

CMOs' Charcha- Kolkata 2024

Agenda

Date: 14th June 2024

Venue: The Lalit Great Eastern, Kolkata

Theme: Marketing Renaissance: Charting the Future in an Evolving Media Landscape	
8:30 AM	Registrations
9:00- 9:30 AM	Opening Address: Bijoya Ghosh, Founder & CEO, Adgully Network
9:30- 10:00 AM	Opening Keynote: Babita Baruah, CEO, VML
10:00- 10:45 PM	Panel Discussion: Powering Start-Up Ecosystem - The East Side Story
10:45- 11:30 PM	Panel Discussion: Importance of Consumer-Centric Approach
11:30- 12:00 PM	Keynote: Gandharv Sachdeva, Country Head, Hybrid
12:00- 12:40 PM	Panel Discussion: Optimising Digital strategies: Navigating the metrics maze
12:40- 1:00 PM	Keynote: Manisha Kapoor, CEO & Secretary General, ASCI
1:00- 2:00	Lunch
2:00- 2:30 PM	Fireside Chat: Innovations in Marketing Technology: Harnessing AI, Data analytics, and Automation
2:30- 3:00 PM	Panel Discussion: The Definitive Charcha – The Human Touch in the Digital World
3:00- 3:30 PM	Keynote: Amit Gujral, CMO, JK Tyres

3:30- 4:00 PM	Panel Discussion: CMO Prime Charcha - The Power of Agility and Adaptability
4:00- 4:30	Panel Discussion: The Media Maze: Optimizing Investments in an Integrated Landscape
4:30- 5:10 PM	Panel Discussion: Strategic Storytelling: Leveraging PR to Amplify your Marketing Message
5:10- 5:40 PM	Panel Discussion: The Evolving Role of Influencers in Brand Storytelling and Customer Engagement
5:40- 6:00 PM	Panel Discussion: Emerging Technologies in Entertainment
7.00 PM Onwards	MAA Awards