

INKSPELL INSIGHT IGNITION – NOVEMBER EDITION
30 NOV 2023 | RADISSON BLU, INTERNATIONAL AIRPORT, MUMBAI



www.theAdWorld.in



www.theIndiaContentLeadership.com



www.theSocialStars.com

Powered By



1030 – 1100 Hrs	REGISTRATION
1100 – 1105 Hrs	INTRODUCTION
1105 – 1120 Hrs	<p>SPECIAL ADDRESS I</p> <p>TOPIC: <i>Empowering Content Leaders: The Road Ahead</i></p> <p>SPEAKER: <i>Vishesh Sharma CMO Bajaj Financial Securities Ltd</i></p>
1120 – 1135 Hrs	ANNOUNCEMENT OF AWARDS
1135 – 1155 Hrs	<p>KEYNOTE ADDRESS</p> <p>TOPIC: Beyond Direct Response: The Imperative of Brand Building in Modern Marketing</p> <p>SPEAKER: <i>Yogin Vora Digital Marketing Expert Ex- ZEE5</i></p>
1155 – 1210 Hrs	ANNOUNCEMENT OF AWARDS
1210 - 1220 Hrs	TEA BREAK

1220 – 1310 Hrs	<p>PANEL DISCUSSION</p> <p>TOPIC: <i>Content Personalization: Tailoring Experiences through Data Insights</i></p> <p>SPEAKERS:</p> <p>Moderator: Rituraj Bidwai Head of Digital Ashwin Sheth Group</p> <p>Sunder Venketraman Head of Content, Creator and Monetisation Ecosystem Josh App</p> <p>Sharmila Sandeep Head - Marketing Saint-Gobain India Pvt Ltd- Gyproc Business</p> <p>Shonali Shetty Head Growth Marketing Godrej Capital</p> <p>Saugata Bagchi Global Head - Digital & Content Tata Communications</p> <p>Taskeen Nadkar AVP- Product and Strategy Jio Media Ltd</p>
-----------------	--

1310 – 1320 Hrs	Q&A + AUDIENCE INTERACTION
1320 - 1345 Hrs	ANNOUNCEMENT OF AWARDS
1345 - 1445 Hrs	NETWORKING LUNCH
1445 - 1535 Hrs	<p>PANEL DISCUSSION</p> <p>TOPIC: <i>Data-Driven Creativity: The Intersection of Art and Algorithms</i></p> <p>SPEAKERS:</p> <p>Moderator: Ankoor Dasgupta CMO Shisham Digital</p> <p>Prasad Pimple EVP & Head – Digital Business Unit Kotak Life</p> <p>Samir Vora CMO VerSe Innovation</p> <p>Jahid Ahmed Sr VP and Head of Digital Acquisition/Website/Content & Social Media Marketing HDFC Bank</p> <p>Geetanjali Sachwani VP and Head of Marketing Franklin Templeton India</p> <p>Sapna Desai Head - Marketing and Ecommerce Manipal Cigna Health Insurance</p>
1535 – 1545 Hrs	Q&A + AUDIENCE INTERACTION
1545 – 1600 Hrs	ANNOUNCEMENT OF AWARDS

1600 – 1630 Hrs	<p>FIRESIDE CHAT</p> <p>TOPIC: Navigating the complexity: Insights from marketers on Unified Measurement and Optimisation</p> <p>SPEAKER:</p> <p>Zahara Kanchwalla Co-Founder & CEO Rite KnowledgeLabs</p> <p>Raja Chakraborty CMO Continental Coffee</p>
1630 – 1645 Hrs	TEA BREAK
1645 – 1700 Hrs	ANNOUNCEMENT OF AWARDS
1700 – 1720 Hrs	<p>SPECIAL ADDRESS II</p> <p>TOPIC: Authenticity in the Digital Age: Building Trust through Storytelling</p> <p>SPEAKER: TBA</p>
1720 – 1730 Hrs	ANNOUNCEMENT OF AWARDS