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# Conference Report

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MARKETING TALK SHOW

**CMO NETWORK**

Organised by  
**EZILONE**



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**VENUE**

The Leela GURGAON

**DATE**

JULY 18th, 2019

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# OVERVIEW OF THE CONFERENCE

More than 100 participants from all over the country met at The leela Ambience, Gurgaon, on July 18 2019 to exchange ideas and good practices, create and strengthen partnerships, foster learning, and discuss the topic 'Impact of Digital Media and Technology in today's Marketing Landscape'. The occasion was THE CMO NETWORK SUMMIT.

CEOs, CMOs, Heads of Marketing, Sr Marketing Directors, Marketing Directors, Sr Vice Presidents of Marketing, Vice Presidents of Marketing, and Marketing experts from the fields of lifelong learning came together to guide fellow marketers in implementing lifelong learning to support the achievement of the business Goals. The conference was a platform for exchange, built on the understanding that lifelong learning is key to building sustainable goals and results, that the marketing world is on the front line of Digitization, and that Digital Media and Technology are a crucial drivers in the achievement of an evolved marketing strategy to enhance businesses.

Discussions centered on topics such as Impact of GD-PR, AI, Automation, Impact of social media can take towards implementation, measurement and achievement of Yielding Goals at various levels of organisations varying in size, with the various sessions featuring presentations and case studies from industry experts as well as leaders.

It was a closed-door and invitation-only event

**50+**

Organizations

**100+**

Decision Makers

**20%**

Vendor  
Companies

**80%**

Organizations  
with employe  
count 5000+







# Panel Discussion 1: Digital Media and Technology

## PANELISTS

### Sameer Seth

Director - Marketing  
DOLBY Laboratories

### Juhie Gorwara

Head- Group Marketing and Ecommerce  
PHILIPS

### Sakshi Chadha

Head - Marketing & Communications  
PAYBACK INDIA

## Moderator

### Sarvesh Bagla

CEO  
TECHMAGNATE

## KEY TAKEAWAYS

The Discussion among the speakers revealed that the Technology is continuously altering the marketing industry. Though certain practices have changed completely, some practices remain to bring results the conventional way. The Industry is still learning how to leverage the technology in-order to drive results while following the upcoming laws associated with it.



## Panel Discussion 2: Managing Digital Marketing

### PANELISTS

**Meenu Bagla**

Head - Global Brand and Digital Marketing  
TECH MAHINDRA

**Dr Sumeet**

Marketing Leader, Asia-Pacific  
IBM WATSON HEALTH

**Chirag Singhal**

Head of Digital Marketing  
ADITYA BIRLA SUN Life Insurance

**Moderator****Runki Goswami**

VP-Marketing  
BEATROUTE

### KEY TAKEAWAYS

The Discussion among the speakers concluded that digital marketing may be the next step in future but its importance is visible even today. Reaching the audience has become easy but at the same time metrics for success have become more complicated hence analysis has become very important. Management of Digital may be possible with automation but cannot be left without the human touch



## Panel Discussion 3: Social Media and Digital Marketing

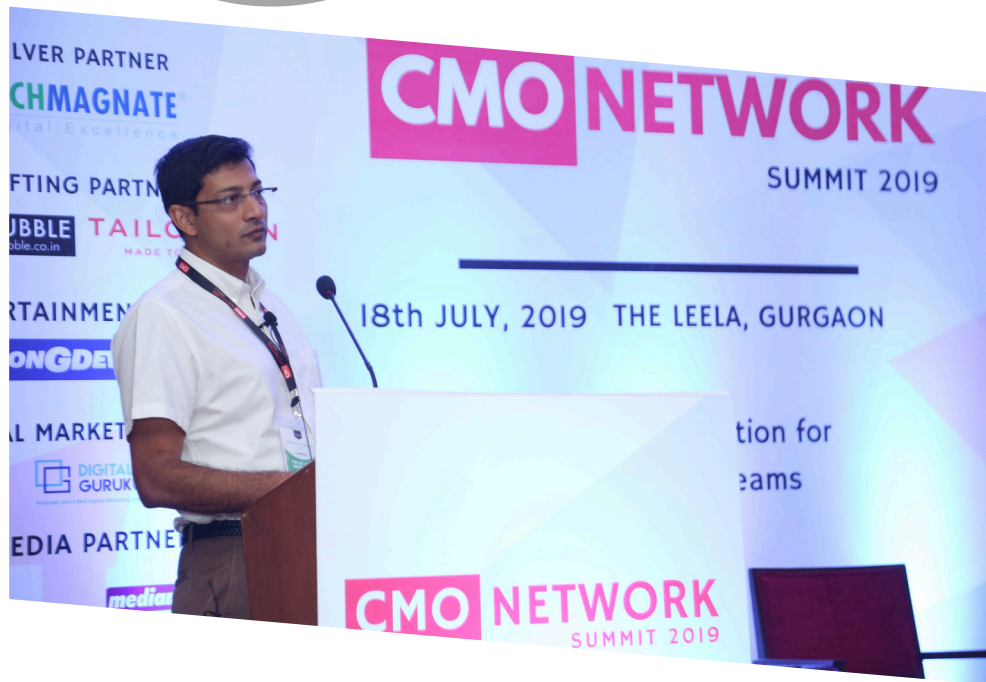
PANELISTS	KEY TAKEAWAYS
<p><b>Vaibhav Mehrotra</b> Head- Marketing DLF</p>	<p>Social media has seen large investments in last 8-10 years and it's definitely a bubble that has now burst releasing ease of access and convenience to the audience and marketers</p> <p>When it comes to social each platform has its own boons and banes and it's important to understand each and strategies social media campaigns accordingly for each platform focussing on the audience</p> <p>Creativity plays a very important role in social media campaign but storytelling is equally important 60% of inputs can be devoted to video, vernacular and voice while rest 40% still rests on storytelling and engagement</p>
<p><b>Avinash Tiwari</b> Media Director Dentsu Aegis Network</p>	
<p><b>Abhishek Roy</b> CMO SPECTRA</p>	
<p><b>Moderator</b></p> <p><b>Bhavna Mishra</b> Director Marketing SAMHI</p>	



## Panel Discussion 4: Emerging Trends in Marketing

PANELISTS	KEY TAKEAWAYS
<p><b>Ravee Shankar</b> CMO Infinity Group</p>	<p>Today's marketers are focusing on lifelong customers. They are shifting from transaction thinking to relationship building. Large companies create, maintain and update large customer database containing demographic, life-style, past experience, buying habits, degree of responsiveness to different stimuli, etc., and design their offerings to create, please, or delight customers who remain loyal to them. Similarly more emphasis is given to retain them throughout life. Marketers strongly believe: "Customer retention is easier than customer creation."</p>
<p><b>Sunil Khanna</b> Founder Songdew</p>	
<p><b>Dr. Raj</b> Founder Digital Gurukul</p>	
<p><b>Moderator</b></p> <p><b>Diptarup</b> VP &amp; Marketing head ZYCUS</p>	





## Case Study

# Quorra Marketing to drive results

### PRESENTED BY

**Sarvesh Bagla**  
CEO  
TECHMAGNATE

### KEY TAKEAWAYS

- Answering questions only in the area of expertise attracts more audience
- Use of Pictures and Videos presents a great opportunity to build silent branding and makes the content engaging.
- Regularity is important while answering questions.
- Its advised not to be overly promoting when it comes to mentioning the brand as it may result in blocking and causes the audience to lose interest



# MUSIC TO INSPIRE

## By Songdew



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# OUR PARTNERS



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Awarded Asia's Best Digital Marketing Institute

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www.papabubble.co.in

**TAILORMAN**  
MADE TO MEASURE

## MEDIA PARTNERS



# Attendees



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# Organisation Overview

## EZILONE

Ezilone is a leader in organizing business-to-business events, and the heart of that work is what happens when you connect people.

Our knowledge of the communities we serve, our ability to attract the right people and our skill at curating the physical space and creating memorable experiences bring thousands of like-minded people together. It is this shared experience and the opportunities to make human connections which allow businesses to grow and flourish. Our events serve a tremendous variety of different industry sectors.

Bringing industry leaders and professionals together is what we do. That's why we're here. To drive innovation and nurture industry by building communities.

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