



PRESENTS

DIGITAL SUCCESS
SUMMIT V3.0

AGENDA 2022

Registration, Opening Session 8.30 am – 10.00 am

Session Details	Topic	Speaker	Duration
Registration & Networking	Registration over tea, cakes, and cookies	-	70 mins
Opening	Inauguration and Opening Speech	Aji Issac Mathew	5 mins
Introduction	Introducing the theme - Digital Growth Playbook	Abhishek Rungta	5 mins

Sales Engine for Business (B2B) 10.00 am – 11.55 am

Topic	Topic breakdown	Speaker	Duration
Building a sales engine for perpetual growth	Identify the right geographies and audiences Define a winning go to market strategy Design a successful sales process Build a culture of success	Udit Goenka	20 mins
Case Study: Secrets of building a successful B2B marketplace and business	Building a B2B Marketplace Why B2B is not B2C How to use technology in B2B Dos & don'ts to build a B2B business	Naman Shah	20 mins
B2B Market Framework and Metrics	Tell an engaging brand story Develop customer personas and align your marketing to them Monitor competition Build long-lasting client relationships	Aji Issac Mathew	20 mins
Fireside Chat: B2B Growth hacks from the experts	A conversation with two co-founders - an early stage and a late stage, established startup Get insights and less known strategies on acing the B2B game	Vishesh Khurana + Vaibhav Sisinty + Abhishek Rungta (Mod)	30 mins

Marketing for B2C Consumer Brands 12.00 pm – 3.35 pm (1 Hour Lunch Break included)

Topic	Topic breakdown	Speaker	Duration
How to achieve explosive growth for your consumer brand	Create customer centric products Go to market with confidence Build massive brand equity Leverage all channels for distribution	Arjun Vaidya	20 mins
How to create a sustainable consumer brand	Get your team engaged in your sustainability vision Know and propagate your value proposition Understand how to play the long-term game	Suyash Saraf	20 mins
Amplifying business growth through influence	Turn internet celebrities into brand ambassadors Promote your products and services with authority Foster deeper customer	Vikas Chawla	25 mins

Marketing for B2C Consumer Brands 12.00 pm – 3.35 pm (1 Hour Lunch Break included)

Topic	Topic breakdown	Speaker	Duration
The secret sauce to create a profitable, cash positive, consumer internet business	Reach your customers easily by building a community How to use online platforms for building customer trust Tenets of user experience : Sexy vs. Utility	Vivek Bajaj	20 mins
Fireside Chat: Case study - How to do a winning product launch	Establish a product launch plan Identify your target audience and your competitors Form a product marketing strategy Build budgets Measure success	Suhas Motwani + Jivraj Sachar	20 mins
INT. Emerging Tech Products Showcase	To be announced on spot	INT. Tech Team	5 mins
Fireside Chat: Insights on Data Harnessing	Data Harnessing basics How it's done and used in the modern world A use case and its impact on business	Ashish Pandey + Khushboo Aggarwal	20 mins

Web3.0 3.40 pm – 5.10 pm

Topic	Topic breakdown	Speaker	Duration
Demystifying Web3.0	Brief History of Web3.0 Buzz Words What it is not! Understand cryptographic identity aka the wallet Exchanges DeFi NFTs	Lavin Mirchandani	20 mins
Building for Web3.0	Sample real world uses of Web 3.0 Make your business future ready Figure out Web 3.0 implementation basics. How do you make money?	Santosh Panda	20 mins
Crypto Clarified - What's in store ahead	The most seriously simple guide for people not (yet) into crypto Understand scarcities and the real world Blockchain, distributed ledgers, for everyone	Kashif Raza	15 mins
NFTs - Behind the hype	NFT is gateway to Web3.0 NFT in various industries NFT and its unique Customer Experience NFT for your business	Vijay Pravin Maharajan	15 mins

Tech Trends 5.15 pm – 5.40 pm

Topic	Topic breakdown	Speaker	Duration
Fireside chat: Emerging Technologies - Finally Decoded	Bharat vs. India as a consumer Technology is not just software Omnichannel isn't about sales, it's about consumer behaviour The future of the consumer internet is phygital AI/ML/NLP clarified	Pallav Nadhani + Vignesh Ramanujam	20 mins

Closing 5.45 pm – 5.55 pm

Round up keynotes and vote of thanks		Aji Issac Mathew	10 mins
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