

Drivers of Digital Summit and Awards 2018

18.99 Latitude, Lower Parel, Mumbai | 06 December 2018

Time	Session
1730-1800 hours	Desk Registration and Collection of Badges
1800-1820 hours	Announcement of Awards
1820-1910 hours	<p>Panel Session (1): How are leading Digital technologies transforming operating models in the Banking and Fintech space:</p> <ul style="list-style-type: none"> • Blockchain and IOT: Impact on Traditional Banking Process • Leading Big Data use cases in the FinTech sector • Will the emergence of P-2-P platforms lead to Business-model transformations and increased M&A in the Finance sector <p>Moderator: Rishikesh Utpat, Head – Digital Delivery (LTI) Speakers:</p> <ul style="list-style-type: none"> • Jagmal Singh, CTO (Paisabazaar) • Juergen Hase, CEO (Unlimit – Reliance Group of Company) • Mukesh Jain, CTO (VFS Global) • Sethu Chidambaram, Head of Analytics (BankBazaar) • Vinaikrishnan Nair, Head - Insurance Service Delivery (SBI General)
1910-1930 hours	<p>Special Address: Analytics, Automation, AI – How is the industry leveraging the power of 3As Speaker: Prasad Shejale, Chief Executive Officer & Co-founder (Logicserve Digital)</p>
1930-1950 hours	Networking Break
1950-2010 hours	Announcement of Awards
2010-2100 hours	<p>Panel Session (2): Withstanding and mastering the Disruptions in the Digital Marketing space:</p> <ul style="list-style-type: none"> • Creating effective Digital marketing strategies in the evolving OTT landscape and integrating video Creative into your Social Media plan • Understanding Data science that drives email marketing relevance and revenue • Recognizing how Display advertising fits into your overall marketing strategy and Optimize your ad spend and improve your ROI <p>Moderator: Rituraj Bidwai, Head of Brand (Mahindra Susten) Speakers:</p> <ul style="list-style-type: none"> • Amit Tandon- Vice President and Business Head (Healthkart) • Anil Kumar Singh, National SEO Director (Neo@Ogilvy) • Balaji Vaidyanathan, Deputy Head- Marketing (Franklin Templeton Asset Management) • Gagan Singla, CMO (Angel Broking) • Girish Kalra, Sr. Vice President (ICICI Lombard General Insurance) • Pranav Agarwal, Co-Founder (Sociowash) • Rajasekar KS, GM- Marketing (Matrimony.com)
2100-2130 hours	Announcement of Awards: Apex
2130 hours Onwards	Dinner