

AGENDA⁺



MARKETING 2.0

Digital Transformation:
Niche to Mainstream

Session	Talk / Discussion	Speaker	Subject
Keynote Address	Talk	Mr. Greg Verdino – <i>Chief Strategy Officer, Crayon Consulting Group</i>	Activating your brand in the Digital Space: Trends to watch out for
	Talk	Ms. Ireena Vittal – <i>Partner, McKinsey & Company</i>	Key Principles in Activating the Digital Space for your brand: International Case Studies
Internet	Talk	Mr. Ajit Balakrishnan – <i>Chairman & CEO, Rediff.com</i>	The unique Power of Internet - Case Studies of Brands using the Internet as their Primary Medium
	Talk	Mr. Debabrata Mukherjee – <i>Director Marketing, Coca-Cola Korea</i>	Coke in Korea - When Digital becomes the Primary Medium for the Brand
	Talk	The 10 Commandments of activating your brand on the internet - Some Case Studies	
Mobile	Discussion	Mobile – The new Mass Marketing platform?	
Blogs & Communities	Discussion	Will Blogs, Viral and Communities ever be viable media for brand communication?	
“i-share Café” (Interactive Group Exercise)			
Integration	Discussion	Integration - Where's the bottleneck? The Client or the Agency	
Measurement	Discussion	Tracking New Media Effectiveness - Measurability Issues	
“i-build” (Interactive Group Exercise)			

All talks and discussions will have an opportunity for audience interaction

⁺ *Tentative; subject to change*

LIST OF INVITED SPEAKERS



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Mr. Greg Verdino – Chief Strategy Officer, Crayon Consulting Group*
Ms. Ireena Vittal – Partner, McKinsey & Company*
Mr. Ajit Balakrishnan – Chairman & CEO, Rediff.com*
Mr. Debabrata Mukherjee – Director Marketing, Coca-Cola Korea*
Mr. Manish Vij – Co- Founder & Chief Business Officer – Quasar Media*
Mr. Ashish Kashyap – CEO, ibibo.com
Mr. Chandrasekar Radhakrisnan – Head, Brand & Media, Bharti Airtel Ltd
Mr. D Shivakumar – VP & MD (Mobile Phones), Nokia India
Mr. Mahesh Murthy – Founder & CEO, Pinstorm
Mr. N Rajaram – GM & Category Head, Haircare, Hindustan Unilever Limited
Mr. Naveen Tewari – CEO, mKhoj.com
Mr. Neville Taraporewalla – CEO & Online Media director (Asia Pacific), Publicitas Digital
Mr. Nikhil Pahwa – Founder, MixedBag Media
Mr. Partha Rakshit – MD, South Asia, Nielsen
Ms. Pearl Uppal – Director, Ad sales, Yahoo India
Mr. Prasoon Joshi – Executive Chairman & Regional Executive Creative Director, Asia Pacific, McCann Erickson
Mr. Sam Balsara – Chairman and Managing Director, Madison World
Mr. Sanjay Behl – Head, Brand & Marketing, Reliance Communications
Mr. Sanjeev Bikhchandani – MD & CEO, Naukri (Info Edge India Ltd.)
Mr. Santosh Desai – MD & CEO, Future Brands
Mr. Shailesh Rao – MD, Google India
Mr. Surya Mantha – CEO, Web 18
Mr. Vikram Sakhuja – CEO, Group M

**Confirmed speakers*