

Who should attend ?

STUDENTS pursuing under-graduation and post graduation with special interest in marketing. For students it is an opportunity to learn the nuances of digital marketing and understand the importance of integrating it with traditional marketing. Through the conclave, students can unleash their creative self, participate in quiz, case study and business contests and express their innovative ideas on a platform shared by industry stalwarts.

Marketing ecosystem. Fresh and unbiased thoughts from young minds would also give them an opportunity to get ideas which could work as disruptive innovations in the ever-evolving digital marketing space. Conclave is also an opportunity to network with some established players from the industry and share their own success stories.

ACADEMICIANS readily recognize that e-commerce is an area that deserves its space in academics, currently being described as the sunrise sector. The conclave provides great insights into the theoretical aspects of the otherwise practical domain of e-commerce

INDUSTRY EXPERTS have an opportunity at the Conclave to share the latest developments happening in the Digital



Flashback
2015



Mr. Dilip Cherian
PR Consultant, widely considered the "Image Guru" of India



Prof. Abraham Koshy
IIM Ahmedabad, Chairman of The Federal Bank Limited



Mr. Vishnu Govind
GM-Marketing, Raymond Limited



Mr. Sandip Das
Former MD, Reliance Jio Infocomm

KIIT School of Management (KSOM)

KIIT School of Management (KSOM) is a constituent unit of the KIIT University, established under section 3 of the UGC Act, 1956. This is the 24th year of its existence. In several prestigious rankings such as Outlook, Careers360, Open-C Fore, BAUniverse.com, KSOM has been consistently ranked among the top B-Schools in India and as one of the finest in Eastern India. It has been rated in A Grade by National Accreditation and Assessment Council (NAAC). The school is a SAP University Alliances partner and also has tie-up with Dassault Systemes, a worldleader in Product Lifecycle Management solutions.

KIIT University, Bhubaneswar

With an impressive cluster of 28 academic campuses spread across 25 square kilometers, KIIT University today has the unique distinction of becoming the youngest educational institution in the country to be declared a University (U/S 3 of the UGC Act, 1956). Recently it has been conferred with category 'A' status by Ministry of HRD, Govt. of India. However, the jewel in the crown has been Kalinga Institute of Social Sciences (KISS), where more than 25,000 children from lesser-known tribes are being provided free boarding, lodging, education and vocational training. It is education coupled with empathy that makes KIIT stand out from the rest.

KIIT School of Management

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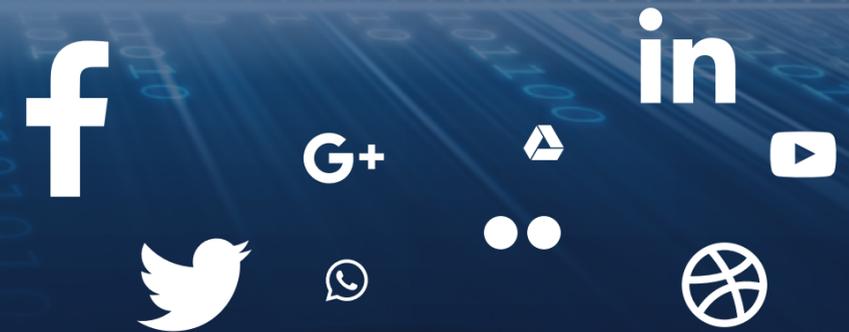
7th National Marketing Conclave

Digital Marketing

From Silo to Integration

October 01, 2016 | KSOM Bhubaneswar

Conclave Mentor: Prof. Abraham Koshy



Overview

For some time now, there has been increasing talk of a need for 'post-digital marketing world'. In this new era, use of digital media and technology in marketing has become so ubiquitous that we no longer have separate digital marketing activities. They should be fully integrated and be simply part of marketing. The 'post-digital' thinking is also driven by encountering problem of digital silos. These silos tend to not communicate with different marketing domains and their agencies. These results in creation of marketing communications which speak different languages at different consumer touch points.

The quest for integrating digital marketing with traditional marketing is primarily driven by changes in consumer media consumption where they continue to consume content in different formats without consciously thinking about which devices or channels. Therefore the appropriate approach today is to provide the consumer with a seamless shopping experience across channels - whether the consumer is shopping online from a desktop or mobile device, with a telephone or in a physical retail store. Just like digital remarketing online, based on a consumer's browsing history and related behaviors, an organization must start digitally remarketing to 'in store' customers as well.

Although the organizations today realize the need for integrating digital marketing, the challenge which many businesses face is the existence of separate traditional marketing and digital marketing teams who work independently. This is especially true, when it comes to planning their marketing. For any organisation it is a huge waste of resource to have two teams doing the same thing or even worse that two marketing teams are speaking extremely different languages with the consumer. It is important to bust the myth that Digital Marketing is a singular, silo department.

Therefore many businesses need 'post-digital' transformation. To take advantage of the opportunities of digital marketing the businesses need to update strategies, people, processes, technologies and be 'digital-ready'. A plan is needed to get buy-in to digital marketing and put the budget, resources and plan in place to support digital transformation. The end objective is to have full integration of digital media and technology into the organization. To summarize, it is critical to target consumers with the right message at the right time in the right place, irrespective of medium and channel. There is no digital strategy today, only strategy in a digital world. There's no such thing as a "digital marketer" and a "traditional marketer" anymore – there are just marketers who use any channel that works to get their messages to the right target consumers.



Conclave Mentor: Prof. Abraham Koshy

Professor Abraham Koshy, is a highly reputed academician, consultant and corporate educator in the field of marketing management. He is a senior Professor of Marketing at the Indian Institute of Management, Ahmedabad, India.

Programme Details

9:00 AM-10.00 AM

Registration of delegates

SESSION I (10.00AM-11.15 AM)

Inauguration and Address by Chief Guest/Keynote Speaker

TEA BREAK (11:15AM- 11:30 AM)

SESSION II (11:30 AM-12.30 PM)

Panel Discussion on the topic "Data Analytics - Gold Mining Consumer Data in Digital World"

SESSION II (12:30 PM-1.30 PM)

Panel Discussion on the topic "Managing the Shift of Retail Consumer to Online"

SESSION III (3:00 PM-5.00 PM)

Parallel Interactive workshops on sub-themes

SIT-DOWN TEA with students (5:30 PM - 6.30 PM)

7:30 PM onwards

CONCLAVE DINNER

