

markmy word

A one-day conference presenting
Content & Design



Mark My Word

Speaker Verticals

What is Mark My Word?

Mark My Word is the world's first Content and Design Conference.

Who will be speaking?

The speaker line up for MMW would include stalwarts from the various fields of content and design - namely in the form of **artists, lyricists, twitter celebs, screenplay writers, journalists, novelists, web designers, architects, fashion designers** and **ad gurus**.

Why Content and Design?

The two institutions of Content and Design are, indirectly, the most discussed concepts amongst working professionals. They govern most of our lives, whether it's in the form of Christmas cards or feature films or e-commerce websites. However, these two concepts and the relationship between them have never been spoken of under one banner, and that's exactly what we wish to do.

Why should I / my organization be a part of this?

As mentioned earlier, this event is the first of its kind. With MMW, we hope to set the platform for further discussions in the fields of Content and Design. Our focus, as is evident, is on touching everyone while sticking to the topic. So whether you're a grocery store owner, a giant multinational or just the average movie buff- this conference holds relevance in your life.

When is this happening?

The conference is scheduled to happen in the first week of February.

Where is this going to take place?

Goa - The land of sizzling sands, Kaju Feni and Lata Mangeshkar.

Artists
Editors
Authors
Directors
Ad Gurus
Comedians
Minimalists
Tattoo Artists
Twitter Celebs
UI/UX Designers
Fashion Designers

Speakers

Akshar Pathak

If you thought Minimalism had a place only in art-house cinema, you clearly haven't visited Minimal Bollywood Posters on Facebook- Copyright of Akshar Pathak. A carrom board and a glass of orange juice for 'Munna Bhai M.B.B.S', and an extended forearm etched with 'Mera Baap Chor Hai' for Deewar. Simple, uncluttered and usually smile-inducing- Akshar's posters use that one image a film leaves you with. Despite likes and comments galore on every poster of his, Akshar knows he has new worlds to conquer. He has moved on to Minimal Hollywood and Minimal TV Series as well.



King Sidharth

King Sidharth is an entrepreneur, designer, artist and dabbles in unknown territories - from sufism to film-making.

Now a college drop-out, he runs Web Mutiny - a UX consultancy. When he is not designing, singing sufi or speaking at conferences - he imagines being Calvin (Calvin & Hobbes). A social outcast among social-outcasts, he is full of philosophy about design, writing and life.



Nikita Singh

Nikita Singh is the author of two books- Love @ Facebook and Accidentally in Love. Both of which were written in under two weeks, and went on to become super-hits. Through her literary endeavours, Nikita has managed to reconcile the oxymoron in 'intelligent chick-lit'. In Nikita's Utopia, she would be the author of fantasy fiction, and let her imagination run wild with vampires and witches. A self-confessed foodie on her Twitter profile, her tweets also reveal that she is a die-hard romantic.

Quashik Mukherjee

Quashik Mukherjee's film Gandu may never get past the Indian Censor Board. Yet, it went on to win him the Grand Jury Award for Best Director at the South Asia International Film Festival 2010, and his film the Narrative Feature: Jury Award. Gandu is the story of a frustrated teenager and his friendship with a riksha-walla, fascination with sex and experiments with drugs -shot with a Canon 7D, and strung together with a Bangla rap soundtrack. Call it a protest film, or the angst of talent that will never see the light-Gandu will definitely 'shock us out of this zombie television state', as Quashik puts it.



Speakers

Sorabh Pant

Dubbed as “the funniest guy on stage”, he joins a league of extraordinary performers with his overt expressions, manic energy and unrivalled observations. He was rated amongst the top 10 stand-up comedians by The Times of India and listed #1 in the 30 most interesting Twitter users in India. Creator of the shows ‘Pant on Fire’ and ‘Travelling Pants’, and author of ‘The Wednesday Soul’, Sorabh Pant is more than just your regular stand-up comedian.



14_yr_old_Etard

E-tard represents much more than your average twitter celeb. He is, in fact, a phenomenon just waiting to unleash itself in the dreary Indian micro-blogging scene. And while Sherlyn Chopra may be the only one who's making the headlines through Twitter these days, our man here has the reputation of creating quite a stir when he wants to.

He reveals his real identity at Mark My Word, putting an end to months of speculation amongst his many followers.



Ritu Beri

Ritu Beri studied fashion arts at the NIFT, New Delhi. She is the only Indian designer to be featured in promostyl's magazine Acustyl, which forecasts fashion trends worldwide. She also serves on the board of Governors at NIFT.

Her notable international clients are former US President Bill Clinton, Prince Charles, Moulin Rouge, Nicole Kidman, famous Parisian Socialite Mrs. Lagerdere, Langes Swarovski & The Swarovski family, Elizabeth Jagger and Jerry Hall. Her notable Indian clients are Madhuri Dixit, Rani Mukherji, Preity Zinta, Parmeshwar Godrej & Shobha De.



Ashok Banker

Meet India's Epic Storyteller.

His books have sold over 1.4 million copies in 12 languages and 57 countries worldwide and With the launch of his own AKB Ebooks imprint he became India's first bestselling ebook author. His Epic India Library is a lifetime writing plan that aims to retell ALL the major myths, legends and itihasa of the Indian sub-continent in an interlinked cycle of over 70 volumes. This includes the Ramayana Series, Krishna Coriolis, the Mahabharata Series, the contemporary Kali Rising thriller series, amongst others.



Speakers

Ajay Koli

From *The Green Hearts*

The Green Hearts are a close group of 3 visual artists, committed to creating art in the form of photography and motion graphics. The three Green Hearts are Ajay Koli, Sankalp Agarwal and Siddharth Mate, all of them currently pursuing graduation degrees at the Indian Institute of Technology, Mumbai. Their work can be best understood in terms of their creations, a glance at their Facebook profiles and personal blogs would showcase their tremendous skill and talent.



Reach

Attending

- Attendees from the host institution BITS Pilani, Goa.
- College undergrads from across the country attending the annual techno-managerial festival *Quark 2013 - Quantum Leaps*.
- Design professionals from leading companies.
- Special invitees from India's premiere design institutes such as the National Institute of Design and the National Institute of Fashion Technology.
- Members of the local and regional press as well as radio and online media.

Non-Attending

- Live Webcast of the event.
- Pre event online discussion pertaining to the web.
- Social Media connections on Facebook and Twitter.

Why sponsor us?

Connect with influential thought leaders, media icons, talented developers and designers.

Associate your company with some of the biggest names in the field of content and design.

Interact with some of the brightest young minds of the country.

Create brand visibility and networking opportunities at the event.

Showcase your services in a way that best fits your needs.

Demonstrate your commitment to the content and design community.

Associate with a conference brand which only promises to grow over the coming years.

Sponsorship Package

Platinum : ₹ 1,00,000

- Large display advertisement in event program.
- A logo of yours on our tee-shirts, passes and all our printed material.
- Guest post by you (may include video, images) on our official website.
- Opportunity to do giveaways during event. If you are unable to attend, we will help you out with our volunteers.
- Opportunity to sell your product/themes/apps at same/discount rates during 2 days event.
- Announcements about you during the event.
- A special Thank You during keynote from center stage.
- If you send us some goodies, we will be happy to have it in our registration kit.
- Persistent logo and link on the official website.
- Tweet announcing your support to Mark My Word.
- Facebook post from our page regarding your sponsorship support.
- Thank you mention and link in all pre and post event related attendees email.

Gold : ₹ 60,000

- Display advertisement in event program.
- Logo on all print material except tee-shirts.
- Guest post by you (may include video, images) on our official website.
- Opportunity to do giveaways during event. This could be handled by our volunteers too if you are unable to join us during event.
- Announcements about you during the event.
- A special Thank You during keynote from center stage.
- If you send us some goodies, we will be happy to have it in our registration kit.
- Persistent logo and link on the official website.
- Tweet announcing your support to Mark My Word.
- Facebook post from our page regarding your sponsorship support.
- Thank you mention and link in all pre and post event related attendees email.

Silver : ₹ 40,000

- Display advertisement in event program.
- Logo on all print material except tee-shirts and registration passes.
- Guest post by you (may include video, images) on our official website.
- If you send us some goodies, we will be happy to have it in our registration kit.
- Persistent logo and link on the official website.
- Tweet announcing your support to Mark My Word.
- Facebook post from our page regarding your sponsorship support.
- Thank you mention and link in all pre and post event related attendees email.

Bronze : ₹ 25,000

- Persistent logo and link on official Mark My Word website.
- Guest post by you (may include video, images) on our Mark My Word official website.
- If you send us some goodies, we will be happy to have it in our registration kit.
- Tweet announcing your support to Mark My Word.
- Thank you mention and link in all post event related attendees email.

Micro Sponsorship : ₹ 10,000

- Micro sponsorship can be any amount above ₹ 5,000 upto ₹ 10,000 whatever maximum you can donate to support us.
- We will do whatever best we can offer you.

Note: Only individuals and tiny companies are allowed to purchase micro-sponsorships. We hope that larger organizations will find our other sponsorship levels acceptable.

For further details contact **Aniket** at aniket@markmyword.in or **call him on +91-9637130502**.

Hoping to get a warm participation from you.

(*) All sponsorship levels marked above are excluding taxes.

Press Kit

Mark My Word is India's first Content & Design Conference. It is not just the beauty of content and design itself that we celebrate, but the people behind them. From oil paintings to film posters, hard-core journalism to chick, poetry to product design- we invite Content and Design in any form.

If you like what we do, please spread the word on Facebook, Twitter, you blog or any other channel. We appreciate your efforts.



Background

Mark My Word will be held in Goa being an ideal place for an event like ours. Mark My Word will be a one-day event with stimulating discussions and intense debates by our Content and Design evangelists, as well as filler musical performances and art exhibits.

For the Members of the Press

Media persons are welcome to cover Mark My Word. For interviews with the speakers or the Mark My Word organizers, contact us at contact@markmyword.in. We will get back to you as soon as possible.

We would love to partner with you for Media and Publicity. If your newspaper, website, blog, magazine or news channel would like to become the official Media Partner of Mark My Word, please do not hesitate to contact us.



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