








## Sponsored Workshop - Board Room Lounge

Day-1 Wednesday, April 27

	<b>11:00 AM - 11:50 AM</b>	<b>The Real Consumer Perspective On Mobile Advertising</b> Speaker: Krishna Kumar, Business Development, APAC
	<b>12:00 PM - 12:50 PM</b>	<b>Dominating Search Engine Result Pages</b> Speaker: Rajeev Bala, Managing Director
	<b>1:00 PM - 1:50 PM</b>	<b>Flash Sales: "A New Age Marketing and Sales Vehicle"</b> Speakers: Pearl Uppal, Co-Founder & CEO, fashionandyou & Gaurav Kachru, Co-Founder & CEO, dealsandyou
	<b>2:00 PM - 2:50 PM</b>	<b>Affiliate Marketing 101</b> Speaker: Chris Clark, CMO and Kapil Juneja, CEO
	<b>3:00 PM - 3:50 PM</b>	<b>Data and Online Advertising</b> Speaker: Rajesh Kallidumbil, AVP - Operations and Delivery
	<b>4:00 PM - 4:50 PM</b>	<b>Mobile In-App Full Screen Advertising</b> Speaker: Dippak Khurana, Co-Founder & CEO
	<b>5:00 PM - 5:50 PM</b>	<b>Interactive TV : advertising and content based opportunities</b> Speaker: Kallol Borah, Founder

Day-2 Thursday, April 28

	<b>10:00 AM - 10:50 AM</b>	<b>Create, collaborate on, and control your Rich Media ads</b> Speakers: Ed Barnes, VP Rich Media and Toby Ernster, Lead Engineer, Rich Media
	<b>11:00 AM - 11:50 AM</b>	<b>Status Update: Rethinking the Indian Social Media Consumer</b> Speakers: Farshad Family, Managing Director and Suhale Kapoor, Executive Vice President & Co-Founder
	<b>12:00 PM - 12:50 PM</b>	<b>The Art and Science of Digital Advertising: What Next?</b> Speakers: Priya Subramani, Director, Advertising Products & Services and Ravi Rao, Leader Team Unilever South Asia, Mindshare
	<b>1:00 PM - 1:50 PM</b>	<b>Exploring the future of Social Media in India</b> Speaker: Meghana Bhat, Associate Creative Director
	<b>2:00 PM - 2:50 PM</b>	<b>Creating Connected Digital Experiences</b> Speaker: Romi Mahajan, World Wide Director, Digital Marketing and Search
	<b>3:00 PM - 3:50 PM</b>	<b>Audience Marketing using Cross-Channel Data</b> Speaker: Shameek Chakravarty, Co-Founder & COO
	<b>4:00 PM - 4:50 PM</b>	<b>Paving Mobile marketing Road to success</b> Speaker: Yasufumi Mouri, Manager, Intl. Business Development
	<b>5:00 PM - 5:50 PM</b>	<b>Venture Capital - The digital bubble or reality - Indian Scenario</b> MODERATOR: Rammohan Sundaram, Founder, CEO and MD, Networkplay PANELISTS: Sarbvir Singh, MD, Capital18 Sateesh Andra, Venture Partner, Draper Fisher Jurvetson Alok Mittal, MD, Canaan India Open Rai, Director, Times Internet Limited