



GLOBAL  
YOUTH  
MARKETING  
FORUM & AWARDS



13<sup>th</sup> February, 2018 | Taj Lands End, Mumbai

<b>VENUE : KONKAN</b>	<b>GLOBAL YOUTH MARKETING FORUM &amp; AWARDS (13<sup>th</sup> February, 2018)</b>
09:00 AM	<b>REGISTRATION AND MORNING REFRESHMENTS</b>
9:50 AM – 10:00 AM	Opening Remarks & Inauguration
10:00 AM - 10:30 AM	Mr. Bhaskar Ramesh, Head of <b>YouTube</b> Sales & Brand Advertising, <b>Google</b> <b>Topic: Brand Marketing in the Digital Age</b>
10:30 AM - 11:00AM	<b>PANEL DISCUSSION I:</b> <b>Topic: Branded Entertainment - A marketer's new hope?</b> <b>SESSION CHAIRMAN :</b> <ul style="list-style-type: none"> <li>• Mr. Vineet Kanabar, Marketing Director, <b>The Viral Fever</b></li> <li>• Mr. Aakash Shah, Head of Social Media, <b>All India Backchod</b></li> <li>• Ms. Tracy Dsouza, Channel Head: Girliyapa, <b>The Viral Fever</b></li> </ul>
11:00 AM - 11:15AM	<b>REFRESHMENT BREAK</b>
11:15AM - 12:00PM	Mr. Ronen Aires, Owner, <b>Student Village</b> <b>Topic: Influencing with Purpose</b>
12:00 PM – 12.30 PM	Ms. Ankita Sinha, Social Content Architect, Ass. Account Director, <b>Cheil Worldwide</b> <b>Topic: Social Media Bootcamp</b>
12:30 PM - 01:00 PM	Ms. Nidhi Hola, Sr. Director, <b>GoDaddy.com</b> <b>Topic:</b>
1:00 PM - 2:00 PM	<b>LUNCH BREAK</b>
2:00 PM - 2:30 PM	Ms. Kanika Mittal, Director - Brand Marketing & Communications, <b>Reebok India</b> <b>Topic: Ephemeral Marketing – Just a trend or here to stay?</b>
2:30 PM – 3:00 PM	Mr. Clyde DeSouza, Producer, <b>V R Film</b> <b>Topic:Emotional bond building for Brands, through Virtual Reality</b>
3:00 PM - 3:30 PM	Mr. Sreekant Lanka, Head -Sales Solutions, <b>Google</b> <b>Topic: Marketing to Millenials A Google Perspective</b>
3:30 PM – 4:00 PM	Ms. Yamini Menon, Creative Director, <b>Gozoop Dubai</b> <b>Topic: Millennial Leadership</b>
4:00 PM - 4:15 PM	<b>REFRESHMENT BREAK</b>
4:15 PM – 4:45 PM	<b>PANEL DISCUSSION IV:</b> <b>Topic: Generation Entrepreneur – What We Want From Brands</b> <b>SESSION CHAIRMAN :</b> <ul style="list-style-type: none"> <li>• Mr.Tushar Bansode, Lead – Marketing Communications &amp; Influencer Marketing, <b>Shell</b></li> <li>• Ms.Nima Kaushik, Associate Vice President – Communications, <b>EY</b></li> <li>• Mr.Pinak Mukherjee, Sr. Account Manager, <b>Google</b></li> <li>• Ms.RajniDaswani, Director Brand Excellence, <b>SoCheersInfotech</b></li> </ul>
5:00 PM – 5:30 PM	<b>GLOBAL YOUTH MARKETING FORUM</b> <b>MOST INFLUENTIAL YOUTH MARKETING LEADERS &amp;</b> <b>SOCIAL MEDIA AWARDS</b>
	<b>CLOSING REMARKS &amp; VOTE OF THANKS</b>