

|   |                |
|---|----------------|
| Keynote - Apurva Chamaria, VP & Head Marketing - HCL Tech.  | 9 to 9:30      |
| DESIGN THINKING FOR MARKETERS<br>Sudhir Sharma, Founder & CEO, Indi Design.   | 9:30 to 9:50   |
| AI and SEO OPENHOUSE<br>Bharat Thakare, Digital Marketing Consultant<br>Amol Ghemud, Co-founder UpGrowth.in   | 9:50to 10:30   |
| <b>TEA - 10.30 TO 10.45</b>   |                |
| PERSONAL BRAND MANAGEMENT<br>Siddharth Vaze, Founder & CEO, The Advanced Learning Institute   | 10:45 to 11:15 |
| WHAT A DIGITAL MARKETER NEEDS TO KNOW ABOUT F&B EXPECTATIONS<br>Hospitality and Digital Marketing - Aniruddha Patil, Founder, Pune Eat Outs.  | 11:15 to 11:45 |
| THE VIRAL FEVER<br>Tracy DSouza, Channel Head, Girliyapa and Talent Head, The Viral Fever. Anikait Chavan, Managing Partner, Campus Times Media   | 11:45 to 12:25 |
| CREATING the WOW via INTEGRATED MARKETING COMMUNICATIONS<br>Sangeeta Chacko, Head at Corporate Communications Percept Ltd.  | 12:25 to 1:15  |
| <b>LUNCH - 1.15 TO 1.45</b>   |                |
| SOCIAL MEDIA: CAMPAIGNS, INNOVATIONS AND TREND '18<br>Ankita Sinha, Account Director, Cheil Worldwide (Samsung)   | 1:45 to 2:15   |
| REGIONAL CONTENT CREATORS & YOUR BRAND<br>Sarang Sathaye and Paula McGlynn, Founders & Directors Bharatiya Digital Party and Gulbadan Talkies.  | 2.15 to 2.55   |
| CONTENT MARKETING - THE ELEPHANT IN THIS ROOM<br><b>Hardik Joshi</b> , Digital & Social Media Head, Retail Banking, Axis Bank<br>-----<br><b>Anvesha Poswalia</b> , Sr. Brand Manager, Asian Paints<br>-----<br><b>Tanvi Saxena Parekh</b> , Head Brand Solutions, Sakal Media Group<br>-----<br><b>Manasi Pinge</b> , Senior Marcom Manager, JW Marriott, Pune | 3:05 to 3:35   |
| <b>TEA - 3.35 TO 3.45</b>   |                |
| MARTECH, ADTECH AND AI<br>Krishna Mothey, Performance Marketing & Programmatic Head, GroupM   | 3:45 to 4:45   |
| SILENCE: THE MISSING ELEMENT IN MARKETING BUSINESS<br>Pranau Kale   | 4:45 to 5:30   |