



March 2, 2019

Dear Member,

The ISA's CEO Conference on 'The Connectedness Paradox'

Greetings from the Indian Society of Advertisers (ISA)!

We are pleased to invite you for our upcoming CEO Conference on 'The Connectedness Paradox' to be held on **March 18, 2019** at:

Venue : **ITC Maratha, Mumbai**
Registration : **08.45 a.m. onwards**
Time : **09.30 a.m. Onwards [Includes Lunch & High tea]**

The Conference will seek to explore the need for organisations, to recast therein processes and practices to become more effective in managing businesses in the interconnected world.

Mr. Harsh Mariwala, Chairman, Marico Ltd., would explore new ways of leading business meeting the Twin challenge of Growth and Responsibility in an interconnected world.

The other distinguished speakers will be:

- Mr. D. Shivakumar, Group Executive President - Corporate Strategy & Business Development, Aditya Birla Group
- Mr. Sanjay Gupta , Managing Director, STAR India
- Mr. Manish Tiwari , Vice President, Amazon
- Mr. Prasun Basu, President, South Asia, Nielsen Holdings

We will also have interesting panel sessions on topics as 'Winning the Consumer in Connected World' and "New Risks, New Rewards - New Avenues for Growth and Value Creation in an interconnected World".

Our eminent Panellists are:

- Mr. Ashish Mishra, Managing Director, Interbrand India
- Ms. Lulu Raghavan, Managing Director, Landor Associates
- Mr. Sandeep Bhushan, Director, Global Marketing Solutions India, Facebook
- Mr. Sameer Singh, CEO - South Asia, GroupM
- Ms. Virginia Sharma, Director, Marketing Solutions, LinkedIn
- Mr. Ajay Kakkar, Chief Marketing Officer, Aditya Birla Capital
- Mr. Vikas Agnihotri, Country Head Sales, Google India

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The Conference will be a one-day event being organised in partnership with exchange4media Group. We expect participation by the CEO's senior management in marketing, media and agencies - the kind of people who would make a significant difference in their businesses. We sincerely hope that you will support the event to make it a grand success and nominate yourself and your colleagues as delegates.

Participation fee structure is as provided below:

ISA CEO Conference on The Connectedness Paradox	ISA Members Rs.
One Delegate	Rs. 12000 + Taxes
Early Bird Fee	Rs. 10000 + Taxes
4 Delegates from same Company	Rs. 10000 + Taxes + 1 Free

Looking forward to receiving your early confirmation of nominations,

Thanking you,

Yours sincerely,

Sunil Kataria
Chairman,
The Indian Society of Advertisers

For queries & Registration:

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