

2nd Annual Summit on

Branding and Marketing

Brand Building in the Age of Technology

23rd February 2023

Hotel Le Meridien, New Delhi



Platinum Partners



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In the current digital landscape, brands can grow substantially in a short span of time. Social media and Phygital Marketing have revamped the way brands introduce and interact with consumers. In light of disruption and changing consumer behavior in the digital age, especially in the new normal, there is a need for consumer brands to reboot their businesses and realign their business models, enhance the consumer experience through technology and analytics, build resilient distribution, develop their omni-channel presence, and thrive by focusing on sustainability. With brand India stamping its power in the global arena, the current times present enormous opportunities to build long-lasting and loved brands.

Considering the trends and importance, **ASSOCHAM National Council on Branding and Marketing is organizing its 2nd Edition of the Annual Summit on Branding and Marketing- “Brand Building in the age of Technology” on 23rd February 2023 at Hotel Le Meridien, New Delhi.** The Summit will focus on Keynotes addresses, Panel Discussions, Masterclasses, Special Sessions, and Case Studies; presenting new insights, data-driven strategies, and innovative ideas and these will be addressed by eminent marketing experts and renowned marketing leaders.

TOPICS TO BE DISCUSSED

Leveraging the Power of Technology for Marketing

In the branding world of equals, marketing technology has emerged as a differentiator. Be it automation, hyper-local marketing, conversational marketing, AI/ML-based, data-driven, brands need to ally and exploit the MarTech stacks to not just increase RoAS but build and nurture consumer engagement. As technology grows smarter by the day, marketers need to be sharpening the axe more frequently than ever before.

The power-packed line of speakers will help us decode this phenomenon at large, deep-dive into the trends shaping this domain, and share bytes of wisdom to truly leverage the power of marketing technologies.

B2B and D2C Brand building in a hybrid world

Has the answer to everything about brand building been found? The approach to building a B2B and a D2C brand is fundamentally different. Is it really so? In this multisensory and hybrid world is there a winning mantra? The wisest and the smartest across the brand ecosystem take a step back as well as glide into the future to break myths, establish new frontiers, and give us a glimpse of what it takes to build a brand and the journey to help brand marketers navigate. You won't want to miss this compelling conversation!

Tech-Supported Sustainability and Safety of brands

In today's dynamic digital environment, it is imperative to ensure a transparent and quality environment for brand building and nurturing in order to drive effective business outcomes. The focus needs to go beyond the metrics such as reach, impressions, and conversions; brands and advertisers now need to pay increased attention to contexts in which ads are appearing and prevent damage to brand reputation. In the tech-driven advertising world, it is critical to be equipped with tools, techniques, and best practices to ensure the safety and sustainability of brands.

In this session, the experts and practitioners across the brand value chain explore how brand safety can impact business outcomes, and what we can do to build a better industry.

Skilling (tech-enabled Marketing Skills) - Grounds up Digital Marketing Skills

As the future of work and future of marketing unfolds, Learn, Relearn and Unlearn is the mantra.

Join us for a session/panel as we explore the world of tech-enabled marketing skills. Our expert guests will share their insights on the latest trends and techniques in this rapidly evolving field and provide valuable tips on effectively using technology to drive brand awareness, improve customer engagement, and increase sales. Whether you're a seasoned marketing professional or just starting, this session will provide valuable insights and practical advice on how to succeed in today's digital landscape. Tune in to learn how to leverage technology and stay ahead of the game in the world of tech-enabled marketing.

How to retain Customer engagement and the Customer Experience in the Digital era

From adapting to digital to adopting digital, customers have adopted digital channels at an unprecedented rate. This accelerated change is highlighting the need to elevate the customer experience and streamline it across channels by leveraging data, enabling technology, and faster decision-making. Customer engagement is a measure of all the interactions (Moments of truth!) that take place between a brand and its customers over multiple channels. For creating a seamless experience, brands today are incorporating data insights into personalization efforts at every step of the customer journey. In today's digital era, customer experience matters more than ever before, as the switching costs for customers have gone down and have shortened the sales cycle. Highly engaged customers imply brand advocates, provide useful feedback, being part of product innovation. While customers are first drawn to high-quality products, customer experience and service are what keeps them coming back. This sustained interaction yields a positive impact on business growth.

Listen to our panel (masterclass) on how to retain customers in this hyper-competitive digital era. Been there, done that – the delectable session promises a delicious bowl of caselets, real-world examples, and more!

EMINENT SPEAKERS

CHIEF GUEST



Mr. Sam Balsara
Chairman and Managing Director
Madison World



Mr. Thomas Varghese
Chairman, National Council on Branding
and Marketing, ASSOCHAM &
Business Head-Textiles
Aditya Birla Group



Mr. Vikram Sakhuja
Co-Chair, National Council on Branding
and Marketing, ASSOCHAM &
Group CEO
Madison Media



Mr. Puneet Das
Co-Chair, National Council on Branding
and Marketing, ASSOCHAM & President,
Packaged Beverages (India & South Asia),
Tata Consumer Products Ltd.



Mr. Vivek Malhotra
Co-Chair, National Council on Branding
and Marketing, ASSOCHAM &
Group Chief Marketing Officer
India Today Group



Dr. P Rambabu
CEO
GC Advisory



Ms. Minal Srivastava
Deputy Executive Director
Dalmia Bharat Group



Mr. Satya Raghavan
Director
Marketing Partners, Google India



Mr. Abhimanyu Lal
Chief Business Officer
House of Brands, D2C, Tata Digital



Ms. Rachita Gupta
Head Global Marketing
Digital Services, Tech Mahindra



Mr. Manav Sethi
Head Media Martech & Growth,
VIDA world (Emerging Mobility
Business-Unit of Hero MotoCorp)



Mr. Azazul Haque
Chief Content Officer
Media Monks India



Mr. Pankaj Krishna
Founder & CEO
Chrome Data Analytics
& Media



Mr. Prabhvir Sahmey
Senior Director
Samsung Ads, India & South East Asia



Mr. GovindaRaj Avasarala
Head Enterprise Marketing
Vodafone Idea Ltd.



Ms. Shalini Rao
Chief Marketing Officer
Bangalore International Airport Ltd.



Dr. (Prof.) Ajay Kumar Pandey
FORE School of Management



Mr. Prateek Chatterjee
Sr. Vice President
Corporate Communications
& Marketing, NIIT Limited



Ms. Juhi Ramakrishnan
Independent Marketing &
Brand Strategy Consultant



Ms. Surbhi Garg
Associate Director –
Lead Commercial Sales
Analytics, PepsiCo Inc.

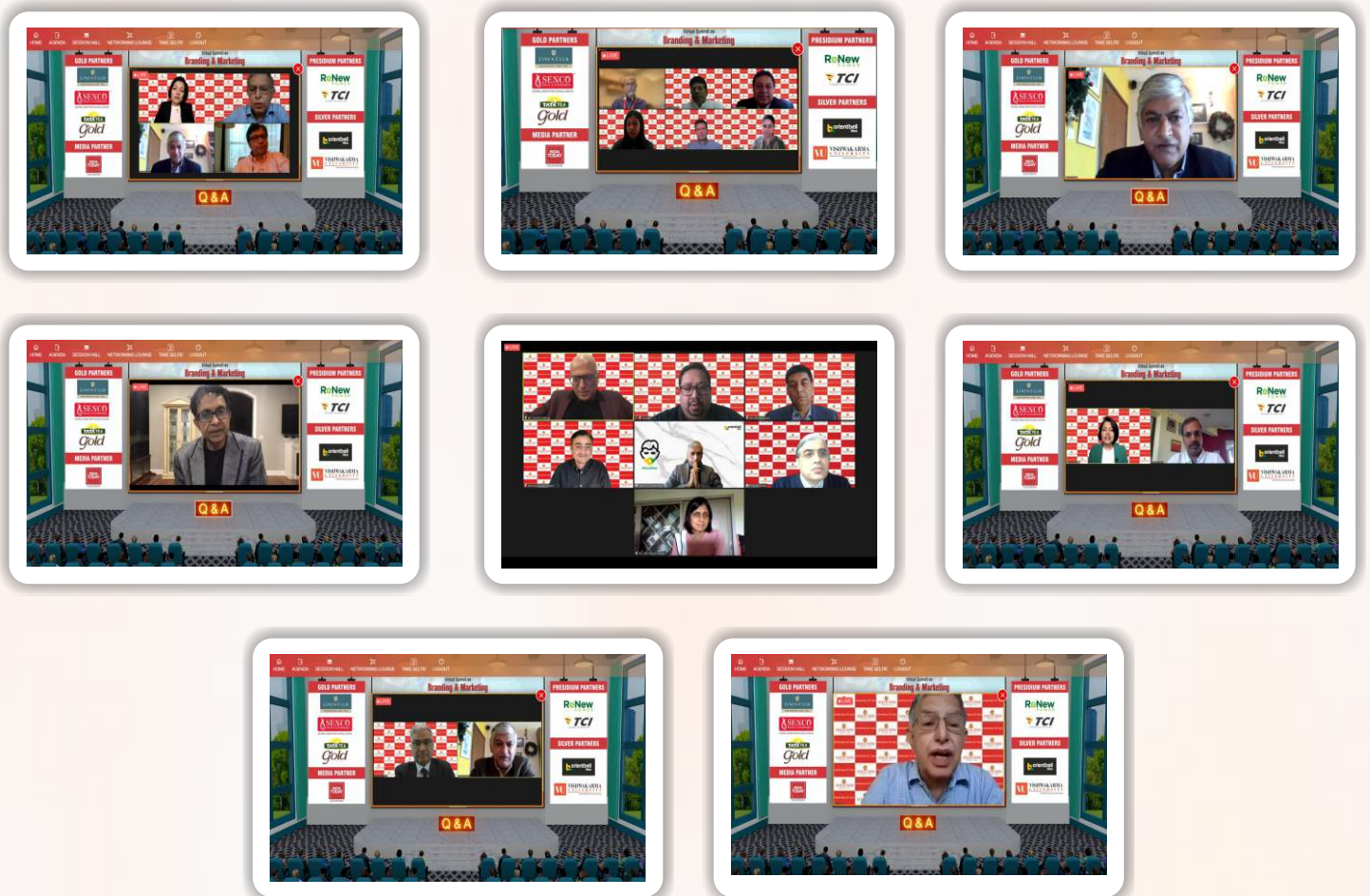
WHO SHOULD ATTEND

- ❖ CEOs, CMOs
- ❖ CXO's/Head/Director of:-
 - Marketing
 - Sales & Marketing
 - Brand Communication
- Digital Marketing
- Brand Strategy
- ❖ SMEs, Start-Ups
- ❖ Social Media Strategists
- ❖ PR and Media Agencies
- ❖ Brand Consultants
- ❖ Data and Analytics Professionals
- ❖ Market Research Organizations

WHY SHOULD YOU ATTEND?

- ❖ Understand what your competitors are practicing and implementing to enhance customer engagement and satisfaction.
- ❖ Networking opportunities with senior marketers and solution providers across industries
- ❖ To know more about the latest trends and ideas from experts to keep intact with the current trends in the market
- ❖ Discuss with the marketers and brands for new strategies, Innovative ideas, and solutions in a digital way.
- ❖ Learn how to prepare and make your organization future-ready in this digital world.

Glimpses of 1st Annual Summit (Virtual) on Branding and Marketing



For registration and branding opportunities please contact:

Krishan Sharma, Deputy Director
krishan.sharma@assochem.com
M: 8512072265

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

4th Floor, YMCA Cultural Centre and Library Building, 01 Jai Singh Road, New Delhi - 110001
Tel: 011-46550555 | Fax: 011-23017008/ 09 | Web: www.assochem.org

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