

ACTIVITY REPORT – G20 EVENTS

Name of the activity	Marketing Leadership 2023	Date	April 21, 2023
Name of the Event In charge / Coordinators	Dr Amandeep singh	Time	11:40 am
Venue	Sun Hall, Turing Block, Chitkara University, Punjab Campus	Mode	Offline
Nature of the activity	Marketing Development Program	Program & Batch	MBA- Marketing 2022-2024
Number of students participated	120	Academic Session	2022-2023

About the Activity (300 words)

This conclave was focused to foster innovative marketing spirit amongst the Management students of Chitkara Business School. The primary objective of the conclave was to give a platform to the students to interact with industry experts from the area of marketing and learn prevalent innovative marketing strategies to cope up with the emerging global marketing problems. The conclave went through four phases on 21st of April, 2023 with four experienced industry experts.

Name of the Guest(s)/ Speaker(s):

1. Sunder Madakshira, CEO of Rezolve
2. Prashant Jain, Senior Director of Marketing at Hewlett Packard
3. Amit Bapna, Editor-at-Large (APAC) of The Drum
4. Ms. Deepti Karthik- Growth & Marketing consultant at Decicion Pinnacle & Ex-SVP Damensch

INNAUGURATION:

The Marketing conclave event commenced at 11:40 am with the kind briefing of VIPS and by extending thanks to all present. The conclave theme was then elaborated to the audience. After the inauguration, the event moved forward with the welcoming address by Dr. Devesh Bathla.

Address by Sunder Madakshira, CEO of Rezolve

Mr Sunder Madakshira addressed that brands should adapt to the needs of regional areas depending on the consumer demographics and other semantics. His address was extremely insightful with a lot of real-life experiences that he shared for efficient understanding. He shed light on the past and future of marketing. He lighted upon various elements that are important like Proliferation of Media, Deterioration of Advertising, Experience is the New Marketing, Content Marketing Leads the Way in this modern world to have a greater impact and reach effectively and efficiently which was delivered as an insightful data.

Address by Prashant Jain, Senior Director of Marketing at Hewlett Packard

Mr. Prashant Jain started with explaining his role at HP and his career before. He shared his marketing expertise and insights with students. He then discussed real life working strategies used by HP to cater the market. He discussed the need of strong fundamentals of marketing. He then asked the students some questions based on some of the innovative advertisement being used by HP. He then went on to describe how HP works and how if a laptop only has few traits, they have a good promotional marketing structure. His practical tips on driving successful marketing strategies were highly valuable for aspiring marketers!

Address by Amit Bapna, Editor-at-Large (APAC) of The Drum

He shared his industry knowledge and experiences with the students at Marketing Leadership Conclave 2023, organised by Chitkara Business School on April 21, 2023. His insights on the latest marketing trends and best practices were highly informative and inspiring for aspiring marketers!

Address by Ms. Deepti Karthik- Growth & Marketing consultant at Decicion Pinnacle & Ex-SVP Damensch

Ms. Deepti Karthik began by explaining how during the COVID time new marketing problems came up. And how the many companies slowly took up a lot of marketing platform and created new ways to advertise and connect. She explained how it is difficult for women like her to advertise for men's inners. and how it makes much sense for her team to advertise the same product with more efficiency, creating a form of relativity and connection.

Questionnaire Round:

Amit Bapna After the guests gave their valid input, asked one question each to all of them. Then he opened the floor for the students to do the same. The students came forward as well and asked questions from each panellist.

Vote of Thanks by Dr. Devesh Bathla

Vote of thanks : Dr. Bathla extended a vote of thanks to the guests and Audiences for being able to be present at the event.

Objectives and Outcomes of the activity

Activity Objectives	Activity Outcomes
To bring together marketing professionals and experts from various industries to share their knowledge and insights.	Increased knowledge and understanding of the latest marketing trends and innovations.
To create a platform for networking and collaboration among marketers.	Enhanced networking opportunities for marketing professionals.
To discuss the latest trends and innovations in marketing and identify opportunities for growth and development.	Improved collaboration and partnership opportunities among marketers.

To provide a learning experience for attendees through keynote speeches, panel discussions, and workshops.	Identification of new opportunities for growth and development in the marketing field.
To showcase success stories and best practices in marketing.	Increased motivation and inspiration for attendees to improve their marketing strategies and practices.

Details of the external guests/resource person (name, affiliation and designation)

Sr.	Name of the resource	Affiliation	Designation	Role in the event
1	Mr.Sunder Madakshira	Rezolve	CEO	Guest(s)/ Speaker(s)
2	Mr.Prashant Jain	Hewlett Packard	Senior Director of Marketing	Guest(s)/ Speaker(s)
3	Mr.Amit Bapna	The Drum	E editor-at-large (APAC)	Guest(s)/ Speaker(s)
4	Ms. Deepti Karthik	Decicion Pinnacle & Ex-SVP Damensch	Growth & Marketing consultant	Guest(s)/ Speaker(s)

Event Visuals

1. Minimum 5 photos of the event with caption (mandatory) & Geotag if available
2. Event creative



Industry Experts for the Event



Mr. Sunder Madakshira addressing students



Mr. Amit Bapna explaining his role



Mr. Prashant Jain handling queries



Experts interacting with students



Vote of Thanks by Dr Amandeep Singh



MARKETING CONCLAVE

Prashant Jain Senior Director Marketing Hewlett Packard India	Sunder Madakshira CEO India Rezolve	Deepti Karthik Founder Decision Pinnacle and Ex - SVP DaMENSCH	Amit Bapna Editor-at-large (APAC) The Drum
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21st April, 2023

Organised by
Chitkara Business School, Chitkara University, Punjab

flyer for marketing conclave

MARKETING CONCLAVE



Prashant Jain
Senior Director
Marketing
Hewlett Packard India

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MARKETING CONCLAVE



Sunder Madakshira
CEO India
Rezolve

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Creatives

MARKETING CONCLAVE



Deepti Karthik
Founder
Decision Pinnacle and
Ex - SVP DaMENSCH

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MARKETING CONCLAVE



Amit Bapna
Editor-at-large
(APAC)
The Drum

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