



## PROGRAM SCHEDULE FOR WMS INDIA 2020

08:30AM- 09:30AM Registration & Networking Tea

### 09:30AM - 10:10AM OPENING CEREMONY

10:10AM- 10:40AM

Speech by Professor Philip Kotler, Founder & Chairman of the World Marketing Summit Group; **Strategic Predictions for 2020 and Beyond** (Video Presentation)



10:40AM- 10:50AM

Speech by the Chief Guest, Ramdas Athawale, Hon'ble Minister of State for Social Justice and Empowerment

10:50AM- 10:55AM

Speech by the Chair (TBC)

### 1<sup>ST</sup> SESSION: INTEGRATED BRANDING COMMUNICATION

10:55AM- 11:20AM

**Laura Ries**, President Ries & Ries (US)



### 2<sup>ND</sup> SESSION: SUPER INTELLIGENCE: AI AND ANALYTICAL MARKETING

11:20AM- 11:50AM

**Prof Dominique Hanssens**, Distinguished Marketing Professor at UCLA, Executive Director of Marketing Science Institute in Cambridge, Massachusetts



### 3<sup>RD</sup> SESSION: ADTECH MARKETING & STRATEGY

11:50AM- 12:20PM

**Anshul Joshi**, Cluster Lead, Google Marketing Platforms



### 4<sup>TH</sup> SESSION: SOCIALPRENEURSHIP - MARKETING WITH MEANING – THE KOTLER WAY

12:20PM- 12:50PM

**Sadia Kibria**, CEO, World Marketing Summit Group



### 5<sup>TH</sup> SESSION: NEW GEOGRAPHIES AND BEYOND FM INTO ENTERTAINMENT AND DIGITAL SPACE

12:50PM- 01:10PM

**Harshad Jain**, CEO, Next Media Work



### 01:10PM - 01:40PM KOTLER AWARDS (15 MIN +15 MIN)

### 01:40PM - 02:30PM NETWORKING & LUNCH



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### 5<sup>TH</sup> SESSION: WINNING WITH INNOVATION THE FUJI WAY

02:30PM - 03:00PM

**Haruto Iwata**, MD, Fujifilm India Pvt Ltd (28+2)



### 03:00PM - 03:20PM INDUSTRY EXPERT FROM FICCI (18+2)

### PANEL DISCUSSION 1.: SUSTAINABLE DEVELOPMENT GOALS AND CORPORATE SOCIAL RESPONSIBILITY CONVERGENCE

03:20PM - 04:20PM

**CSR & SDG GOALS (Panel Discussion)** panelist  
Moderator: Deepa Vats, CBDO, Psyche Panacea

### 04:20PM - 04:40PM TEA BREAK & NETWORKING-20 MINUTES

### 6<sup>TH</sup> SESSION: EMOTIONS AS VALUE IN MARKETING

04:40PM - 05:10PM

**Salvador Jimenez Lopez**, Professor at ESADE Business School (28+2)



### 7<sup>TH</sup> SESSION: DIGITAL MARKETING AND DESTRUCTIVE MARKETING

05:10PM - 05:40PM

**Prof Mark Oliver Opresnik**, Marketing Professor and Member of the Board of Directors, SGMI Management Institute St. Gallen, Switzerland



### 05:40PM - 06:10PM INDUSTRY EXPERT FROM FICCI (18+2)

### PANEL DISCUSSION 2.: NEW DECADE MARKETING & GLOBALIZING YOUR BUSINESS

06:10PM - 07:00PM

AI, Digital Marketing and Globalizing your Business (Panel Discussion) 5 panelist Moderator: **Dr. Fahim Kibria**, CMO, Kotler Impact Inc.

### 07:00PM 07:30PM KOTLER AWARDS

07:30PM - 07:40PM

07:40PM - 07:50PM

07:50PM - 08:00PM

Speech by the Chair (8+2)

Speech by WMS-India, Kotler Impact (5+5)

Vote Of Thanks

**FUJIFILM**

GLOBLE PARTNER



OUTREACH PARTNER



TICKETING PARTNER



DIGITAL PARTNER



RADIO PARTNER



INCUBATION PARTNER



KNOWLEDGE PARTNER



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