



**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

# 4th Digital & Social Marketing Retreat

## Digital for Driving Every Business

17-19 May, 2019: Hotel Taj Fort Aguada Resort & Spa, Goa

### Retreat Co-Chair



**D Shivakumar**  
Group Executive President-  
Corporate Strategy & Business  
Development, Aditya Birla Group



**Mithun Sundar**  
Chief Revenue Officer  
Myntra

### Eminent Speakers



**Karthik Raghupathy**  
Chief Strategy, Planning  
and Operations, PhonePe



**Kushe Bahl**  
Partner, McKinsey & Co



**Anil Goteti**  
Head of Marketing  
Monetisation and  
Merchandising, Flipkart



**Anusha Shetty**  
Founder & CEO  
Autumn Worldwide



**Anant Rangaswami**  
Editor of Storyboard, the  
Advertising, Media and  
Marketing Show, CNBC TV18

## Retreat Background

Data is the new god of business and only the fastest learner survives in the knowledge economy. Consumers are taking to ever-new gadgets and platforms for information, entertainment and transaction and brands have to be imagined and nurtured in new ways. Companies cannot collect the necessary data and act on it without augmenting human intelligence with significant automation.

The retreat will provide answers to the key questions about formulating and implementing a digital strategy for marketing. It will highlight how the marketers can use technologies such as big data, artificial intelligence, robotics, augmented reality etc. to deliver greater savings, convenience, customization, innovation and trust to the consumer while also improving the return on marketing expenditure.

AIMA's 4th Digital & Social Marketing Retreat will focus on this major shift towards marketing automation.

## Methodology

The Retreat will be conducted in an experience sharing mode and the learning experience will be very intensive and interactive, encouraging high level of active participation and interaction by the delegates.

## Key Takeaways

- Learning how to develop new go-to-market strategies
- Building mobile foot print to connect with customers anytime and anywhere
- Learn how to use consumer data captured from digital platform
- Acquire social media skills and gaming savvy to connect with the millennial
- Adoption of high end technologies to stay ahead of rivals

## Participation Fee

---

**Delegate Fee is INR 90,000 + 18% GST per participant**

---

**Early Bird Discount** of INR 10,000 per participant for registrations received along with fee till 31st March, 2019.

---

**Group Discount of INR 5,000** per participant is applicable on 3 or more nominations from the same organisation

---

1. The registration fee includes the course fee, study material, cost of accommodation from 17 -19 May, 2019 (02nights), breakfast, lunches, dinners as per itinerary.

2. The registration fee does not include Airfare, Airport Taxes, Airport Transfers, Personal Expenses such as Telephone Calls, laundry, Soft/hard drinks, use of mini bar, Additional / extended stay, etc.

**For online registration, please visit [www.aima.in](http://www.aima.in)**

For further details and to register, please contact

**Mansoor Hassan**  
Manager - CMD

All India Management Association (AIMA)  
Management House, 14 Institutional Area, Lodi Road, New Delhi - 110003  
Ph: +91 11-24608511 Mobile: +91 9540060166 Fax: +91 011-24608503  
Email: [mhassan@aima.in](mailto:mhassan@aima.in) Website: [www.aima.in](http://www.aima.in)