

Main Stage MindSpace by

10:20am - 11:00am
Speaker: R S Sodhi
The unorthodox thinking that makes Amul the leading FMCG company in India

02:20pm - 03:00pm
Speaker: Dave Trott
Strategy is sacrifice

05:40pm - 06:20pm
Speaker: Rory Sutherland
What are we missing?

06:20pm - 07:00pm
What marketers can learn from the Kumbh Mela?
Panel: Many Indias

07:00pm - 07:40pm
 THE HINDU Brand quiz

Hall 1 Osmosis by

11:20am - 12:00pm
Speaker: Mark Pollard
Imposters, lone wolves and clarity fiends- Inside a strategist's head

12:00pm - 12:40pm
Speaker: Rodger Beekman
We are all facing the same enemy


12:40pm - 01:20pm
Speaker: Rosie Yakob & Faris Yakob
The Gemini agenda


03:10pm - 03:50pm
Speaker: Kate O'Neill
The design of meaning for the future of humanity

03:50pm - 04:30pm
Speaker: Myleeta Aga
Television, content and the brave young world

04:30pm - 05:10pm
Speaker: Wiemer Snijders
The one rule to rule them all: Every brand is like a banana

Hall 2 The Goldfish Bowl

11:20am - 12:00pm
Mobile cognition research by 

12:00pm - 12:40pm
The world of badvertising- ad fraud and brand safety session by 

12:40pm - 01:20pm
Voice marketing session by 

03:10pm - 03:50pm
Debate: Today's consumer has the attention span of a goldfish

03:50pm - 04:30pm
Panel: Toothpaste, TV, Tea

04:30pm - 05:10pm
TBA

Hall 3 Unbounce

11:20am - 12:00pm
Panel: Can a brand survive without trust

12:00pm - 12:40pm
Panel: Is experiential marketing worth the trouble?

12:40pm - 01:20pm
Panel: Has digital killed storytelling?

03:10pm - 03:50pm
TBA

03:50pm - 04:30pm
TBA

04:30pm - 05:10pm
TBA

Day 1: 30th May, 2019

Main Stage MindSpace by

10:20am - 11:00am
Speaker: Fernando Machado
What the hell are you guys doing?

02:20pm - 03:00pm
Speaker: Gerardo Mazzeo
How can a 150+ year old company act like a start-up

05:40pm - 06:20pm
Speaker: Laura Jordan-Bambach
TBA

06:20pm - 07:00pm
Speaker: Mark Pollard
Strategy live: A walk into a CEO's mind

Hall 1 Osmosis by

11:20am - 12:00pm
Speaker: Dave Trott
Strategy is sacrifice

12:00pm - 12:40pm
Speaker: Samuel Scott
The biggest myths in the adtech world


12:40pm - 01:20pm
Speaker: J P Hanson
The biggest problem in marketing


03:10pm - 03:50pm
Speaker: Vikki Ross
The robots aren't coming

03:50pm - 04:30pm
Speaker: Faris Yakob
Paid attention: Advertising in an ADD economy

04:30pm - 05:10pm
Speaker: Fernando Machado
Brand purpose with a side of fries

Hall 2 The Goldfish Bowl

11:20am - 12:00pm
Panel: Do platforms matter at all? Or is it only programs that matter? by 

12:00pm - 12:40pm
Panel: Where's the money? by 

12:40pm - 01:20pm
Speaker: Shubho Sengupta
TBA


03:10pm - 03:50pm
Panel: Is print relevant at all?

03:50pm - 04:30pm
Panel: The TV revenue pie

04:30pm - 05:10pm
TBA

Hall 3 Unbounce

11:20am - 12:00pm
Panel: Advertising, media & marketing is more fair to women than most industries by 

12:00pm - 12:40pm
Panel: Depiction of women in Indian communication by 

12:40pm - 01:20pm
Panel: Does gender sensitivity add value to media planning/ buying? by 

03:10pm - 03:50pm
Speaker: Gayatri Sriram
What women need to do for women?

03:50pm - 04:30pm
Where do we find tomorrow's consumer?

04:30pm - 05:10pm
Emerging themes from movies that can provide foresight to changing trends in culture

Day 2: 31st May, 2019