

**AIMA 4<sup>th</sup> Digital & Social Marketing Retreat**  
**Digital for Driving Every Business**  
**17-19 May, 2019: Hotel Taj Fort Aguada Resort & Spa, Goa**

**Retreat Agenda**  
(as on 14 May, 2019)

**DAY 1 – Friday, May 17, 2019**

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1700 – 1730 hrs                      **Registration with Welcome Tea/Coffee**

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**Opening Session**

1730 – 1800 hrs      Ice Breaking and      **Mithun Sundar**  
Setting the Context      Retreat Co-Chairman and  
Chief Revenue Officer  
Myntra

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1800 – 1915 hrs      Session 1      **Whose data is it anyway: Governance as a competitive advantage**  
*The free run of digital enterprises is now constrained by the growing public awareness about vulnerability and value of their data possessed by tech companies. There is a growing demand for giving data property rights to the consumers, which has implications for digital business models and innovation. It has become important for the digitizing companies to avoid possible regulatory interruptions and punishments by setting clear policies and processes for obtaining, using and sharing consumer data.*

- *How can digital enterprises avoid disruption by regulatory controls?*
- *What are the limits and possibilities of using consumer data in a post-GDPR digital economy?*
- *How can digitized companies use their data policy as a competitive advantage?*

Speaker      **Neeraj Arora**  
Managing Director, Capability Network - Technology  
Accenture Strategy

**Interaction with Audience**

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1915 – 2030 hrs      Session 2      **Strategic Digitization: Disruption without destruction**  
*Conventional businesses are under pressure to digitize in order to avoid disruption. Many are digitizing for digitization's sake without a clear strategy to lower barriers to consumption and enhance consumer experience. They are worried about having to destroy what they have to build the new. However, disruption does not require*

*destruction of the core proposition. Digitizing companies need to go beyond the optics and infuse digital capabilities to improve the price, delivery and experience of their products.*

- *How can companies infuse digital capabilities into their conventional businesses?*
- *What kind of digitization strategies are appropriate for converting products into services?*
- *In which ways can companies reimagine their positioning after digitizing their businesses?*

Speaker

**D Shivakumar**

Group Executive President- Corporate Strategy & Business Development  
Aditya Birla Group

**Interaction with Audience**

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2030 hrs onwards

**Networking over Cocktails & Dinner @ SFX Bar**

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## **DAY 2 – Saturday, May 18, 2019**

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0915 – 1030 hrs

Session 3

**Driving Growth in an AI-World**

*Forget everything you know about the marketing funnel. Each consumer has a unique journey full of unpredictable moments. The session will share how the power of AI and insights are helping Flipkart shape consumer intent and anticipate their future needs.*

Speaker

**Anil Goteti**

Sr. Vice President - Marketing and Monetization  
Flipkart

**Interaction with Audience**

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1030 – 1100 hrs

**Networking Tea/Coffee**

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1100 – 1215 hrs

Session 4

**Seller beware: Building consumer trust**

*Digital retailers are struggling to go beyond small, standardized, low-risk items. Not enough consumers trust online sellers with expensive, aesthetics-sensitive items or the installation and service intensive products. Consumers still prefer to see, touch, feel and try important items before buying those. Moreover, the price advantage of digital sellers is cancelled because physical retailers are matching online prices. Consumer trust is the key to continued growth of digital retail.*

- *What must the higher-end brands do to build trust in online purchases?*
- *How can online sellers enrich the buying experience without making things more expensive?*
- *How can digital retail get a larger share of the fashion market?*

Speaker **Mithun Sundar**  
Chief Revenue Officer  
Myntra

**Interaction with Audience**

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1215 – 1330 hrs

Session 5

**Beyond the QR code: Fintech as a force multiplier**

*Fintech has made businesses more efficient and data rich, yet the use of fintech in business remains limited. Digital wallets and online banking remain the mainstay of fintech and there is plenty of room to extract more from digitization of money. Fintech can make businesses more efficient and innovative and help them reduce costs and increase sales. It can open new avenues of funding, collaboration and market expansion. Digital money is more than just a means of transaction of a store of value. It is up to the ingenuity of businesses to mould this malleable resource in unlimited ways.*

- *How can fintech help businesses become more competitive and grow faster?*
- *What are the constraints on fintech adoption by different kinds of businesses?*
- *What are the emerging fintech innovations that could change the way business is done?*

Speaker **Vivek Lohcheb**  
Head – Offline Merchant Business  
PhonePe

**Interaction with Audience**

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1330 – 1430 hrs

**Networking Lunch**

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1430 – 1545 hrs

Session 6

**Building a Digital Acceleration Toolkit for CEOs**

*In a world gone digital, consumer habits and media consumption has massively changed. In India, mobile phones have become the primary screen for entry into the world of digital via entertainment, social media and education. These tectonic shifts need CEOs and organizations to ask the right questions on consumer behavior and business strategies to make the right choices, influence the right metrics and win market share while building brand love.*

Speaker **Siddharth Banerjee**  
Director, Global Sales Organisation  
Facebook

**Interaction with Audience**

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1545 – 1615 hrs

**Networking Tea/Coffee**

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1615 – 1730 hrs

Session 7

### **Digital impact: Leading digital transformation**

*Digitization of business is an urgent necessity but most legacy organizations are not quite prepared for it. Their digital capabilities are still rudimentary and the senior leadership is trying to catch up with new technologies. Digitization requires new ways of looking at infrastructure, talent, processes, products, supply chain, markets etc and transformation is both expensive and risky. The new technologies are still evolving and extreme agility is required for continuous switch and upgrade. Companies need to mix digital strategies and tactics to stay ahead of the curve.*

- *How should companies and brands approach digitization?*
- *What kind of strategies can help companies secure their future despite disruptive churn in technologies?*
- *How can companies develop technology-agnostic business models?*

Speaker

**Kushe Bahl**

Partner  
McKinsey & Co.

#### **Interaction with Audience**

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2000 hrs onwards

***Dinner - Kokum Kitchen***

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## **DAY 3 – Sunday, May 19, 2019**

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0900 – 1015 hrs

Session 8

### **Bespoke Marketing: Brand narrative in the digital age**

*Digitization has lowered the barriers to brand communication, but that has also raised the noise to unprecedented levels. However, smartphones and connected household devices offer marketers an unprecedented opportunity to tell brand stories with great intimacy. The challenge is to create and deliver brand stories when the consumers are most receptive to those. Marketers need to recruit algorithms and robots to help them find a way through the noise and connect with the consumer.*

- *How are brand stories changing in the digital age?*
- *What can brands do to customize a message without diluting its overall proposition?*
- *How can companies use internet-of-things to tell brand stories?*

Speaker

**Anant Rangaswami**

Editor of Storyboard - the Advertising, Media and Marketing Show  
CNBC TV18

#### **Interaction with Audience**

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1015 – 1130 hrs

Session 9

### **Connecting the dots: The complex digital landscape and how it works**

*Very often we see clients running campaigns and wondering where the campaign disappeared inside of the digital eco system leaving them with doubts and questions. In theory most marketers have bought into Digital but when it comes to actually implementing this theory, fear grips them. They are unsure of this black hole. This session attempts to answer some of these questions.*

- *The complex digital landscape and how it works*
- *How do we know our campaign is working inside of this landscape*
- *Does digital actually work?*
- *How can I be more confident that my money is being spent well?*
- *Is Digital for tactical contests?*
- *Should I do strategic things around print and TV and do some fun stuff on digital*
- *The digital consumer and his/ her touch points*

Speaker

**Anusha Shetty**

CEO

Autumn Worldwide

#### **Interaction with Audience**

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1130 – 1200 hrs

### **Summing up & Key Takeaways by Retreat Co-Chairs**

**Mithun Sundar**

Retreat Co-Chairman and

Chief Revenue Officer

Myntra

#### ***Presentation of Certificates to the Delegates***

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1200 hrs

### ***Retreat Concludes with Lunch***

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