

Tentative Agenda	
<b>Elets India Brand Summit &amp; Awards 2024</b> 21st June 2024 New Delhi <i>#Innovate.Influence.Inspire</i>	
<b>TIMINGS</b>	<b>SESSIONS</b>
<b>08:30 AM - 09:30 AM</b>	<b>Registration</b>
<b>09:30 AM - 09: 45 AM</b>	<b>Welcome Note</b> Dr. Ravi Gupta, CEO and Editor-in-Chief, Elets Technomedia
<b>09: 45 AM - 10:00 AM</b>	<b>Keynote Speech</b>
<b>10:00 AM - 10:45 AM</b>	<b>Panel 1. The Future of Branding: Marketing Analytics and Data-Driven Decision-Making</b>  As India's economy continues to evolve, brands are embracing creativity and digital strategies to connect with an increasingly diverse and tech-savvy consumer base, shaping the trajectory of branding in the country. In this panel, we will explore how businesses utilize data analysis to make informed decisions about branding, effectively targeting audiences, understanding market trends, and optimizing marketing campaigns for enhanced success.
<b>10:45 AM - 11:00 AM</b>	<b>Industry Presentation</b>
<b>11:00 AM - 11:15 AM</b>	<b>Tea &amp; Networking</b>
<b>11:15 AM - 11:55 PM</b>	<b>Panel 2. Potential Of Gen AI: AI's Role in Mind-Machine Marketing Partnership</b>  Generative AI holds immense potential in marketing by autonomously creating content tailored to specific audiences, revolutionizing personalized campaigns, and enhancing customer engagement. This panel will explore the ability of collaboration of Gen AI, powered by machine learning algorithms, and the creativity & intelligence of human marketers to streamline content creation, optimize campaign strategies, and deliver personalized experiences to target audiences.

11:55 PM - 12: 10 PM	<b>Industry Presentation</b>
12: 10 PM - 12: 40 PM	<p><b>Fireside Chat - Post Cookie World: A Challenge or An Opportunity For Change?</b></p> <p>In the post-cookie world, marketers face the challenge of redefining their targeting and tracking strategies to adapt to evolving privacy regulations. However, it also presents an opportunity to prioritize user privacy, foster trust, and explore innovative approaches for personalized marketing experiences.</p> <p>In this Fireside Chat, we will talk about the challenges and opportunities that arise as marketers adapt to this new landscape, where traditional methods of tracking and targeting consumers become less viable. Furthermore, the session will also examine the alternative approaches such as contextual targeting, first-party data utilization, and privacy-centric solutions that emerge as potential solutions in the absence of cookies.</p>
12: 40 PM - 12:55 PM	<b>Industry Presentation</b>
12: 55 PM - 01: 35 PM	<p><b>Panel 3: Secret Ingredients for Making a Global Brand and Reaching the Last Mile Customer</b></p> <p>The evolution and expansion of a brand's presence on a global scale involves navigating cultural differences, market dynamics, and logistical hurdles to create a cohesive brand identity. In this panel, we will examine innovative approaches and technologies employed to connect with customers at the grassroots level, ensuring inclusivity and accessibility for all consumers, regardless of their geographical location.</p>
01: 35 PM - 01: 55 PM	<b>Industry Presentation</b>
01: 55 PM - 02: 35 PM	<b>Lunch Break</b>
02: 35 PM - 03: 15 PM	<p><b>Panel 4: Leader's Dialogue: Navigating Average Revenue Per User (ARPU) Challenges and Strategies</b></p> <p>In the realm of Marketing &amp; Branding, Average Revenue Per User (ARPU) serves as a vital metric, reflecting the effectiveness of strategies in monetizing customer engagement. In this panel, we will explore the complexities and opportunities associated with optimizing ARPU in the context of branding and marketing efforts.</p> <p>Additionally, we will also discuss strategies such as personalized marketing, upselling, cross-selling, and value-added services to increase ARPU without compromising customer experience.</p>
03: 15 PM - 03: 30 PM	<b>Industry Presentation</b>

<p><b>03:30 PM - 04:00 PM</b></p>	<p><b>Fireside Chat: Unlocking Success: Brand &amp; Creator Economy Collaborations</b></p> <p>As India embraces digital platforms, exploring the next frontier involves harnessing the diverse talents of its creators and fostering innovation in content creation and monetization strategies.</p> <p>In this Fireside Chat, we will explore the trend of individuals leveraging digital platforms to create and monetize content and how creators are becoming influential figures in marketing, driving engagement, and shaping consumer trends.</p>
<p><b>04:00 PM - 04: 15 PM</b></p>	<p><b>Tea &amp; Networking</b></p>
<p><b>04:15 PM - 04:30 PM</b></p>	<p><b>Industry Presentation</b></p>
<p><b>04:30 PM - 5:15 PM</b></p>	<p><b>Panel 5. Nurturing Marketing Strategies in B2B: Leveraging Best Practices and Targeted Engagement Tactics</b></p> <p>The Panel Discussion will explore the effective approaches utilized by businesses to build relationships and drive growth within the B2B sector through innovative marketing strategies. Furthermore, this session will spotlight the implementation of industry-recognized best practices across various domains, including marketing, sales, customer service, and beyond.</p>
<p><b>05:15 PM - 05:30 PM</b></p>	<p><b>Industry Presentation</b></p>
<p><b>05:30 PM - 06:15 PM</b></p>	<p><b>Panel 6. Customer Experience Optimization: Improving Customer Journey For Satisfaction &amp; Retention</b></p> <p>In India, customer loyalty &amp; retention in marketing and advertising are key to establishing brand loyalty amidst a diverse consumer landscape. By understanding cultural nuances and delivering localized experiences, businesses can build lasting connections and drive sustainable growth in this dynamic market.</p> <p>In this session, we will explore strategies aimed at enhancing every touchpoint of the customer journey to maximize satisfaction and foster long-term loyalty. The focus will be on implementing data-driven insights, personalized communication, and innovative solutions to create memorable experiences that resonate with customers in today's competitive marketing landscape.</p>
<p><b>06:15 PM - 06:30 PM</b></p>	<p><b>Tea &amp; Networking</b></p>
<p><b>06:30 PM - 07:30 PM</b></p>	<p><b>Elets India Brand Awards 2024</b></p>
<p><b>7:30:00 PM Onwards</b></p>	<p><b>Closing Remarks</b></p>