

*Welcome  
To*



**M**ar**C**25  
*One Team - One Dream*



## Marketing Conference Program schedule

# Program schedule – Date 16 Dec 2024 ( FN Sessions)

| SESSION No. | PROGRAM                                    | SPEAKER                      | DURATION (Mins) | TIME (Hours)         |
|-------------|--|------------------------------|-----------------|----------------------|
| <b>0</b>    | <b>Registration by Participants</b>        | -                            | <b>30</b>       | <b>08:30 - 09:00</b> |
| <b>1</b>    | <b>Inaugural Session</b>                   | -                            | <b>60</b>       | <b>09:00 - 10:00</b> |
| a           | BEL theme song, invocation & lamp lighting | -                            | 15              | 09:00 - 09:15        |
| b           | Welcome address                            | DM                           | 05              | 09:15 – 09:20        |
| c           | Inaugural address                          | CMD                          | 05              | 09:20 – 09:25        |
| <b>V</b>    | Video display (BEL branding)               |                              | 05              | 09:25 – 09:30        |
| <b>d</b>    | <b>Key note address</b>                    | <b>Chief guest</b>           | <b>30</b>       | <b>09:30 - 10:00</b> |
| <b>P</b>    | <b>Group photos</b>                        | -                            | 30              | 10:00 - 10:30        |
| <b>B</b>    | <b>High Tea</b>                            | -                            | 30              | 10:30 - 11:00        |
| <b>V</b>    | Product promotion videos                   | -                            | 10              | 11:00 - 11:10        |
| <b>2</b>    | <b>External expert session</b>             | <b>Mr. Rajesh Srivastava</b> | <b>90</b>       | <b>11:10 - 12:40</b> |
| <b>V</b>    | Product promotion videos                   | -                            | 10              | 12:40 – 12:50        |
| <b>B</b>    | <b>Lunch</b>                               | -                            | <b>40</b>       | <b>12:50 - 13:30</b> |

*V: Video, P: Photography, B: Break*

## Program schedule – Date 16 Dec 2024 ( AN Sessions)

| SESSION No.          | PROGRAM   | SPEAKER    | DURATION (Mins) | TIME (Hours)  |
|----------------------|---|------------|-----------------|---------------|
| V                    | Product promotion videos  |            | 10              | 13:30 – 13:40 |
| 3                    | Leadership talk   | CMD        | 20              | 13:40 - 14:00 |
| 4                    | Thoughts of Director (Marketing)  | D (M)      | 40              | 14:00 - 14:40 |
| 5                    | Panel discussion on “Navigating the Radar business segment”                     | Panel      | 30              | 14:40 - 15:10 |
| 6                    | Presentation on “Customer perception of Product support of BEL”                 | GM (PS/CO) | 20              | 15:25– 15:45  |
| P                    | Photography   | -          | 45              | 15:50 – 16:20 |
| B                    | Tea Break   | -          | 15              | 16:20 – 16:35 |
| 7                    | Team presentation on “Structured approach to create Market Intelligence in BEL” | Team       | 30              | 16:35– 17:05  |
| V                    | Product promotion videos  | -          | 10              | 17:20 – 17:30 |
| 8                    | Chat with CMD & Directors   | -          | 30              | 17:30 – 18:00 |
| End of Day 1 session |   |            |                 |               |
| B                    | Games & Talent show   | -          | 45              | 19:15 - 20:00 |
| B                    | Musical Program & Dinner  | -          | 120             | 20:00 - 22:00 |

V: Video, P: Photography, B: Break

## Program schedule – Date 17 Dec 2024 ( FN Sessions)

| SESSION No.       | PROGRAM  | SPEAKER         | DURATION (Mins) | TIME (Hours) |
|-------------------|--|-----------------|-----------------|--------------|
| 1                 | Team presentation on “Methodology to undertake effective business development activities in BEL” | Team            | 30              | 08:30-09:00  |
| 2                 | External Expert session  | Mr. Manoj Chugh | 90              | 09:15-10:45  |
| P                 | Group Photo  |                 | 15              | 10:45-11:00  |
| B                 | Tea Break  |                 | 15              | 11:00-11:15  |
| V                 | Product promotion videos   |                 | 10              | 11:15-11:20  |
| 3                 | Debate on “BEL is adequately geared up to achieve growth in export business”                     | Team            | 30              | 11:20-11:50  |
| V                 | Product promotion videos   |                 | 10              | 12:00-12:10  |
| 4                 | Concluding Session   |                 |                 |              |
| a                 | Recognition of winners / key contributors  |                 | 10              | 12:10-12:20  |
| b                 | Feedback by CMD/Directors /participants  |                 | 15              | 12:20-12:35  |
| c                 | Vote of thanks / acknowledgements  |                 | 10              | 12:35-12:45  |
| End of Conference |  |                 |                 |              |
| B                 | Lunch followed by departure  |                 | 12:45 onwards   |              |

V: Video, P: Photography, B: Break

*Thank You*