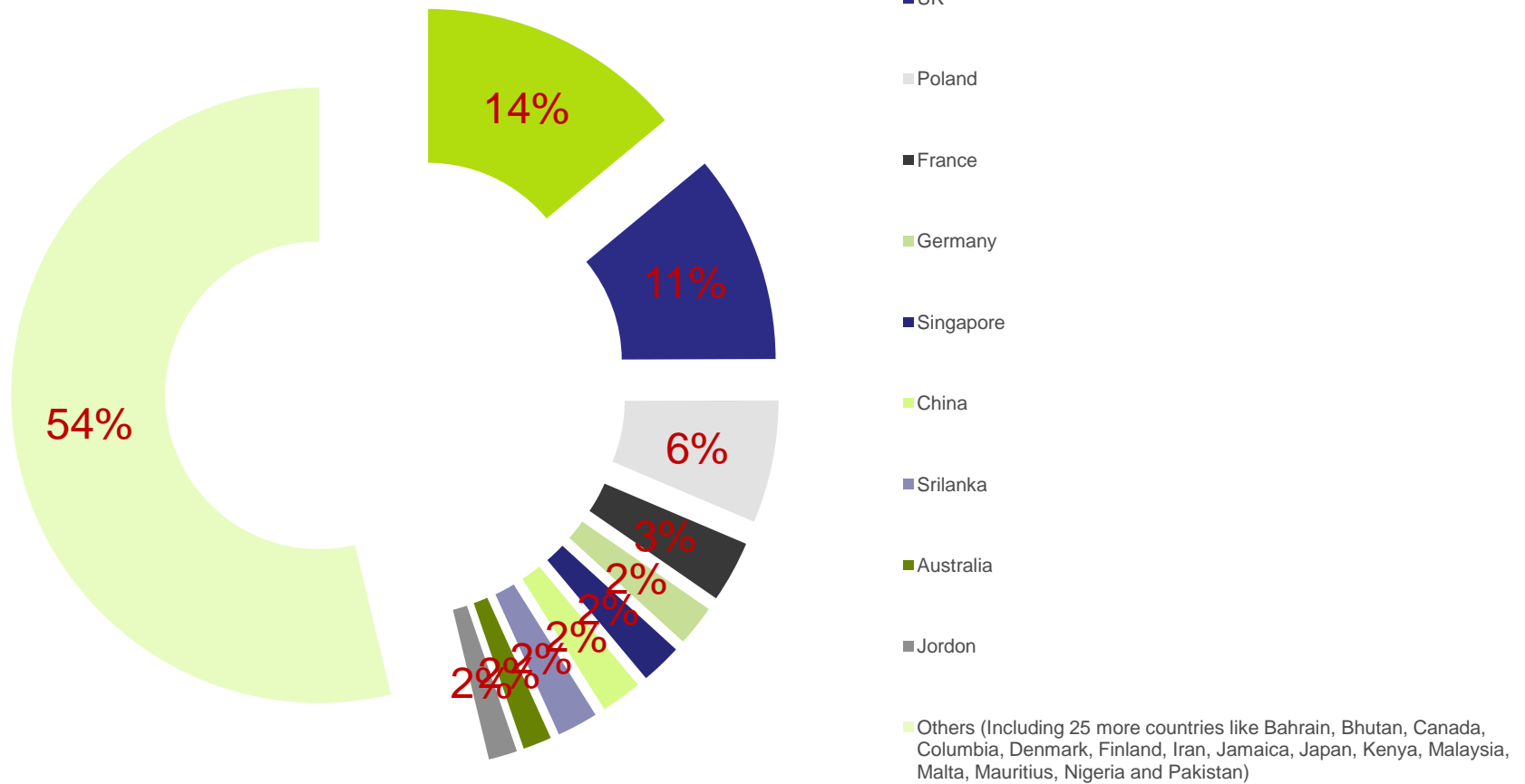
Others

South Africa

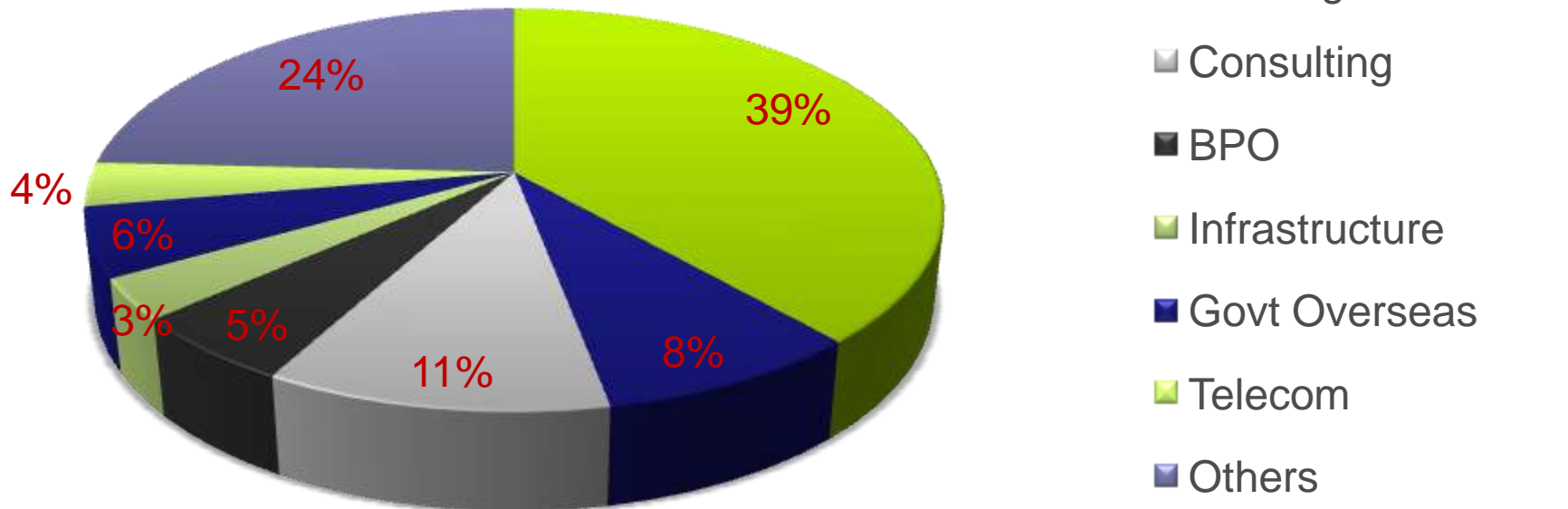
Emerging Destinations



Country Representation

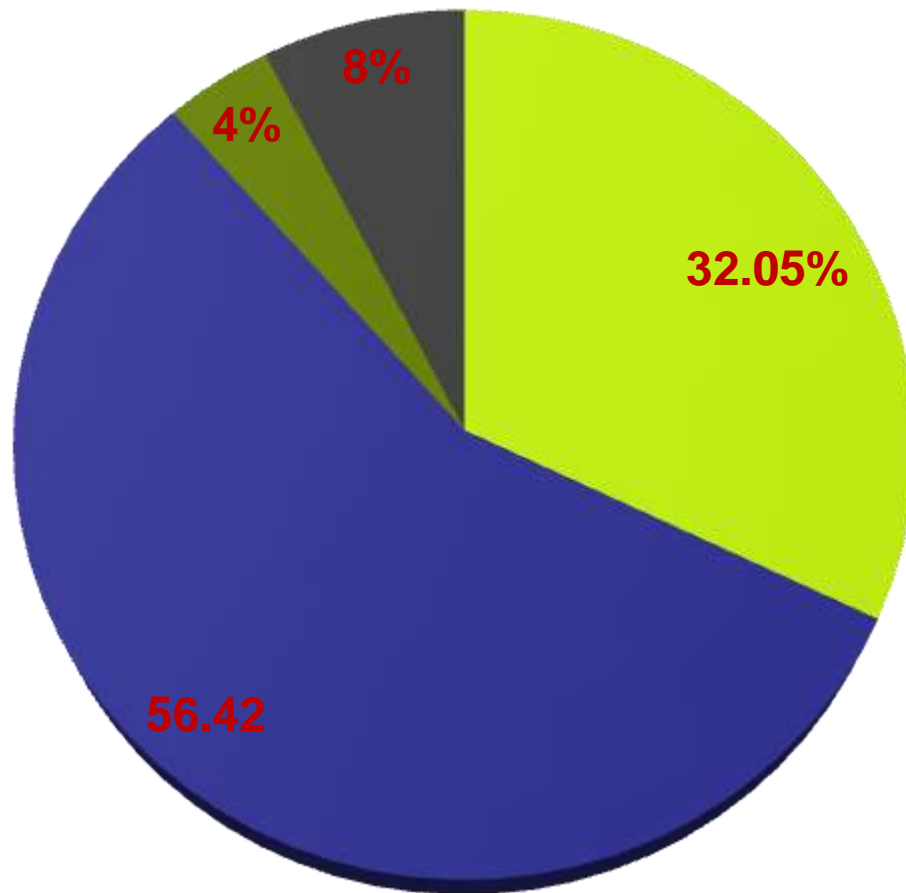


Industry Representation



Others include :Automotive, Insurance, Aerospace and Defence, Agriculture, Animation, Healthcare, HR, Education. Logistics, Manufacturing, Capital Markets and Media and Entertainment

Delegate Profile



- MIDDLE LEVEL MANAGEMENT (Sr. VP, VP, GM, HOD, Directors and Sr. Directors, Regional Heads)
- TOP LEVEL MANAGEMENT (CXO's, MD, Country Heads, Founder & Co-Founder, Chairman & President)
- RAAC (Researchers, Associates, Analysts and Consultants)
- OTHERS (Ministers and Govt People, Students and the like)

Top Speakers

Reghuram Rajan



John Sculley



Nick Gowing



Michael Tushman



Customers

K V Kamath,
ICICI



Helmut Mahler
Daimler AG

Beth Jacob,
Target



Jermy Vincent,
Jaguar Land
Rover



Peter Bender
Samuel, Everest



John Keppel, TPI

Frank Gens, IDC



Tom Stewart,
Booz & Co



Analysts

Patron through the Journey



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TATA COMMUNICATIONS



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steria



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Mastek



ROLTA

stfy'

SIEMENS

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Atos Origin

CONSULTING > SOLUTIONS > OUTSOURCING

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live your dream



Xchanging

PHILIPS



geometric®
Software Solutions

sasken



Hexaware
TECHNOLOGIES
YOUR SUCCESS IS OUR FOCUS

Networking Opportunities

- **NASSCOM Connect** : A unique technology offering that enables delegates to establish contact among themselves prior to and during the event.
- **Un conference – P2P Connect** : Interactive un conferencing sessions to encourage Peer-to-Peer networking.
- **Building Alliances** - Provide a platform for the various country delegations to work towards business partnerships
- **Social Media groups** – Linked-in, Facebook, Slideshare, Youtube
- **The fun part** - Contests, Cocktail & Gala Dinner, and more

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Power Packed Sessions



High on Entertainment

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Branding Delight



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Thank You

Contact us:

**For Sponsorship and registrations related queries,
please write to us at events@nasscom.in**

or

**Contact:
mukesh@nasscom.in**