

india, 2018

BE A DELEGATE

WORLD MARKETING SUMMIT

Better world through marketing



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

(+91) 812-682-1464

(+91) 990-366-7754

(+91) 843-902-3016

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 Prof. 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, Disruptive Innovation and Blockchain in Interconnected World".


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

www.worldmarketingsummitgroup.org

HISTORY OF WMS

- **2010** Prof. Kotler Initiated the concept
 - **2012** Bangladesh, 60 speakers with 4000+ delegates
 - **2013** Malaysia, 45 speakers with 3000+ delegates
 - **2014** Japan, 35 speakers with 2800+ delegates
 - **2015** Japan, 32 speakers with 3000+ delegates
 - **2016** Japan, (Oct. 11 & 12)
 - **2017** Japan, Korea, Bahrain, Canada
 - **2018** **New Delhi, India**
- 



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.



GALAXY OF WMS SPEAKERS



Prof. Philip Kotler

Marketing Guru and Founder WMS



Gautam Mahajan

President of Customer Value Foundation



Prof. Pramod Pathak

Management studies – IIT (ISM) Dhanbad, India



Amitabh Kant

CEO at Niti Aayog



Mohammed K. Al-Anni

Vice Chairperson – Chief Operating Officer of Gulf University



Jaycen Horton

Chief Technical Officer – Kryptopal



Laura Ries

Branding & Marketing Guru



Prof. Walter Vieira

World Renowned Marketing Guru



Faisal Ziauddin

COO – Suslence Research International Institute Pvt. Ltd.



Dr. Fahim Kibria

CMO of Kotler Impact Inc.



Prof. Salvador Lopez

Marketing & Creativity Professor



Kohzoh Takaoka

President, WMS Council & CEO Nestle Japan

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, Disruptive Innovation and Blockchain in Interconnected World".

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

Mohanned K. Al-Anni

Vice Chairperson
Chief Operating Officer of Gulf University

Keynote Address

Prof. Philip Kotler

(VC) and Dr. Fahim Kibria, CMO, Kotler Impact

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.
- 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. To book online, visit 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 Suslen Research International Institute Pvt. Ltd. Aligarh.
- (B) Bank transfer to State Bank of India, Beneficiary Name: Suslen Research International Institute Pvt. Ltd.
Account Number: 00000037522966455, IFSC CODE: SBIN0003570, MICR CODE: 202002009
- (C) Credit Card: Please log on to 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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OUR PARTNERS

