

Social Media Marketing – Taking a leap forward

Unleashing the power of social media to reshape your customer engagement strategies, strengthen your brand and achieve optimal ROI

Novotel Mumbai Juhu Beach, India

16th - 18th November 2011

Exclusive pricing for Public Relations Consultants' Association of India (PRCAI) members:

Quote "PRCAI-10C" when you register with **Ms. Catherine Foo** at **CatherineF@marcusevanski.com** or **+603 2723 6757** to entitle for the 10% savings off the delegate fees

Hurry, BOOK NOW, Seats are LIMITED!!!

Featuring an exclusive workshop on:

Understanding the six stages of social media maturity in order to harness the power of social media

The workshop will help the participants understand the different strategies involved in making a successful business process using social media with the help of case studies as well as practical examples

Facilitated by:

Gaurav Mishra Asia Director of Digital & Social Media
MSLgroup Asia

Gaurav writes a popular blog on social media and social change at *Gauravonomics Blog*, which is amongst the 150 most popular marketing and PR blogs internationally, as per the *AdAge Power 150* rankings. Gaurav has an impressive client base which includes Intel, Dell, Frito Lays, United Spirits, Club Mahindra, CoinLab, Royal Challengers Bangalore, Commonwealth Games, Bangalore Airport, Earthy Goods and ArtThink South Asia

Featuring key international presentations and case studies from:

Chris Schaumann Head of Consumer Engagement, Southeast Asia & Pacific
Nokia, Singapore

Derrick Koh Consumer Marketing Manager ASEAN
Lenovo, Singapore

Attend this informative event and gain practical insights into:

- **Measuring** the metrics and getting the analytics right in Social Media
- **Understanding** key strategies of converting the online numbers into physical numbers to get your sales registers ringing
- **Utilising** the potential of mobile phones and to integrate it with your social media campaigns
- **Creating** awareness and love for your brand and to convert your brand fans into brand advocates
- **Gaining** insights into the emerging trends like location based marketing, QR codes, four square
- **Maintaining** consistent and interesting conversations for your brand followers and potential followers online
- **Integrating** multiple marketing tools on social media to maximise its potential

"The **Experiment** is over, now it's time for **real value**"

Anonymous

Social media is making brands more open and transparent in their community engagement. There is a strong shift with brands now relying on social network to build their profile and relationships with their stakeholders and customers. Brands that connect with or establish strong network gain trust, credibility and insights from a connected audience


marcusevans

Your distinguished Chairperson:

Nikhil Rungta Country Marketing Head India
Google

Mr. Nikhil has been the key person for driving the strategy and execution of all marketing efforts to support Google's sales verticals, products and partnerships in India.

Our distinguished panel of Speakers:

Nikhil Rungta Country Marketing Head India
Google

Siddharth Banerjee Global Marketing Director
Hindustan Unilever Limited

K. Ramakrishnan President Marketing
Cafe Coffee Day

Kavita Joshi SVP Marketing & Digital
HDFC Bank

Vinay Bhatia Sr. VP Marketing & Loyalty
Shoppers Stop

Sooraj Bhat Brand Head
Allen Solly

Mahesh Patil GM Marketing
Idea Cellular

Sandeep Amar Head Marketing & Audiences
Indiatimes

Mayank Agarwal MD & Co founder
Geek Creative Agency

Arun Nair Director - Digital Marketing & social media
Sulekha.com

Suchit Sakaria VP Sales
Convonix Inc

Vikramaditya Sharma Former Head Strategy Sales & Marketing
NDTV

Amrit Thomas EVP Marketing
UB Spirits

Ajay Gupta Managing Director
Capital Foods (Ching's secret, Smith & Jones)

Maya Hari Director Digital
Vogue (CondeNast)

Niraj Seth Director Marketing
Cleartrip

***Early Bird & Group Discounts**
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Knowledge Partner



Networking Partner



Endorsers



Official News Distribution Partner



Online Media Partner



Our Business Partner

About the Gold Partner



Convonix is a full service Internet Marketing agency focussed on providing integrated solutions tailored to our clients' business requirements. We specialize in designing and delivering digital marketing solutions, integrating the realms of social & search, which cut across sectors and business models. We achieve this through a combination of best-in-class digital marketing practices and cutting edge proprietary tools. Our roster of clients includes startups looking to leverage the power of search engines and social media networks, mid-size companies wanting to increase their client reach and Fortune 500 companies looking to monitor their brand and increase the visibility of their products and services.

About the Silver Partner



i-Vista helps brands channelize the power of the digital medium. Since inception, i-Vista has successfully helped companies set up their digital presence; enabled them to stay on top of search, make conversations through various social outlets and effectively engage media elements to deliver efficient and measurable results. i-Vista's capabilities stem from a deep understanding of the digital medium, consumer behavior, creative design and technology.

With an early start in the digital space, i-Vista has experienced and witnessed firsthand the evolution of the internet into a digital marketing medium. i-Vista's thought leadership is driven from this rich experience and the ability to pre-empt future course of the medium.

Over the last 15 years, i-Vista has engaged with over 200 companies who are leaders in their respective domains (B2B & B2C).

Offerings Include: Creative Design, App Development, Search Marketing (SEO & SEM), Social Media Marketing, Media Planning & Buying, Technology & User Experience Design and Analytics.

About the Knowledge Partner



Geek Creative Agency has made its creative presence felt since its inception in 2008, offering customer-centric advertising solutions to youth-oriented mass brands.

Specializing in brand development, strategic counsel, advertising, design and digital media, the agency has been recognized as one of India's leading creative and insightful agencies.

The agency has won numerous awards for work with industry vertical in the arts/leisure, finance, healthcare, education and architecture/design industries.

About the Networking Partner



ThoughtBuzz enables you to cut through all the unnecessary chatter and get right to the heart of the matter - providing you with information that is specific and relevant to you and your brand. This easy-to-use web-based tool enables you to automatically sift through all the chatter that accumulates on social networking services - disregarding those that have no value, while providing you with the sentiment of each comment made, together with a detailed analysis of where most of your 'buzz' originated from, in terms of tweets, facebook posts, blogs etc.

About the Online Media Partner

WATBlog was launched on June 27th 2006, and since then WATBlog has written close to 4000+ post and have covered innumerable milestones in the process. WATBlog was awarded as India's best blog of 2009 and is owned and managed by WATMedia Pvt. Ltd a digital media company that aims to connect the Web, Advertising & Technology (WAT) Industry in India. WATBlog showcases news, reviews, views and interviews around the Web, Advertising and Technology front. WATBlog hosts several interesting discussions and encourage readers to be vocal and takes their feedback, suggestions and analysis very seriously. WATBlog receives close to 1.5lacs unique visitors per month. www.watblog.com

About the Endorsers

The **All India Association of Industries (AIAI)** has been serving trade and industry for over half a century. A team of dedicated industrialists under the leadership of the late Shri Babubhai M. Chinai (M.P.) came together in 1956, to establish what is today the leading association of industries in India's commercial capital. With the advent of liberalization of the Indian economy in 1991, AIAI has played a lead role in promoting and strengthening emerging corporates, as well as SMEs. www.aiaionline.org

Public Relations Consultants Association of India is a trade association set up in 2001, that represents India's public relations consultancy sector while providing a forum for Government, public bodies, industry associations, trade and others to confer with public relations consultants as a body. It seeks to establish benchmarks in Standards, Knowledge, Ethics and Expertise and encourages and promotes the progression of Public Relations Industry in India. To widen representation and participation from our members, 4 Regional Chapters have been created. PRCAI has 3 Key Committees, which are: Professional Practices Committee, Standards Committee and Marketing Committee. 15 leading PR consultancies are our members.

In addition, PRCAI offers its members services in the areas of:

Professional Codes, Consultancy Management Standards, Regional Networks, International Information and knowledge sharing with links, Referrals, Industry placements, Guidance papers, business support, Seminars and Conferences, Education & training and Research and surveys.

Two PR Summits are held every year. Panel discussions and knowledge series lectures are held in regional chapters too. PRCAI has recently launched a PRCAI-ICCO on-line college; the pilot course has also just been launched.

About the Official News Distribution Partner

Business Wire is the recognized global leader in financial and general news release distribution and a trusted source of original corporate news for media and investors throughout the world.

Business Wire can assist you in distributing your corporate news not only throughout South Korea but also throughout the World.

For more information on Business Wire visit WWW.BUSINESSWIRE.COM or email TRADESHOW@BUSINESSWIRE.COM.

Wednesday 16th November 2011

Half-day Workshop (1400 - 1730)

Making social media your best ally!

A step-by-step methodology to understand the six stages of social media maturity in order to harness the power of social media

marcus evans is pleased to bring this exclusive workshop where you will learn about different stages in social media and how to go about integrating platforms, programs and processes to optimise social media marketing programs.

The workshop will help the participants to define different strategies involved in making a successful business process using social media with the help of case studies as well as practical examples. The workshop will be replete with role plays, group activities, hands-on approach and will be a great experience in a truly social media style!

Stage One

Creating a campaign microsite for your brand

- Creating flash based campaign microsities to support advertising campaigns
- Creating microsities which are heavy on experience but light on content

Stage Two

Creating and sustaining an online platform for your brand

- Being available on social network to increase brand awareness
- Creating an engaging conversation between your brand and fans
- Being clear in your objective on what to attain from social media

Stage Three

Spearheading innovative and interactive activities on social networks to keep your fans engaged

- Increasing engagement between the brand and the online followers
- Creating social network specific strategies to keep fans engaged
- Gauging the success of strategies by measuring the long term and short term of it
- Getting the right strategy in place to exploit the full potential of social media

Stage Four

Integrating social network with your web platforms

- Moving away from the social network and viewing your company website as the social hub
- Integrating social into web platforms by adding features like blogs, wikis, photo sharing, video sharing and many more
- Integrating websites with social networks by adding social sign-on, sharing buttons and other options to the website

Stage Five

Integrating social into your marketing programs

- Making social media more effective by not only using social platforms but also becoming social at the core
- Moving marketing campaigns from TVC centric to community centric
- Creating marketing programs to make people connect with your brand at all levels of marketing

Stage Six

Integrating and assimilating social media into your business processes


- Utilising social media in a much effective manner by leveraging it for doing the right things instead of saying the right things
- Using social media as a tool for business transformation by integrating it with sales, support and innovation process
- Experimenting with innovative strategies like crowd source which have been applied successfully by lots of companies

Your workshop facilitator:

Gaurav Mishra Asia Director of Digital & Social media
MSLgroup Asia

Workshop Timetable:

1400 Commencement of Workshop
1530 Afternoon refreshments & networking break
1730 Closing remarks

1740 Networking drinks hosted by 

Your workshop facilitator:

Gaurav Mishra Asia Director of Digital & Social media
MSLgroup Asia

Gaurav Mishra helps global brands benefit from the intersection of social as in connecting people and benefiting the society, as Director Digital, MSLgroup Asia. Previously, Gaurav was part of Tata Administrative Service (TAS), which is Tata Group's fast track program to groom recruits for senior management roles.

Gaurav has an impressive client base which includes Intel, Dell, Frito Lays, United Spirits, Club Mahindra, CoinLab, Royal Challengers Bangalore, Commonwealth Games, Bangalore Airport, Earthy Goods and ArtThink South Asia. Gaurav's last role at the Tata Group was as Assistant General Manager (Brand Head Indica) at Tata Motors, where he was responsible for managing national level sales and marketing, and developing traditional and digital marketing programs for Indica, one of India's leading automobile brands.

Gaurav is frequently quoted in Indian and international media on topics related to social media, online communities, digital activism and citizen journalism and is a regular speaker at conferences.

Gaurav has contributed chapters to three books on social media and a book on digital activism. Gaurav writes a popular blog on social media and social change at Gauravonomics Blog, which is amongst the 150 most popular marketing and PR blogs internationally, as per the AdAge Power 150 rankings.

Why you cannot miss this event

Indian organisations are adopting social media as a platform for marketing and advertising in a big way. According to a published report in Economic times it is estimated that Rs 785 cr was spent on social networking sites last year and is expected to grow by 25 per cent this financial year. Even though the investment for this marketing tool is increasing, the challenges are also cropping up. Companies are unable to maintain quality content, maintain data, to create effective brand awareness, CRM, to measure ROI and many more...

Companies already using social media cannot ignore the importance of this tool as it gives them unlimited access to potential customers who in fact spreads the word around for them.

Social media has been posing lots of challenges to companies using it and the lack of knowledge, lack of industry practise and other factors have been restricting companies to utilise social media to its full advantage.

marcus evans is pleased to announce this premier SMM forum which will address the challenges that are being faced by the companies in using social media.

This three day forum will consist of an exclusive workshop, case studies and panel discussions from the industry experts who have been able to leverage the social media tools across the industry. In summary this forum will help you understand the various strategies in place and also the future trends being adopted to utilise the social media.

Who should attend?

SVP, CMO, COO, VP, GM, MD, Directors, Senior Managers, Heads within:

- Marketing
- PR & Publicity
- CRM/ Service Quality
- Media Marketing
- Corporate communication
- CSR
- Branding
- Consumer Marketing
- Product Development
- Digital Marketing
- Media Relations

From:

- FMCG/Retail/Consumer goods
- Hospitality/Hotels
- Banking & Finance/insurance
- Tourism
- Government & public sectors
- Telecommunications/IT
- Manufacturing/Engineering
- Entertainment & Recreation
- Pharmaceuticals

0830 Registration & coffee**0845 Opening & Welcome Remarks by Chairperson**

Nikhil Rungta Country Marketing Head
Google

0900 Session One – Case Study**Connecting with a click: Developing and sustaining cost effective Social Media marketing strategy that delivers the ROI**

- Identifying the business objectives and setting the priorities right
- Quantifying and qualifying the social media KPI's for marketing campaigns
- Setting realistic expectations and goals for your social media strategy
- Tackling the challenge of right content development to help increase business and improve customer experience

Nikhil Rungta Country Marketing Head India
Google

Nikhil has been the key person for driving the strategy and execution of all marketing efforts to support Google's sales verticals, products and partnerships in India

0945 Session Two – Case Study**Size doesn't matter, it's what you do with it: Innovative strategies to engage your fans and communities to strengthen your brand**

- Handling of interactions to connect in a better manner with the customers to improve customer experience
- Managing company reputation and handling crisis by reacting positively for both negative and positive feedbacks
- Moving the brand in the right direction by creating quality conversations
- Tracking the comments posted on your network and getting the right feedback across

Derrick Koh Consumer Marketing Manager ASEAN
Lenovo, Singapore

Derrick is a social media advocate for Lenovo, pioneering branding, customer service and demand generation efforts via this media. He has more than 10 years public relations experience in this arena

1030 Morning refreshments & networking break**1100 Session Three – Case Study****Emerging Trends: Tapping the potential of new tools for an effective social media marketing strategy**

- Assessing the growth of smart phones in India and the accessibility of the internet via mobile phones
- Being aware of various applications that are available in order to access social networks through mobile phones
- Getting to know the emerging trends like location based marketing, QR codes, foursquare and how to integrate them in your marketing campaigns
- Getting to know about the required infrastructure and the methods to implement it

Mayank Agarwal MD & Co-founder
Geek Creative Agency

1145 Session Four – Case Study**Mastering three key levels in Social Media Marketing: Brand management, category leadership and CRM for greater customer engagement**

- Addressing the customer's need online which in turn leads to better reputation management
- Being available for your online customers and to have constant interaction with them in order to create a better CRM
- Creating an engaging conversation with the customers rather than just advertising to build your brand image
- Improvising on your social media techniques to make your brand look unique in a pool of competitors around you

Siddharth Banerjee Global Marketing Director
Hindustan Unilever Limited

In his 10 years of sales and marketing experience spread across diverse categories, Siddharth has handled Sales, Marketing & Business Head roles, with his previous responsibility in India being Marketing Manager for the Unilever tea portfolio. He is currently leading category development efforts as the Global Marketing Director for emerging markets for Unilever

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Sarah Faradilla** on +603 2723 6600 or email sarahf@marcusevanskl.com to discuss further possibilities.

1230 Networking Luncheon**1330 Session Five – Case study****Sales is a number game: Converting these online numbers into actual physical numbers to get the sales registers ringing**

- Generating interesting content for target customers to like and stay with your brand
- Having clear and visible CTAS (call to action) to get sales going
- Using your existing online customers as your brand advocates to promote your brand
- Leveraging the power of network by offering reward for fans

Suchit Sakaria VP Sales
Convonix Inc

1415 Session Six – Panel Discussion**Content is King: Creating quality content for your fan base and to get them hooked onto your page and to turn your campaigns into a religion**

- Creating good quality content by personal engagement and customisation of the brands message
- Tailoring basic awareness about the brand and then converting that awareness into followers of your brand
- Addressing the emotional quotient of the customer in order to create an emotional bonding with the brand
- Incentivising your fans to contribute to the content generation

Arun Nair Director - Digital Marketing & social media
Sulekha.com

Arun's efforts at leveraging the social media won him the prestigious and coveted "Best Practice" award across the entire Mahindra & Mahindra group. For the period 1999 - 2002, Arun was the Indian representative for Takingitglobal.org, and part of the executive committee

Chris Schaumann Head of Consumer Engagement, Southeast Asia & Pacific
Nokia, Singapore

Chris has worked as Global Advertising & Digital Lead for the Asia Pacific/Greater China Region in Microsoft's Global Marketing Group.

Sooraj Bhat Brand Head
Allen Solly

Under Sooraj's leadership and marketing strategies Allen Solly the well known apparel brand has been utilising the marketing potential in internet and social media and has won an award for its website from the Indian Digital Media Awards (IDMA)

Vinay Bhatia Sr.VP Marketing & Loyalty
Shoppers stop

Vinay is responsible for all Consumer Marketing for the Shoppers Stop brand, both Mass Media & Direct Marketing. He comes with 16 years experience in Sales & Marketing. His experience includes FMCG (Lintas Advertising & Marico Industries Ltd), Consumer Durables (Asian Paints & Blowplast), and Services (Pantaloon Retail)

1500 Afternoon refreshments & networking break**1530 Session Seven – Case Study****Members Rein In : Expanding markets through virtual communities and increasing brand awareness : Case study of Royal Challengers Bangalore (A social perspective)**

- Equipping the community by developing member seeders, member gardeners and member fruit collectors
- Leveraging digital assets through sustainable user generated content
- Reversing roles by sourcing crowd for your net gain

Amrit Thomas EVP Marketing
UB Spirits

1615 Session Eight – Case Study**Measuring the metrics and getting the analytics right on social media for a fail-safe social media campaign**

- Comparing the ratio of active members versus the actual members and getting your strategies cut out to tackle it
- Tracking your social members on whether they are sharing content and mentioning about your brand
- Obtaining the number of referrals being obtained based on the content and videos posted on your network
- Checking the time duration people stay on your page to measure the impact of your campaign

Sandeep Amar Head Marketing & Audiences
Indiatimes

Sandeep heads the complete brand campaign for all Indiatimes properties and with his Head of Audience hat, he leads the Analytics, Retention, Engagement and SEO efforts for entire Indiatimes portals

1700 Closing remarks from Chairperson

Friday 18th November 2011

0830 Registration and coffee

0845 Opening & Welcome Remarks by Chairperson

0900 Session One

Transferring offline affinity to online engagement in order to grow your business in an efficient manner

- Communicating with existing customers both offline and online in order to encourage and to obtain brand value
- Servicing the customer offline and online to provide better options and better service to the existing as well as potential customers
- Implementing various strategies by linking offline and online programmes in order to create a strong customer base for your brand

K Ramakrishnan President Marketing

Café Coffee Day

Ramakrishnan's key responsibilities are in the areas of creation, conversion and retaining consumers in distinct verticals that CCD is present in be it malls, premium institutions, high street, transport hubs, corporate, residential and store-in-store

0945 Session Two – Case Study

Brand advocates: Gaining insights into the mindset of your fans using behavioral economics and turning them into brand advocates

- Identifying the core group of people who talk positively about your brand online and tracking them on your social network
- Helping them connect with other members of your group and providing them with valuable and memorable experiences with quality content
- Providing better content and better interactions for your brand advocates to stick on to your social page and to talk about your brand
- Staying tuned to evolving conversations about your brand on both company and non- company supported social media

Ajay Gupta Managing Director

Capital Foods

Previously Ajay was the CMD of Forefront Advertising and Marketing and was well regarded as one of the brightest advertising talents in the 90s having won multiple AD Club and CAG Awards

1030 Morning refreshments & networking break

1100 Session Three – Extended session

Deciphering the latest trends and developments in social media and its impact on marketing and advertising campaigns – Social Media at Nokia

- Understanding the latest trends in social media in order to utilise it in an optimum manner for market penetration
- Tracking the latest developments in the social media industry and to keep track of its impact on the market
- Integrating social media listening insights into the marketing mix and leveraging social media engagement platforms effectively
- Utilising social media insights and engagements to develop the next generation social media solutions
- Leveraging onto the new tools in social media to create a positive impact on your business
- Integrating social media with your other marketing tools in order to create a better and organised marketing strategy

Chris Schaumann Head of Consumer Engagement, Southeast Asia & Pacific Nokia, Singapore

Chris has worked as Global Advertising & Digital Lead for the Asia Pacific/Greater China Region in Microsoft's Global Marketing Group. He leads the global advertising, the relationship marketing programs and the digital readiness for the regions, accelerating Microsoft's shift to Digital Marketing. Leveraging his extensive experience in Germany, USA and Asia, he has worked with almost every MNC harnessing the power of digital media

1220 Corporate Presentation by

1230 Networking Luncheon hosted by

1330 Session Four – Case Study

Understanding the dynamic environment of social media marketing and being innovative on social networks

- Initiating and sustaining a conversation on social media to go beyond your brand
- Assessing consumer engagement and being open to change
- Utilising user generated content to your advantage and creating strategies as you go along
- Assessing and analysing consumer complaints and responding to it in an appropriate manner : The biggest driver to boost your brand image

Kavita Joshi SVP Marketing & Digital
HDFC bank

1415 Session Five – Case Study

Branding online is for influencing the customer and not to control them: Customer engagement strategies

- Keeping customers engaged through social media to create value to your brand
- Maintaining an exclusive approach to your brand by launching online campaigns exclusively for your brand
- Tracking the feedback from your customers to enhance customer service using social media
- Getting comfortable with customer reactions through social media and being able to filter it in order to take part in an end user conversation

Mahesh Patil GM Marketing
Idea Cellular

Mahesh has led and mentored many teams to create break through innovative and award winning design solutions. He is currently working on creating Engaging Digital experiences to help Idea escape the traditional and reach out to new audiences

1500 Afternoon refreshments & networking break

1530 Session Six – Case study

Developing, managing and optimising a cross channel marketing mix strategy to follow and serve the prospect and customer throughout all interactions

- Integrating your online and offline marketing efforts to capitalise on the key opportunities available
- Utilising new tools regarding reach and engagement into understandable metrics that can be used in a cross channel perspective
- Engineering smart and coordinated cross channel campaigns to improve the reach of your brand
- Building CRM and integrated marketing strategies around the customer using cross channel approach

Maya Hari Director Digital
Vogue (CondeNast)

Vogue has been rated as one of the top 20 brands online which has leveraged social media and has been actively engaging itself with its fans and followers and have been quite successful in it

1615 Session Seven – Case Study

Driving innovations in your social media strategies to upstage your competition

- Delivering an experience that drives specific value for your customer
- Launching and managing exciting fun games and social contests and leverage it to deliver real business value
- Mining the treasure trove of customer information, preferences and feedback to improve your business and beat the competition
- Utilising social media tracking tools to gather information on most visited sites to drive your promotion for those communities
- Leveraging various social channels and take them viral, encouraging participation and link them into your social marketing activities

Niraj Seth Director Marketing
Cleartrip

Prior to joining Cleartrip, Niraj was Head of Marketing (India, Middle East, South East Asia) at Monster.com Niraj has been integral to many popular campaigns viz: Monster - 'Caught in the wrong job?' and BPCL - 'MAK makes it possible'. Niraj brings with him a wealth of experience in the development of online brands

1700 Session Eight – Case Study

There are no free lunches available: Measuring and calculating ROI in order to justify the investment on Social Media

- Identifying what does business really want to accomplish with social media
- Identifying the right metrics and calculating it in order to get the required ROI
- Setting the timeline right for ROI and understanding the short term and the long term of it
- Implementing cross brand promotion techniques to help companies get the desired results

Vikramaditya Sharma Former Head Strategy Sales & Marketing
NDTV

Vikramaditya has worked as Head – Business Development and Sales, New Websites, HT Media, where he had the dual responsibility of managing and increasing company revenue and also ensuring a healthy growth in site traffic. In 2008, he had also worked as part of the team that helped HT Media establish and market livemint.com. Recently in NDTV his understanding of internet and mobile trends and online consumer behavior has been the driving growth

1745 Closing remarks from Chairman

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Social Media Marketing – Taking a leap forward

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Online Documentation - USD295. You will be provided a username and password to access the documentation online

Where applicable, clients shall deduct the appropriate Tax Deducted at Source (TDS) at the time of payment and should thereafter furnish us the Tax Deducted at Source Certificate within one month from the end of the month during which tax is deducted.

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of India to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Ananthi M.** on +91 22 4231 7777 or e-mail ananthim@marcusevansin.com.

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6757

Fax: +603 2723 6699

Email: catherinef@marcusevanskl.com

Date: 16th - 18th November 2011

Venue: Novotel Mumbai Juhu Beach, India

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (9122) 6693 4444 and make it clear that you are attending **marcus evans** conferences event quoting MB-MK2499 as a reference.

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Terms & Conditions

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of India and the parties submit to the exclusive jurisdiction of the Courts in Mumbai. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.