

SALCETTE I & II	World Digital Marketing Congress (13th February, 2020)
09:00 AM	REGISTRATION AND MORNING REFRESHMENTS
11:25 AM – 11:30 AM	Opening Remarks - Overview to The World Digital Marketing Congress
11:30 AM - 12:00 PM	Subhobroto Chakroborty, Founder & CEO, TheDigitalFellow.com Topic: “Why Brands Fail on Digital Platforms”
12:00 PM – 12:30 PM	Anuj Kacker, Co – Founder & COO, MoneyTap Topic: “Digital at Scale”
12:30 PM – 01:15 PM	Mamta Saxena, Managing Director, Accenture Digital Neha Mahajan, Associate Director, Accenture Digital Topic: “Future of Marketing in the age of AI & Immersive Technology”
01:15 PM - 02:30 PM	LUNCH BREAK
02:30 PM – 03:30 PM	PANEL DISCUSSION I: Topic: “How to Create a Digital Ecosystem for Performance Driven Campaigns” Moderator: Abhinav Verma, Business Director – Digital, Wavemaker <ul style="list-style-type: none"> • Nitin Sethi, Vice President – Digital, IndiGo (InterGlobe Aviation Ltd.) • Preeti Jagwani, Head - Digital Marketing and CRM, Eros Now • Rohit Onkar, Associate Vice President - Digital & Direct Marketing, Loylty Rewardz Management Pvt. Ltd. • Shreyansh Modi, Head - Affiliate Marketing & Alliances, Flipkart
03:30 PM – 03:45 PM	REFRESHMENT BREAK
03:45 PM – 04:45 PM	PANEL DISCUSSION II: Topic: “The Future of Digital Marketing” Moderator: Husain Habib, Co – Founder, HatsOff Digital <ul style="list-style-type: none"> • Hemant Jain, Sr. EVP & Head of Digital Business, Lokmat Media • Pawrush Elavia, Head - Digital Marketing, ZEE5 Global • Kapil Lad, Head - Global Digital and Social Media Marketing, Atos Syntel • Joydeep K Roy, Global Leader - Insurance Digital Assets - India, PwC • Ninad Chhaya, Co-Founder and COO, GoPhygital (A WITS Interactive Venture)
05:00 PM – 06:00 PM	100 Smartest Digital Marketing Leaders Listing
07:00 PM ONWARDS	World Digital Marketing Congress Presents Global Digital Marketing Awards