



**PARTICIPATES
IN**
eWMS
**E WORLD MARKETING
SUMMIT 2021**

NOV 6-7, 2021

HELLO TOMORROW

BUILDING THE NEXT NEW NORMAL

The eWMS Regional Partner

ALPHA OMEGA
INFOSOLUTION INDIA PRIVATE LIMITED

Associate Partner



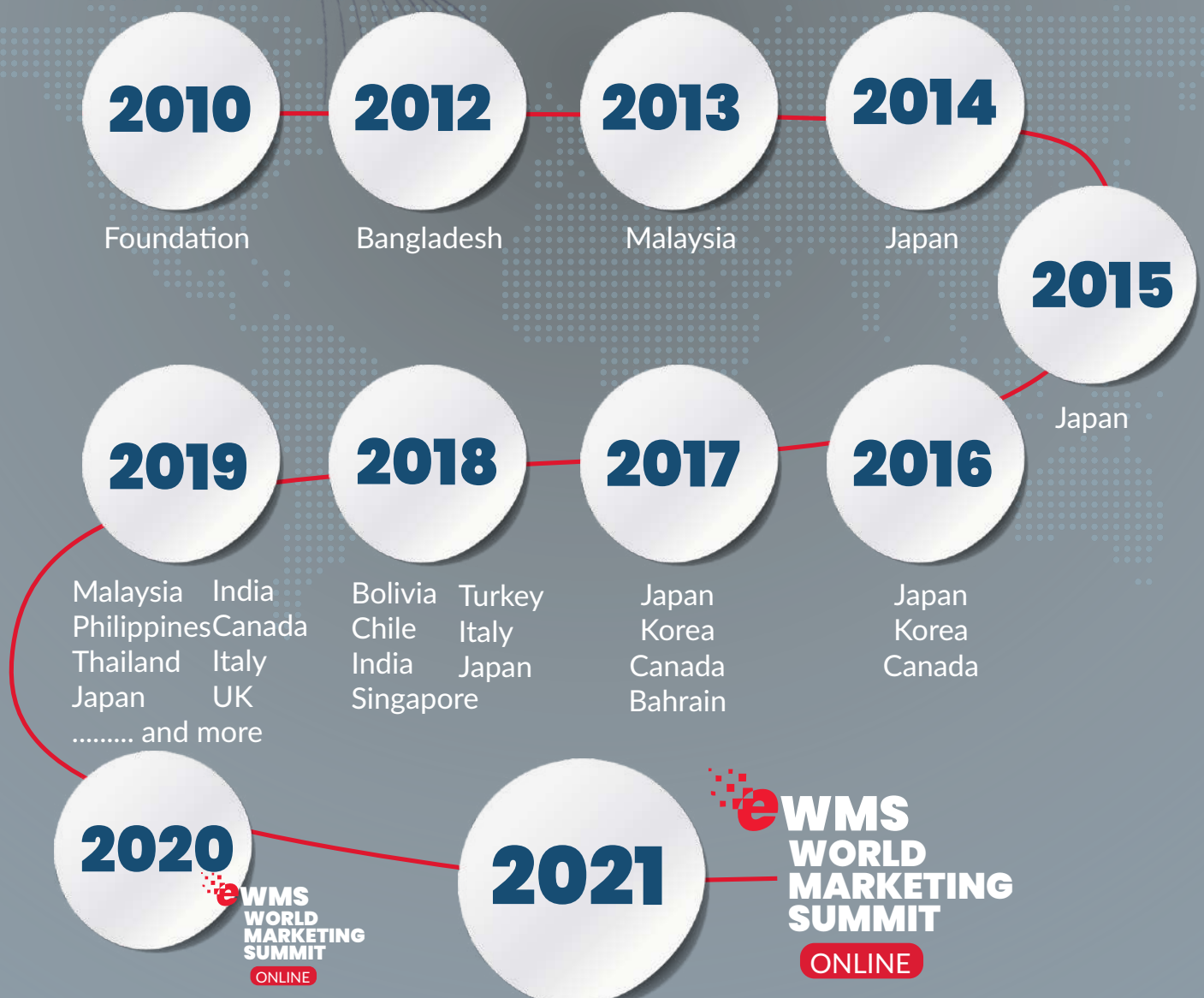
What is the WMS?

The World Marketing Summit (WMS) is a global organisation committed to creating a better world for the future generation through marketing.

WMS was created in 2010 by Prof. Philip Kotler, popularly known as the “father of modern marketing”, who has initiated global movements through marketing strategies that inspire change in human behavior leading to a positive impact on society and living.



Over the years, these countries have hosted the World Marketing Summits:



In 2020, as nations' borders remained closed, the **World Marketing Summit** went digital and reached more than thirty countries!

Again, the 2021 **eWorld Marketing Summit** will be streaming live to a global audience from **November 6 to 7**. Delegates from East to West, developed and emerging economies, will come together!

100+

PARTICIPATING
COUNTRIES

100+

WORLD
RENOWNED
SPEAKERS

48HR

NON - STOP
BROADCAST
WORLDWIDE

150,000+
PARTICIPANTS

TORONTO

NEW YORK

LONDON

MILAN

MUMBAI

TOKYO

HELLO TOMORROW

BUILDING THE NEXT NEW NORMAL



Hello Tomorrow!

BUILDING THE NEXT NEW NORMAL.....

The pandemic has created a critical phase which demands a fresh thought process to rethink your future, for yourself and for future generation and to make this a better world through marketing.

Our objective is to bring together global leaders in business, marketing, digital and social media, academics, branding and related professions to discuss how marketing and innovation philosophies and insights can find effective and sustainable solutions to challenge the contemporary world by empowering our citizens to make them well-informed people for a better future.

The wait is over...

**INDIA
PARTICIPATES
IN THE
WORLD 'S
BIGGEST
MARKETING
SUMMIT**



LEARN FROM THE LEADERS AND GET INSPIRED!

ewms

FEATURED SPEAKERS



PROF. PHILIP KOTLER
Father of Modern Marketing
& Founder of WMS



SADIA KIBRIA
Founder of Socialpreneurship
CEO of WMS Group & Kotler Impact



MAURO PORCINI
Chief Design Officer
PEPSICO, USA



KOZO TAKAOKA
Founder of Innovation School
Japan



TATSHUHIKO FUKATANI
CEO, Nestle
Japan



DR. MANOJ SINGH
CEO, Kotler Impact
India



MILTON KOTLER
CEO, Kotler Marketing Group
USA



MARSHALL GOLDSMITH
Executive Training Coach
USA



ENRICO FOGLIA
CEO, Kotler Impact
Italy



MARC OLIVER OPRESNIK
CRO Kotler Impact
Germany



RACHELE GABELLINI
Negotiation expert, ADR Center
Italy



DR. MOHAMMED HATUT
Marketing consultant
Saudi Arabia



PROF. FRANCO ORSUCCI
University College London
UK



DR. KHALID HASAN
CEO, ResInt
Canada

FEATURED SPEAKERS



KAYOKO TSUCHIYA
CEO, Seekers Base,
Japan



ROYKE TUMILAAAR
CEO, PT Bank Negara Indonesia
(Persero) Tbk



DR. VINNIE JAUHARI
Director of Education
Microsoft, India



PROF. HERMANN SIMON
Founder Simon-Kucher & Partners
Germany



DAVID AAKER
CEO, Prophet Inc
USA



PROF. DAVID REIBSTEIN
Wharton Business School
USA



PROF. HIROTAKA TAKEUCHI
Harvard Business School
USA



GABRIELE CARBONI
CEO, Weebo
Italy



IMRI MUKHTAR
CEO Telecom
Malaysia



ROBERT WOLCOTT
CEO TWIN
USA



ASAKO HOSHINO
Executive Vice President
Nissan Motors Co.
Japan



DR. IGOR MANN
Synergy Business School
Russia



PROF. JONATHAN DECONI
University of Wales
UK



SUSUMU FUJITA
President of Cyberagent
Japan



ELENA HURTADO
CEO Kotler Impact LATAM
Bolivia



DR. PACAPOL ANURIT
Co-Founder Mankind Consultant
Thailand

FEATURED SPEAKERS



PROF. HENRY MINTZBERG
McGill University
Canada



PAOLA ALDAZ
Chief Innovation Officer, DDB
Columbia



DENNIS ROTHMAN
Expert on Artificial Intelligence
France



MARTHA ROGERS
Co-Founder, Don Peppers
USA



PROF. AUNG TUN THET
Economic Advisor
Myanmar



MONICA GOMEZ
Head of Google Agencies
Central America, Columbia



NANCY LEE
Bill & Melinda Foundation
USA



ELIA GUARDIOLA
CEO, Serendipia
Spain



HERMAWAN KARTAJAYA
Founder, Mark Plus
Indonesia



STEFANIA PERTUSI
Vice President, Tetra Pak
Italy



RICHARD STRAUB
Founder, Global Peter Drucker
Foundation
Austria



AMIR PARACHA
CEO, Unilever
Pakistan



DOMINIQUE TURPIN
Dean of External Relations, IMD
Switzerland



PROF. MORAN CERF
Kellogg School of Management
USA



SANDRA SOTILLO
Founder & CEO, Trust Maker
Spain



DR. AHMAD TOLBA
American University Cairo
Egypt

....and more

INTERESTING TOPICS COVERED

Value Creation

Design Thinking & Modelling

Neuroscience & Game Design

New Product Development

Customer Journey Mapping

Market Segmentation

Behaviourial Analytics

Targeting and Positioning through Pricing

Omnichannel Strategy

Digital Marketing ‘

Digital Transformation

Influencer Marketing

Customer Data Management

Blockchain Technology

Marketch

Social Entrepreneurship

Management of Technology

Start-ups Marketing

Social Marketing

Healthcare Marketing

Online Negotiations

Internet of Things

Content Development and Management

Public Relations

Interconnectedness of Marketing Functions

Winning Through Innovation

....and more



SPEAKERS' COMMUNITY*



*The past and the present participants

SPEAKERS' COMMUNITY*



SANOOK!



VELIMIR SRIĆA



**MARSHALL
GOLDSMITH**



ATREVIA™



U. PORTO



UCLA Anderson School of Management



UCLA Anderson School of Management



HOWARD A. TULLMAN



ATREVIA™



BILL & MELINDA GATES foundation



*The past and the present participants

Legal Disclaimer:

- International speakers are subject to their availability.
- Once purchased the refund for tickets cannot be made.
- The tickets are not transferable.
- T & C Apply.

Dr. Philip Kotler

Father of Modern Marketing

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The eWMS Regional Partner



ALPHA OMEGA

INFOSOLUTION INDIA PRIVATE LIMITED

Report of e-WMS, 2021



On the sixth and seventh of November, 2021, the maximum crucial on line advertising and marketing occasion World Marketing Summit become held across the world spearheaded by the advertising and marketing Guru - Philip Kotler with nextgen Innov8 because the companion companion in India. About, 90+ world-famed audio system from across the world, addressed hundreds of thousands of marketers, managers, experts and leaders. Prof Philip Kotler is the Founder and Chairman of the World Marketing Summit Group and the world's major professional on strategic advertising and marketing, he is likewise referred to as the inventor of present day advertising and marketing. Kotler is the S. C. Johnson & Son Distinguished Professor of International Marketing on the Kellogg School of Management, Northwestern University. He acquired his Masters diploma on the University of Chicago and his Ph.D. at MIT, each in economics. He did postdoctoral paintings in arithmetic at Harvard University and in behavioral technology on the University of Chicago. Professor Kotler has authored over fifty two books on all factors of advertising and marketing, together with the maximum broadly

used advertising and marketing textbook in graduate commercial enterprise faculties worldwide, Marketing Management, now in its twelfth edition.

Dr. Philip Kotler explained, a few businesses determine to analyze greater about to who they're promoting their products, set out to manufacture and promote excellent goods, to recognize their clients thru the look at of massive databases and to provide them a differential service. The key to branding (Brand-building), mainly for small businesses, is to recognition on a restrict variety of regions withinside the region and expand a advanced knowledge in stated regions. Companies want to check whether or not positive enterprise duties can be performed at domestic the use of current manner of communication (Zoom, etc.) More humans running at domestic might lessen site visitors congestion and misplaced time journeying to and from work, Companies could lessen the value in their actual property invoice with smaller and less offices.

The subsequent speaker, **Prof. David Aker**, Father of branding & Vice chairman of Prophet Inc. He spoke approximately the subsequent points- Subcategories of enterprise, Importance of enterprise, Companies use social media platform to beautify their enterprise and the significance idea of advertising is to expand an amazing lasting courting with their customers and offer a spark off offerings to the customers. Shortly, importance of things consisting of accessibility, simplicity and comfort that will assist to draw and keep customers. He additionally advised that a organisation ought to make use of social media to amplify their enterprise.

Mauro Porcini spoke approximately a way to boom consumer fee and how advertising is maximum benefited via way of means of AI. . To develop and attain achievement in your enterprise developing and retaining truthful courting with clients is additionally important. Another speaker become Stefania Pertusi spoke approximately variety and inclusion. Diversity method now no longer simplest distinction it method equality in an experience as soon as we have created numerous populace and inclusion method each voice is heard. Stephania Pertuzzi in her speech talks approximately the significance of variety and inclusion and how her enterprise incorporates. Therefore, it's miles a be counted of conscious advertising and it's miles a be counted of hobby of public opinion and what are its implications on the general overall performance of the enterprise.

Sadia Kibria: As the CEO of Kotler Impact, she has been capable of paintings with groups from everywhere in the global to put into effect new techniques for higher care and education for his or her stakeholders. These differences encompass however aren't restricted to boom in advertising and marketing marketing campaign strategy; logo popularity development through imposing disruptive innovation methods consisting of gamification or social media integration into virality loops; creativity being fostered via insight-driven wondering approaches and strategic partnering networks which assist generate revolutionary solutions. She additionally speaks often on girls empowerment and assisting girls input the sphere of advertising and marketing and developing as she did herself. Sadia is diagnosed through the Asia Times as one of the exceptional international advertising and marketing minds these days because of her particular stance on combining sustainability with international advertising and marketing. Alongside Professor Kotler, she has mentioned socialpreneurship at dozens of speaker activities in over 50 countries.

Dominique Turpin

Privatize customer-centricity!

Focus on your customer's major "headaches" rather than their needs. Spend a day in lives of your customers to find out how to make their life easier, better, cheaper. Digital marketers need to know where their customers are spending time online and meet them there. The most popular social media site in your sector is not enough; companies need to be on as many of the sites, apps and channels as they can where their customers are spending the most time. They also still need to be number one on search engines, regularly e-mail customers and potential buyers, and provide them with high quality content. The best way to turn happy customers into ambassadors online is to make them feel great and special about using your products. Companies like Nike have used digital technology to really enhance the post purchase experience for their customers, increasing their loyalty and making them more likely to be brand advocates.

March Oliver Opresnik

Chief Research Officer Kotler impact shared his multidisciplinary knowledge on innovation management and culture success stories. More start-ups will emerge to do consumer marketing and challenge business and brand-based marketers. Online sales will become more powerful and consumers will have a clear idea of the "goodness" of each company they buy. Many

customers prefer less choice and lower cost. Consumers want to live simpler and reduce consumption.

Prof. Dominique Hanssens

Associate Dean UCLA School of Management, USA. He spoke about the growth of the business driven by the tactics of the marketing, marketing have a part in maintaining the sustainable growth of the business, also the aspects of the marketing which have a direct role on the growth potential of the business. He is focus on the Business growth is a function of the business lifecycle, industry growth trends, and the owner's desire for equity value creation. Business Growth is a stage where the business reaches the point for expansion and seeks additional options to generate more profit. Shortly he highlighted that during pandemic certain tactics of marketing were shaped and redefined because of some uncertain condition of the business.

Topics Discussed in eWMS

- Value Creation
- Design Thinking & Modelling
- Neuroscience & Game Design
- New Product Development
- Customer Journey Mapping
- Market Segmentation
- Behavioral Analytics
- Targeting and Positioning through Pricing
- Omnichannel Strategy
- Digital Marketing
- Digital Transformation
- Influencer Marketing
- Customer Data Management
- Blockchain Technology
- Marketech
- Social Entrepreneurship
- Management of Technology
- Start-ups Marketing


- Social Marketing
- Healthcare Marketing
- Internet of Things
- Content Development and Management
- Interconnectedness of Marketing Fanons
- Winning Through Innovation

And many more

Conclusion:

In this summit we actually have discovered and understood the good sized dynamics of advertising and marketing and different multidisciplinary topics. The maximum critical aspect we discovered on this summit that the belief and techniques of advertising and marketing have modified through the years with Digital Marketing taking tempo primarily based totally on different social media structures availability. While innovating the goods and presenting the clients with what they precisely want we must additionally cognizance on preserving conventional methods in those merchandise to fulfill consumer emotions. The summit turned into very know-how for the schools in addition to for the scholars of the ASM Group of Institute – IBMR. We are searching ahead to wait such brilliant Summit in an effort to be carried out via way of means of our esteemed Chairman of ASM Group of Institute.

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