



AGENDA

NMIMS UNIVERSITY, MUMBAI

26TH NOVEMBER 2022 | 9:00 AM

CO-POWERED BY: SCHOOL OF BRANDING & ADVERTISING



AGENDA

REGISTRATION

AGENCY WARS

WORKSHOP

MASTER CLASS

SESSIONS

AWARDS

AGENCY WARS

09:00 AM – 06:00 PM

08:00 AM – 09:00 AM	REGISTRATIONS [FRONT DESK]
09:00 AM – 09:30 AM	INTRODUCTION & INSTRUCTIONS [MAIN AUDITORIUM]
09:30 AM – 11:30 AM	AGENCY WARS BEGINS! [MINI AUDITORIUM & LOBBY]
11:30 AM – 11:45 AM	SHORT TEA BREAK [REFRESHMENT COUNTER]
11:45 AM – 02:00 PM	AGENCY WARS CONT. [MINI AUDITORIUM & LOBBY]
02:00 PM – 02:45 PM	LUNCH [MIDDLE LOBBY]
02:45 PM – 04:00 PM	AGENCY WARS LAST LEG [MINI AUDITORIUM & LOBBY]
04:00 PM – 06:00 PM	OVER TO THE JURY [CLASSROOMS]



ADWORLD AGENDA

MAIN AUDITORIUM

11:00 AM – 12:00 PM	REGISTRATIONS [FRONT DESK]
12:00 PM – 01:00 PM	MASTERCLASS #1 Learn how to reflect your audience in your content, Web presence. Shonali Shetty, Head Growth Marketing, Godrej Credit
01:00 PM – 02:00 PM	MASTERCLASS #2 Building a Successful Organic Business Ecosystem Vishesh Sharma, CMO, Ashika Group
02:00 PM – 03:00 PM	LUNCH BREAK [MIDDLE LOBBY]
03:00 PM – 04:00 PM	MASTERCLASS #3 A Framework for Positioning the Brand Anand Bhatia, CMO & Head Analytics, Fino Payments Bank Ltd
04:00 PM – 05:00 PM	WORKSHOP Behavioural Science for Brands Rachita Sharma, Business Head, Ethinos Digital Chitra Surana, Head – Marketing & Alliances, Inkspell



ADWORLD AGENDA

MAIN AUDITORIUM

05:00 PM – 05:30 PM	HIGH TEA & NETWORKING BREAK [REFRESHMENT COUNTER]
05:30 PM – 05:40 PM	WELCOME CEREMONY
05:40 PM – 06:00 PM	KEYNOTE ADDRESS TBA TBA
06:00 PM – 06:10 PM	FELICITATION OF JURORS
06:10 PM – 06:30 PM	ANNOUNCEMENT OF AWARDS



ADWORLD AGENDA

MAIN AUDITORIUM

06:30 PM – 07:20 PM

PANEL DISCUSSION #1

Key Trends Predicted for Digital Storytelling in 2023

How do brands truly engage their audience and customers and break through the noise in 2023? Our power panel of experts will share their tips and tricks.

Moderator:

Rituraj Bidwai, Head of Digital Marketing, ex-Sobha Ltd

Speakers:

- Raja Chakroborty, International Marketing Head, Emami Ltd
- Charandeep Singh, Head- Marketing & CRM, TVS Credit
- Sapna Desai, Head- Marketing & Ecommerce, ManipalCigna Health Insurance
- Shrishail Deshnur Senior Director - Head Consumer Marketing Cipla



07:20 PM – 07:10 PM

ANNOUNCEMENT OF AWARDS



ADWORLD AGENDA

MAIN AUDITORIUM

PANEL DISCUSSION #2

How India's biggest D2C players are winning with customer data

Data is the key to growth in New Commerce and one of the biggest advantages of entering D2C is customer data. When used properly, it can revolutionise the way you do business and interact with customers

Moderator:

Mahip Dwivedi, Head of Marketing, Tyke

Speakers:

- Abhishek Gupta, CMO | Edelweiss Tokio
- Sudhanshu Tripathi, VP, Head of Marketing & Growth | Quick Heal
- Prasad Pimple, EVP & Head – Digital Business Unit | Kotak Life
- Sharmila Sandeep, Head – Marketing | Saint-Gobain India Pvt Ltd- Gyproc Business
- Akshay Gaonkar, National Head D2C- VP | Reliance Jio
- Raja M.V.S.M.A, Head – Marketing & Strategy Emerging Markets | Dr. Reddy's Laboratories Ltd



06:30 PM – 07:20 PM

ADWORLD AGENDA

MAIN AUDITORIUM

08:30 PM – 08:50 PM	AWARDS ANNOUNCEMENT
08:30 PM – 09:00 PM	AGENCY WARS WINNERS ANNOUNCEMENT
09:00 PM ONWARDS	DINNER [MIDDLE LOBBY]

