

marketing LEADERSHIP SUMMIT 2020

16-17 October 2020 | LIVE on **CII HIVE**

Marketing in the **NEXT NORMAL**

PROGRAMME

DAY 1, 16th October 2020

INAUGURAL SESSION: 1345 – 1445 Hrs.		
1345 – 1355 Hrs.	Welcome Address	Mr. Harshavardhan Neotia Chairman, CII Suresh Neotia Centre of Excellence for Leadership and Chairman, Ambuja Neotia Group
1355 – 1415 Hrs.	Special Address: Reading and Responding to Change	Ms. Rama Bijapurkar Management Consultant
1415 – 1435 Hrs.	Keynote Address: Marketing in Recessions	Prof. Nirmalya Kumar Lee Kong Chian Professor of Marketing Singapore Management University
1435 – 1445 Hrs.	Concluding Remarks	Ms. Indrani Kar Head CII – Suresh Neotia Centre of Excellence for Leadership
1445 – 1450 Hrs.	Session Changeover	
SESSION I: 1450 – 1545 Hrs.		
	<p>C–Suite Insights: Creativity, Agility and Marketing Innovation in a Post Pandemic World</p> <p><i>In the wake of the pandemic, customers are behaving differently, markets are shrinking, categories are at risk and companies are looking to protect cash reserves by cutting ad spends. The marketing function has to now operate with limited resources and only the most creative business strategies will help steady the boat. The CMO needs to become a chief innovator, and distributed innovation across the organization can help steer the course to business recovery. With traditional marketing strategies proving ineffective, agile marketers now need to place a greater focus on other tactical levers to improve effectiveness and help move through the crisis and out the other side.</i></p> <p><i>As the crisis accelerates brands' move to digital, the session will deliberate on how marketing leaders need to embrace agile principles to guide teams through uncertainty. Experts will highlight how a dramatically altered customer path to purchase now necessitates a renewed focus on enabling seamless customer experience. The session will showcase a shift in strategy including how companies</i></p>	

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	<i>need to invest more in cost-effective marketing strategies while constantly re-assessing every possible touchpoint for the brand across paid and owned channels.</i>
Session Moderator	
	Mr. Bharat Puri Chairman, CII National Committee on FMCG & Managing Director Pidilite Industries
Speakers	
	Mr. Amit Syngle Managing Director and CEO Asian Paints
	Mr. Sunil Kataria CEO – India and SAARC Godrej Consumer Products
	Mr. Sameer Satpathy Divisional Chief Executive – Personal Care ITC
	Mr. Vivek Sunder Chief Operating Officer Swiggy

1545 – 1550 Hrs.	Session Changeover
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SESSION II: 1550 – 1645 Hrs.	
	<p>Marketing Roundtable: How Coronavirus is Reshaping Consumer Behaviour</p> <p><i>As net consumer optimism declines, consumers are spending more on essentials and cutting back on discretionary expenses. Due to a near collapse of in-person marketing engagement, consumers are shifting to online and digital platforms and are more calculative in their purchase considerations and brand loyalties. With estimates suggesting that some form of social distancing may continue over the next two years, the pandemic will have a long-term effect on the psyche and outlook of consumers. These changes are leading to broader shifts in marketing tactics and investments within departments as marketing leaders scramble to adapt to a new and uncertain future.</i></p> <p><i>The session will deliberate on the profound changes to consumer behaviour by focusing on the key moments in customers' buying journeys. Experts will discuss the implications of the "homebody economy", and how customer loyalty and retention are emerging as challenges in a crowded online marketplace. As brands explore ways to connect with consumers locally, customer personas, brand messaging and even a</i></p>

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	<i>company's product strategy may need to significantly evolve in light of the realities of a post-COVID-19 world. The session will showcase how, in the light of these changes, the Marketing function needs to transition from a "value for money" to a "value for experience" proposition.</i>
Session Moderator	
	Mr. Abheek Singhi Managing Director and Senior Partner Asia-Pacific Leader, Consumer and Retail Practice Boston Consulting Group, Mumbai
Speakers	
	Mr. Ajay Khanna Chief Marketing Officer Amway
	Mr. Amit Doshi Chief Marketing Officer (India and South Asia) Lenovo
	Mr. Sanjay Gupta Marketing Director - APAC Uber
1645 – 1650 Hrs.	Session Changeover
SESSION III: 1650 – 1745 Hrs.	
	<p>Positive endorsement: Why Consumer Trust will be the New Marketing Currency</p> <p><i>Social distancing and safety norms have been very disruptive to companies and consequently to traditional advertising models too. Consumers now align more closely with family, friends and local businesses and the safety concerns can further amplify customer distrust in brands. Homebound consumers are driving a substantial jump in social media traffic and influencers are nimbly adjusting their content to this by focusing on fitness, healthy eating, hobbies, or life advice. In effect, influencers have been 'homefluencers' by connecting with followers who place greater trust on their advice as compared to traditional ATL marketing messages. Also, as Facebook, Instagram, and other social media platforms enable consumers to make in-app purchases by clicking a call to action in a post, 'socially shoppable' customers can directly buy products they're interested in without even leaving their feeds.</i></p> <p><i>The session will deliberate on how marketers can leverage cost effective micro influencer programs and social media platforms to win back a more consumer trust. Experts will review how customer endorsements in the form of E-WoM (word of mouth) and customer referrals can dramatically alter a brands impression over the mid to long</i></p>

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	<i>term. The session will also attempt to highlight how brands can build and communicate the elements of value to drive service and trust across customer touchpoints through robust feedback loops powered by AI and conversational marketing tools. Participants will learn that that Trust is not just a buzzword but also a critical enabler of competitive success</i>
Session Moderator	
	Ms. Preeti Reddy Chairman, CII IWN Maharashtra and CEO South Asia - Insights Division Kantar
Speakers	
	Ms. Khushboo Benani Content, Influencer Marketing, Brand Advocacy Head Diageo India
	Mr. Arvind RP Director - Marketing and Communications McDonald's India (West and South)
	Mr. Sharad Somani Digital GTM Leader - South Asia & South East Asia Western Union
KEYNOTE ADDRESS: 1730 - 1800 Hrs.	
	“Who Can You Trust? Branding and Trust in a Post-COVID World” Prof. Tim Calkins Clinical Professor of Marketing, Kellogg School of Management Northwestern University
MASTERCLASS: 1800 - 1830 Hrs.	
	“Staying Top Of Mind in Challenging Times” Mr. John Hall Co-founder Calendar.com

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KEYNOTE ADDRESS: 1830 - 1900 Hrs.

“True Corporate Leadership in a Time of Unprecedented Crisis”

Prof. Jan-Benedict E M Steenkamp
C. Knox Massey Distinguished Professor of Marketing
Kenan-Flagler Business School
University of North Carolina

PARALLEL TRACK

DAY 1, 16th October

MASTERCLASS: 1530 – 1600 Hrs.

Speaker

“Getting your Covid-19 Recovery Right: Leveraging Brand-Driven Growth”

Dr. Darren Coleman
Managing Consultant & Founder
Wavelength Marketing

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DAY 2, 17th October 2020

MASTERCLASS: 1100 – 1145 Hrs.

Speaker

“The Disruption Cycle: What It Is, Why It Matters, And What You Need To Know About It”

Mr. Steve Mckee
Co-founder
McKee Wallwork + Co

KEYNOTE ADDRESS: 1200 – 1230 Hrs.

Speaker

“Changing Role of Brand and Consumers in the New Normal”

Prof. Ravi Dhar**
George Rogers Clark Professor of Management and Marketing and
Director, Center for Customer Insights
Yale School of Management

KEYNOTE ADDRESS: 1300 – 1330 Hrs.

Speaker

“Fight to The Other Side”

Mr. Mark W. Schaefer**
Chief Operating Officer
B Squared Media

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SESSION IV: 1400– 1450 Hrs.	
	<p>Reaching Out: Re-imagining Consumer Connect in a Socially Distanced World</p> <p><i>A crisis puts both the strengths and weaknesses of a brand's relationship under the spotlight. While companies traditionally invested in face to face contact points, the socially distanced consumer needs to be reached across multiple channels digitally and social media platforms. While traditionally, marketers largely focused on driving growth by acquiring higher market shares and increasing footfalls to physical stores, the consumers' rapid migration to e-commerce websites, social media platforms and mobile apps now requires an entirely new strategy for the ensuring future business prospects.</i></p> <p><i>With consumers minimizing human contact, the session will deliberate on how marketers are exploring ways to create a contactless and direct to consumer shopping experience through humanlike interactions. Experts will highlight a Mobile-First model that utilizes machine learning to provide contextual experiences and hyper personalisation. By optimising every touchpoint along this new customer's journey, the discussions will showcase how purchase interactions need to transform from just "Order Tracking" to an extension of brand experience. The session will also deliberate how targeted marketers need to connect with customers proactive outreach programmes which leverage Big Data to define to enable a micro segmentation-based marketing strategy.</i></p>
Session Moderator	
	<p>Mr. Pinakiranjan Mishra Partner, Sector Leader Consumer Products and Retail, India Ernst & Young</p>
Speakers	
	<p>Mr. Avnish Anand Co-Founder Caratlane</p>
	<p>Mr. Prasanjeet Baruah Head - EdTech and Health, Technology, Telecommunications Facebook India</p>
	<p>Mr. Manoj Rijhwani Head of Online Sales - India LinkedIn</p>

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	<p>Mr. Arvind Bhandari Executive Vice President, Director Nutrition - South Asia Nestle</p>
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1450 – 1455 Hrs.	Session Changeover
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SESSION V: 1455 – 1545 Hrs.	
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	<p>Pandemic Toolbox: Optimising your Post-COVID Marketing Mix for Business Success</p> <p><i>The trend is clear, more people are spending more time and consuming online content than ever before. This demand is being driven by audiences browsing content 24/7 as social distancing measures and work-from-home mandates contain more consumers indoors. It is estimated that the average person will spend 100 minutes daily watching videos in 2021 with mobile phones accounting for 78% of digital content consumption. Also, as traditional touchpoints and paths to the consumer including retail and in-person engagements become regulated, marketers are impelled to radically rethink the constitution of the traditional marketing mix.</i></p> <p><i>The session will focus on re-orienting the marketing mix. As newer communication formats take center stage, experts will showcase how creating tailored content can increase conversions. The session will deliberate on how marketers need to build promotional and pricing plans incorporating consumer-traffic trends and the importance of leveraging the mobile and app based ecosystem to power next generation AR and VR Experiences for home based consumers. The session will also highlight the importance of resetting ROI measurement baselines to evaluate business performance while simultaneously integrating new customer insights and market-demand signals to align the next wave of content and product strategies.</i></p>
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Session Moderator	
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	<p>Ms. Saloni Nangia President Technopak</p>
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Speakers	
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	<p>Ms. Pallavi Singh Marketing Director BMW India</p>
	<p>Mr. Anil Chilla Chief Digital Officer L'Oreal</p>

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	Mr. Siddhant Narayan Head Of Marketing OnePlus
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1545 – 1550 Hrs.	Session Changeover
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SESSION VI: 1550 – 1640 Hrs.

	<p>From Mayhem to Momentum: Leveraging effective Storytelling to Win Consumers and Grow</p> <p><i>More than ever, marketing departments are struggling to generate demand for their business. From first touch to lead nurturing to closing the deal, every touchpoint needs to be combined with a personalized experience that makes a brand the consumer's first and only choice. However, amidst the reality of limited resources and skill-sets, marketers are having to choose between data-driven AI strategies and more traditional storytelling approaches, or at best, are unclear on how the two work together. Going forward, marketers also need to ask – 'what can our brand do to help the consumer', and only authentic brand storytelling strategically and cost-effectively will drive results.</i></p> <p><i>The session will seek to discover first-hand how to create customer experiences that fuel demand generation programs such as email nurtures, paid ads, and event campaigns to accelerate the buyer journey and shorten sales cycles. Experts will deliberate of a framework that offers a concise way for marketers to create, manage, and optimize personalized experiences at scale. The session will also deliberate on the approaches to delivering truly relevant content to prospects and customers across different channels, formats, and touchpoints.</i></p>
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Session Moderator

	Mr. Vishal Rupani Co-founder and CEO mCanvas
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Speakers

	Ms. Darshana Shah Senior Vice President Marketing and Digital Aditya Birla Health Insurance
	Mr. Sukhpreet Singh Corporate Head – Marketing Dish TV & Watcho

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	Mr. Achint Setia Vice President - Marketing Myntra
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PARALLEL TRACK

Day 2, 17th October

KEYNOTE ADDRESS: 1530 – 1600 Hrs.	
Speaker	
	“An Outrageous Assertion - Or is Marketing Much More Important than We Think?” Mr. Rory Sutherland Vice Chairman Ogilvy UK
1640 - 1650 Hrs.	Concluding Remarks

***pre-recorded*