

india, 2018

BE A DELEGATE

# WORLD MARKETING SUMMIT

Better world through marketing



"Industry 4.0 – Transformative  
Marketing, Disruptive Innovation  
and Blockchain in Interconnected World"

**CALL NOW**  
**(+91) 843-902-3016**

[www.wms18.com](http://www.wms18.com)

# ABOUT

## KEY NOTES

New Marketing in  
Digital Times.

Disruptive Marketing in  
Digital Times.

Digital Transformation :  
Rockin' the World of  
Marketing

The World Marketing Summit (WMS) is an independent global organization, headquartered in Toronto, Canada, committed to "Creating a Better World through Marketing" and thereby alleviating poverty. WMS aims to improve the state of the world by engaging the global leaders and entrepreneurs to create a poverty-free world.

The World Marketing Summit was founded and convened in 2011 by Philip Kotler. It aims to initiate global movements through marketing strategies that change human behavior leading to a positive impact on society and living for future generations. WMS organizes an annual Summit conference which aims to bring brought global experts to discuss the most pressing issues faced by world, including marketing, business and economics impacting poverty, health and the environment.

First time in India in association with Suslence Research International Institute Private Ltd (SRIIPL) and Kotler Impact (KI) has signed an agreement for 3 yrs. to conduct WMS in India. The theme of the summit is 'Industry 4.0 – Transformative Marketing, Blockchain, Ethics and Disruptive Innovation".

The summit will also felicitate this year's best performing organizations, with famed Kotler Awards to organizations along with Kotler Excellence Medals for distinguished individuals. The Kotler Awards, were developed to recognize genuine mastery in the field of marketing by celebrating exceptional achievements of marketing professionals.

**To know more, please visit**

[www.wms18.com](http://www.wms18.com)



## Prof. Philip Kotler

An American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He is the author of over 60 marketing books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places, Marketing of Nations, Chaotics, Market Your Way to Growth, Winning Global Markets, Strategic Marketing for Health Care Organizations, Social Marketing, Up and Out of Poverty, and Winning at Innovation. Kotler describes strategic marketing as serving as "the link between society's needs and its pattern of industrial response."

Kotler helped create the field of social marketing that focuses on helping individuals and groups modify their behaviors toward healthier and safer living styles.

Kotler's latest work focuses on economic justice and the shortcomings of capitalism. He published *Confronting Capitalism: Real Solutions for a Troubled Economic System* in 2015 and *Democracy in Decline Rebuilding its Future* in 2016.



## EXPERT KEYNOTES



**Prof. Philip Kotler**

Marketing Guru and Founder WMS



**Amitabh Kant**

CEO at Niti Aayog



**Laura Ries**

Branding & Marketing Guru



**Dr. Fahim Kibria**

CMO of Kotler Impact Inc.

## GALAXY OF WMS SPEAKERS

Mr. **Kapil Wadhawan**, Chairman, Wadhawan Global Capital (WGC), India

Mr. **Sunil Jain**, CEO, Hero Future Energies Pvt. Ltd., India

Mr. **Kyle Whitehill**, Chief Executive, Avanti Communications Group

Prof. (Dr) **Andrew Kakabadse**, Emeritus Professor of International Management Development, Cranfield University, School of Management, UK

Ms. **Helen Brand**, CEO, Association of Chartered Certified Accountants (ACCA), UK

Mr. **Nikhil Rathi**, Chief Executive Officer, London Stock Exchange plc

Mr. **Koushik Chatterjee**, Group Executive Director (Finance and Corporate) & Member of the Board, Tata Steel Group

Mr. **Michael Eckhart**, Managing Director & Global Head of Environmental Finance and Sustainability, Citigroup, USA

Ms. **Shobana Kamineni**, Executive Vice Chairperson, Apollo Hospitals Enterprise Limited

Ms. **Meher Pudumjee**, Chairperson, Thermax Ltd

Mr. **Colin Matthews** CBE FREng, Chairman, Highways England

Mr. **David Cruickshank**, Global Chairman, Deloitte Touche Tohmatsu Ltd., UK

Ms. **Ann Cairns**, Vice Chairman, MasterCard.

# Galaxy of Speakers WMS 2018



**Gautam Mahajan**

President of Customer Value Foundation

An American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. Kotler helped create the field of social marketing that focuses on helping individuals and groups modify their behaviors toward healthier and safer living styles.



**Kohzoh Takaoka**

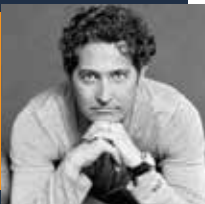
President, WMS Council & CEO Nestle Japan

Few marketing executives have become CEOs of their organization. Many industry experts, though, believe this will now change as marketing embraces more elements critical to driving business growth—consumer connectedness, transparency in an always-on social media world, capturing the essence of big data so that it is acted upon properly, and even product innovation.



**Walter Vieira** - has been described by Philip Kotler (the world's guru on 'Marketing') as one of 'the best speakers on Marketing in Asia, and perhaps world wide.'

She is an expert in Branding and one of the best-selling authors, along with her father Al Ries, a positioning pioneer; They give advice to companies in brand and marketing through Ries & Ries, has advised companies such as Disney, Ford, Frito-Lay, Papa John's Pizza, Samsung and Unilever.



**Prof. Salvador Lopez**

Marketing & Creativity Professor

He is CMO (Marketing Director) of Kotler Impact Inc. and Executive Director of the World Marketing Summit Group, is responsible for the worldwide development of Kotler Impact and in the last 6 years of the consolidation of the World Marketing Summit as the only recognized congress as an officer in Marketing and Business issues worldwide.

# INVITATION

“Marketing takes a day to learn. Unfortunately, it takes a lifetime to master.”

Dear All,

I have great pleasure in inviting you in the 1st World Marketing Summit in India on 14th December, 2018, in New Delhi. The theme of the summit is 'Industry 4.0 – Transformative Marketing, Blockchain, Ethics and Disruptive Innovation’.

The best approaches to WMS have been so fragmented and disconnected from business and strategy, as to obscure many of the greatest opportunities for companies to benefit society. If, instead, corporations were to analyze their core business choices, they would discover that WMS can be more than a cost, a constraint, or a charitable deed – it can be a source of opportunity, innovation, and competitive advantage.

The deliberation of our last World Marketing Summit held in Tokyo, Japan on Marketing in Developed Markets, underscored the importance of marketing issue for Competitive Advantage. It was noticed that companies engaged in WMS, and clean and green issues were thriving, despite a worldwide meltdown.

The summit will also felicitate this year's best performing organizations, with famed Kotler Awards to organizations along with Kotler Excellence Medals for distinguished individuals. The Kotler Award, were developed to recognize genuine mastery in the field of marketing by celebrating exceptional achievements of marketing professionals.

This international summit will provide a platform to interact with movers and shakers and WMS professionals, from around the world there are many ways you can contribute and benefit from the summit-presenting your business solution and case studies for sustainability through new marketing strategies in disruptive time or, show casing your products profiling your brand as sponsor, exhibitor or advertiser or becoming a partner to promote the summit among your contacts. Together we could help promote your business strategy to include WMS as a legally actionable business agenda.

I look forward to welcoming you, at this World Summit.

Yours sincerely,

**Professor Philip Kotler**



## KOTLER AWARD

The Kotler Awards were developed to recognize genuine mastery in the field of marketing by celebrating exceptional achievements of marketing professionals.

### WHO SHOULD APPLY?

You created an exceptional commercial campaign

You created an exceptional awareness campaign

You created an exceptional advertising

You are an agency and you created a portfolio of effective campaigns

You are or you know a person who contributed to the awareness and success of the marketing industry

### AWARD CATEGORIES

Best Marketer Award

Best Agency Award


Best Social Awareness Campaign Award

Best Commercial Campaign Award

Kotler Sustainability Award

“The organization's marketing task is to determine the needs, wants and interests of target markets and to achieve the desired results more effectively and efficiently than competitors, in a way that preserves or enhances the consumer's or society's well-being.”

- Prof. Philip Kotler



# SCHEDULE

## WHERE

THE PRIDE  
PLAZA HOTEL

AEROCITY  
NEW DELHI, INDIA

## WHEN

14 DECEMBER, 2018  
8:30 AM - 8:30 PM

### 8:30 AM - 9:15 AM

Registration & Welcoming

### 9:30 AM - 10:30 AM

Opening Session

Welcome Address

**Prof. Pramod Pathak**

Management Studies, IIT (ISM) Dhanbad, India

Special Address

**Laura Ries**

Branding & Marketing Guru, Best-Selling  
Author, USA

Theme Address

**Amitabh Kant**

IAS, CEO, Niti Aayog

Keynote Address

**Prof. Philip Kotler**

Professor of International Marketing,  
Kellogg School of Management,  
Northwestern University

### 11:00 AM - 12:30 PM

Interactive Panel Discussion  
The Role of Digital & Social Media in Marketing

### 12:30 PM - 1:00 PM

Keynote Session

### 2:00 PM - 3:30 PM

Interaction with Audience  
Transformational Marketing: Cases  
of business strategies with disruptive  
projects - Uber, Amazon, Paytm, AirBNB

### 4:00 PM - 5:30 PM

Innovation and New Business Models -  
Blockchain by KryptoPal, Facebook,  
AI (Interaction with Audience)  
Jaycen Horton  
Chief Technology Officer, KryptoPal

### 5:30 PM - 6:45 PM

Interaction with Audience  
The future of marketing in an  
interconnected world

### 7:30 PM - 9:30 PM

Gala Award Ceremony  
Presentation of Kotler Awards - 2018

\* Subject to change and confirmation



# EIGHT REASONS YOU MUST ATTEND

- Learn best practice digital marketing strategies from globally recognised subject matter experts.
- Access high level networking opportunities with the most innovative and successful marketing minds in Australia.
- Collect valuable tips and tactics that will enable you to optimise your marketing performance in the key areas of; acquisition, activation, retention, revenue and referral.
- Discover innovative ideas and learn from what's working in other industries so that you can apply new thinking to your own business.
- Hear expert opinions on emerging trends such as the future of marketing analytics, attribution and automation.
- Find out how to win and retain more customers with proven content marketing and paid customer acquisition strategies.
- Acquire the knowledge to make a step change in your marketing strategy and dramatically improve results.
- Return to your business with relevant actionable ideas that will boost your performance and take your business and career to the next level.

**GIVE YOUR  
BRAND A VOICE  
ON THE BIG  
STAGE,**

**BY SPONSORING  
THE WORLD  
MARKETING  
SUMMIT - 2018**

## WMS INDIA, DEC 2018 - PROPOSED PRICES (INR)

### Sponsorship Categories

Title Sponsor	50,00,000
Principal Sponsor	25,00,000
Platinum Sponsor	20,00,000
Gold Sponsor	12,50,000
Silver Sponsor	7,50,000
Bronze Sponsor	5,00,000

### Kotler Awards

Large	1,00,000
Medium	50,000
Small/NGO	25,000

### Conference Fees

Upto 2 Delegates	17,000 Per Person
3 to 5 Delegates	15,000 Per Person
5 or Above	12,000 Per Person

# REGISTRATION FORM

I am interested in participating in the "World Marketing Summit 2018, India" programme  
as a delegate/Speaker/Partner/Advertiser \_\_\_\_\_

To register, please complete this registration form in BLOCK LETTERS and return it to the Conference Secretariat at the address below by email/post/fax, together with payment of all fees. Registration will not be effective, until the payment has been received. To register by email, please fill in Registration Form and e-mail to [info@wms18.com](mailto:info@wms18.com). To book online, visit [www.wms18.com](http://www.wms18.com)

Name Dr/Mr/Ms \_\_\_\_\_ Designation \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## PAYMENT DETAILS \_\_\_\_\_

The total amount for INR ₹/US \$ \_\_\_\_\_ may be paid by either of the following (please tick appropriate payment box):

- (A) Cheque at Par or Demand Draft payable to a bank in Aligarh, India, payable to SUSLENCE RESEARCH INTERNATIONAL INSTITUTE PRI, Aligarh.
- (B) Bank Transfer to State Bank of India, 51 Ahmed Nagar, Civil Lines, Aligarh, Uttar Pradesh, India  
Account Number: 00000037522966455, IFSC CODE: SBIN0003570, MICR CODE: 202002009
- (C) Credit Card: Please log on to [www.wms18.com](http://www.wms18.com) for online payment.  
(Please enter the amount in INR)

Date:

(Signature)

## VENUE:

THE PRIDE PLAZA HOTEL  
AEROCITY,  
NEW DELHI - 110037  
ON  
14TH DEC, 2018

## FOR DETAILS, CONTACT US ON:

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www.wms18.com

## OUR PARTNERS

