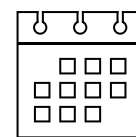




BY:

Tech Network

DIGITAL SUMMIT



30TH JUNE 2023



Holiday Inn Delhi NCR

About the Summit

Digital Summit: Shaping Tomorrow's Digital Landscape, Together

The Digital Summit on June 30, 2023, at Holiday Inn Aerocity, Delhi, drew 180 attendees, comprising CMOs, CDOs, CXOs, and CIOs. The summit featured four panel sessions focusing on Customer Experience (CX), Data & Analytics, Omnichannel strategies, and Automation. It served as a platform for industry leaders to explore the latest trends and innovations in the digital landscape. Attendees engaged in discussions, sharing insights on enhancing customer satisfaction, leveraging data-driven insights, optimizing omnichannel approaches, and implementing automation technologies. The event fostered networking opportunities, facilitating collaboration and knowledge exchange among digital professionals.



Panel Sessions

Session 1 - Customer Experience - 10:30 AM - 11:30 AM

- Decoding the Digital Customer Experience
- 2023 is all about personalisation
- Trust, Transparency & Compliance
- Metaverse Experiences
- Automation for Improved CX

Session 2 - Marketing Automation - 12:10 PM - 1:10 PM

- Broadening the Horizon for Automation Solutions
- Chatbots & Conversational Marketing
- Hyper-personalisation
- The rise of AI

Session 3 - Data & Analytics - 2:00 PM - 3:00 PM

- AI & ML for Marketing Analytics
- Data integration Tools
- Adoption of Automation & Advanced Analytics
- Enterprise Implications of technology in data

Session 4 - Omnichannel Strategies 3:00 PM - 3:30 PM

Seamless, customised & effective Omnichannel strategies





Partners

- Freshworks
 - Neosoft
 - Zoho
 - Compass AI
 - Techmagnet
 - Knowlarity
- 



Speakers



1. Ravee Shankar, CMO, Infinity
 2. Vandana, CMO GMR group
 3. Arijit Chatterji, CBO, C-Zentrix
 4. Arun Kumar, CIO, Mind Aviator Group
 5. Niladri Dutta, Global Head, Ericsson
 6. Utpal, CDO, Allied digital services
 7. Sivakumar nandipati, CDO, FED FINA
 8. Debal Dutta, EVP & CMO, Intellect Design=
 9. Saurabh Srivastava, CMO, Housr
 10. Anand Jha, CDO, MIKO
 11. Piyush Gupta, Head Sales & Marketing, Adani
 12. Vibhor Mehrotra, CDO, Zenith
 13. Harshit Desai, Head CX Aditya Birla & consultant at Wondrlab India
 14. Shreyas Paul, CXO – SVR Group
 15. Mr Vijay, Director IT & CX, Capgemini
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Organised By

Tech Network Summit

Tech Network Summit is a leader in organising 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. The teams of the conference create uniquely effective and stimulating environments that can serve as a platform to build your business and enhance customer relationships and experiences. Our events attract buyers with spending and decision-making power who are looking for solutions and innovations to help move their businesses forward. Putting them in contact with the providers of these solutions, and with each other, is our overriding objective, always.

50+
Events

100+
Partners

5000+
Attendees

500+
Speakers