

# SCHEDULE

## DAY 1

TIME	BALLROOM	TIME	SALCETTE
10:00 - 10:05	Welcome Note by Brian Tellis	11:15 - 12:10	Workshop by Brian Tellis Build your Personal Brand
10:05 - 10:25	Keynote by Ashish Pherwani	12:10 - 12:50	Workshop by Deepak Choudhary: Developing Branded IPs
10:25 - 11:20	Panel: ROI of Branded Content	14:30 - 16:00	Networking Lounge
11:20 - 11:35	Brand Story of Socials	17:00 - 18:00	Networking Lounge
11:35 - 12:30	Panel: Brands, Entertainment And Sports: A Marriage Made In Heaven		
12:30 - 12:45	Brand Story of Puma		
12:45 - 13:00	Fireside Chat: Reema Kagti with Roshan Abbas		
13:00 - 13:15	Brand Story by CoinDCX		
13:15 - 14:00	Lunch Break		
14:00 - 14:20	Keynote by Rahat Kulshreshtha		
14:20 - 15:10	Panel: Bringing Subcultures to the Market: Is there a sponsorship potential?		
15:10 - 15:50	Path Breaking Campaign By Ogilvy		
15:50 - 16:15	Tea Break		
16:15 - 17:05	Panel: How does Gen Z want to be marketed & communicated to?		
17:05 - 17:30	Path Breaking Campaign by Netflix		
17:30 - 17:50	Creating path breaking campaigns for Bacardi, Globally		
17:50 - 18:25	FireSide Chat: Tanmay Bhat with Dr. Siddharth Warriar		
18:25 - 18:30	Thank You		
18:30 - 19:30	GenZ Culture Immersion by Kommune		



1st June - 2nd June  
Taj Lands End, Mumbai



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## DAY 2

TIME	BALLROOM	TIME	SALCETTE
10:00 - 10:05	Welcome Note by Roshan Abbas		Workshop by Aastha Malhotra: YouTube Shorts for Content Marketing - Brand studies, Best practices
10:05 - 10:30	Keynote - Fireside Chat by Sameer Nair with Brian Tellis	10:30 - 11:25	
10:30 - 11:30	Panel: Agencies and Brand Marketing - Leaders or Followers?		Workshop by Ashish Gaikwad & Manika Bhargava: Make YouTube Work for Brands & Music
11:30 - 11:45	Brand Story of WazirX	11:25 - 12:05	
11:45 - 11:55	Presentation by OpraahFx	14:30 - 16:00	Networking Lounge
11:55 - 12:20	Fireside Chat: Rohit Raj with Nikhil Taneja		
12:20 - 13:00	Panel: For Your Ears Only: Maximising The Potential of Audio Entertainment		
13:00 - 14:00	Lunch Break		
14:00 - 14:50	Panel: Data vs Instinct: What Should Guide Your Creativity?		
14:50 - 15:10	FireSide Chat - Ferzad Palia with Saurabh Kanwar		
15:10 - 15:20	Brands Story of Beardo		
15:20 - 15:40	Brand Story of FamPay		
15:40 - 15:55	Keynote by Siddharth Roy Kapur		
15:55 - 16:15	Tea Break		
16:15 - 17:05	Panel: Content Marketing 2022: The best way forward		
17:05 - 17:35	Fireside Chat: Anshul Rustaggi, Kritarth Chhabra & Rishi Bradoo		
17:35 - 17:55	Individuals Becoming Brands		
17:55 - 18:20	Fireside Chat: Badshah with Devraj Sanyal		
18:20 - 18:25	Thank You		
18:25 - 19:30	Artist Showcase		



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