



20th October 2010, Hotel Orchid, Mumbai, India

“Bridging businesses to accelerate ROI through innovative social media strategies –

DISCOVER, LEARN, IMPLEMENT & RULE YOUR MARKET”

Key Speakers:

Kunal Jeswani, Country Head – India, **OgilvyOne Worldwide**

Neville Taraporewalla, Director - India Advertiser & Publisher Solutions Group, **Microsoft** (Former Director & Country GM, **Yahoo**)

Arun Nair, Senior Manager – Marketing, Head - Online Initiatives, **Club Mahindra**

Anil Wanvari, Owner, **Indian Television** & Founder, CEO, **Radioandmusic.com**

Uday Sodhi, CEO - New Media, **Balaji Telefilms**

Pankaj Muthe, Principal Consultant, **SMC**

Harshil Karia, Online Strategist, **FoxyMoron**

Vijay Iyer, Director - Sales Strategy, **Komli**

Vijay Rayapati, Head of Product Development, **GizaPage**

Rajeev Dhal, Country Head, **J9 Ventures**

Paritosh Sharma, Founder & CEO, **Until ROI**

Deep Malhotra, Founder & Managing Partner, **Gemini New Media Ventures**

Nachiket Deole, Director Media, **Lintas Media Group**

Kris Lakshmikanth, Founder CEO & Managing Director, **Head Hunters**

Vicky Ganji, Social Media Strategist, **Zoom Entertainment Network**

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SOCIAL MEDIA SUMMIT 2010

20 - OCTOBER 2010

CONFERENCE INFO:

Social Media Marketing - One of the most powerful ways for building brands and marketing products & services in current media landscape. Companies can be ensured of a greater presence and increased popularity of their brand apart from getting an opportunity to promote their services or products to a vast base of potential customers with minimum cost in the quickest possible time. This can be achieved fortifying their marketing team with the right tools and strategies for social media marketing. It has become an integral part of our everyday lives. Given the rate at which Social Media is spreading, marketers can no more ignore this revolutionary medium. Different people assume social media in different terms. From an umbrella term defining various technologies that facilitate social interaction using words, pictures video and the like to tools used for sharing and discussing information. Various software tools and networks allow the generation of user content and it is this revolution that is shaping the next generation of web, TV, mobile, enterprise, PR, marketing comms, brand engagement and every industry sector.

Social media marketing is also about fostering relationships with your end users to continue product and service excellence. Social media websites are also growing by almost 100% year after year in India. This multi-faceted conference will equip you with a holistic approach to social media marketing, providing you with fresh ideas on brand presence, social media tools, current market risks and innovative strategies to improve your organisation's products & services.

SOME INTERESTING MEDIA STATISTICS:-

- Facebook claims that 50% of active users log into the site each day. This would mean at least 175m users every 24 hours.
- Twitter now has 75m user accounts, but only around 15m are active users on a regular basis. The average number of tweets per hour was around 1.3m.
- LinkedIn has over 75m members worldwide. There are now 11m LinkedIn users across Europe.
- Facebook currently has excess of 350 million active users on global basis. Six months ago, this was 250m... This means over 40% growth in less than 6 months. More than 35m Facebook users update their status each day. More than 250 FB applications have over a million combined users each month.
- Wikipedia currently has in excess of 14m articles, meaning that it's 85,000 contributors have written nearly a million new posts in six months.
- Photo uploads to Facebook have increased by more than 100%. Currently, there are around 2.5bn uploads to the site each month.
- Back in 2009, the average user had 120 friends within Facebook. This is now around 130.
- Mobile is bigger than before for Facebook, more than 65m users accessing site through mobile-based devices. In six months, this is over 100% increase.
- There are more than 3.5bn pieces of content (web links, news stories, blog posts, etc.) shared each week on Facebook.
- 15% of bloggers spend 10 or more hours each week blogging, according to Technorati's new State of the Blogosphere.
- At current rate, Twitter will process almost 10 billion tweets in a single year. By end of last year, average number of tweets per day was over 27.3 million.
- India is one of the fastest-growing countries to use LinkedIn, with around 7m total users.
- 70% of bloggers are organically talking about brands on their blog. 38% of bloggers post brand or product reviews.
- More than 80,000 websites have implemented Facebook Connect since December 2008 and more than 60m Facebook users engage with it across these external sites each month. About 70% of Facebook users are outside the USA. Flickr now hosts more than 4 billion images.

Through this summit you will examine how social media culture and social networking platforms are having a major impact on business communication, practices and processes. How can these tools be utilised, how can you employ strategies within your company to increase profitability and sustain reputation. So, in short, it can be concluded that Social Media Marketing is undergoing a lot of structural changes and is poised to grow and contribute greater revenues to the industry in years to come. Get ready! - It is with great pleasure that we invite you all to the "Social Media summit -2010" and wish you all the very best.

KEY THEMES DISCUSSED AT THIS CONFERENCE:

- Why care about social media marketing (SMM)?
- Outlining the growth of social media and its benefits in today's Asian market
- Analyzing the worldwide trends in social media & lessons to be learned for Indian market
- How should brands use social media? Illustrating with case studies
- Forecasting revenue growth for brands with ultimate utilisation of social media
- Recognizing SMM as a demand generation tool for brands, products & services to boost business growth
- Discuss and identify the innovative strategies for a cost effective SMM plan to boost sales, nurture your product & establish an impactful brand presence in the market
- How social media is evolving through mobile applications - What is next for mobile social media?
- Engaging customers through mobile apps and mobile social media
- Selecting your appropriate social media agency. How can marketers use social media and achieve ROI?
- Analyzing the practices for delivering PR campaigns across multiple social media platforms
- Global marketing strategies in order to incite the user to use advanced social media services.
- Strategies on boosting the penetration of social media in smaller cities and rural areas.
- Analysing revenue generating models via various channels like (Facebook, LinkedIn, Twitter, Blogs etc)
- Establishing social media marketing as a ROI strategy while growing your brands, products and services
- SMM as a contrivance for improving customer base & brand loyalty.

WHO SHOULD ATTEND:

SVPs, CMOs, COOs, VPs, GMs, MDs, Directors, Senior Managers, Heads within: - Marketing, Media Marketing, Branding, Digital Marketing, PR & Publicity, Corporate Communications, Consumer Marketing, Media Relations, CRM/ Service Quality, CSR, Product Development

TARGET AUDIENCE - INDUSTRY:

FMCG/ Retail/ Consumer Goods, Banking & Finance/Insurance, Telecommunications/IT, Entertainment & Recreation, Hospitality & Hotels, Tourism, Manufacturing/ Engineering, Pharmaceuticals, PR & Advertising, Government & Public Sectors, Other large industries

WHY SHOULD YOU ATTEND:

Social Media Summit 2010 - "Bridging businesses to accelerate ROI through innovative social media strategies - DISCOVER, LEARN, IMPLEMENT & RULE YOUR MARKET"

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our **dedicated networking drinks time, meet the leading market leaders showcasing the technology of tomorrow** in the co-located exhibition. **Expand your knowledge** with the latest business models and technologies in the high-level conference.

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08:30 – Coffee and registration
09:15 – Chair's opening remarks

Anil Wanvari, Owner, Indian Television & Founder, CEO, Radioandmusic.com (<http://in.linkedin.com/in/anilwanvari9563>)

EXAMINING THE SOCIAL MEDIA MARKET

09:30 – Keynote Address - Social Media: A new definition to the media services in India.

- Why care about social media marketing?
- Current state of Social media, new applications, new forms of engagement and the key moves by the largest social network players.
- A study on the global & Indian social media markets.
- Unique & innovative marketing and consumer strategies.

Speaker TBC, Linked In

10:10 – Mobile Social Media - How Social Media is evolving through mobile applications.

- Find out on how much of the social networking market share will be mobile? How would customers react to this?
- Assessing the impact of social media over mobiles in today's telecom market
- Mobile-Web - location based social networking
- How to market and monetize your app successfully
- Delivering as per consumer needs - Local content and global reach

10:50 – Morning coffee & Discussion

CHALLENGES & UPCOMING OPPORTUNITIES

11:10– Panel discussion: Overcoming the challenges in emerging markets

- Integrating social media into traditional marketing strategy
- Maintain existing image while engaging yourself with new customers
- Using social media to offer valuable information
- Identifying and targeting new potential customers via online strategies
- Consumption patterns- how are consumers' behavior different in emerging markets from mature, competitive markets?

Moderator:

Anil Wanvari, Owner, Indian Television & Founder, CEO, Radioandmusic.com (<http://in.linkedin.com/in/anilwanvari9563>)

Panellists:

Uday Sodhi, CEO - New Media, Balaji Telefilms
(<http://in.linkedin.com/in/udaysodhi>)

Kunal Jeswani, Country Head – India, OgilvyOne Worldwide
(<http://in.linkedin.com/pub/kunal-jeswani/24/4b0/465>)

Nachiket Deole, Director Media, Lintas Media Group
(<http://in.linkedin.com/in/nachiketd>)

11:50 - Social media ROI - myth or measurable? – Bringing a star status to Social Media -

- Forecasting the demand of the local content in the Indian media market
- Fight between Social media and mainstream media
- Social Media is journey not an end result
- Every medium is social where conversations are happening.
- Social media is not about technology. It just starts online - Surprise your customers!!!

Arun Nair, Senior Manager – Marketing, Head - Online Initiatives, Club Mahindra (<http://in.linkedin.com/in/arunn>)

12:30 - Networking luncheon - Take your discussions further & build new relationships in a relaxed & informal setting...

BUSINESS MODELS

14:00 - Panel Discussion: M2 your brand (M2 - Monitoring, Measuring)

- How reputations are managed & maintained in real time. Learn to incorporate your social media strategy with it
- Explore how you can create, deliver, manage and generate profit from social media marketing in mature market.
- Discussing on providing more services by tracking the end-users' response.
- How to build successful & potential communities for brands
- Latest tools in monitoring and measuring your brand in Social Media

Moderator:

Anil Wanvari, Owner, Indian Television & Founder, CEO, Radioandmusic.com (<http://in.linkedin.com/in/anilwanvari9563>)

Panellists:

Vijay Rayapati, Head of Product Development, GizaPage
(<http://in.linkedin.com/in/amnigos>)

Vijay Iyer, Director - Sales Strategy, Komli
(<http://in.linkedin.com/pub/vijay-iyer/2/449/29a>)

Vicky Ganji, Social Media Strategist, Zoom Entertainment Network (<http://in.linkedin.com/in/vickyganji>)

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14:20 – Social Media for the B2B

- Why social media makes sense for B2B businesses?
- The changing B2B Buyer: A new challenge (and Opportunity) for B2B Marketing
- The digital landscape for the B2B Marketer - looking forward a few years
- Short case study

14:50 – Social Media for the B2C

- Why is the customer service function becoming social and how do you provide innovative customer service socially?
- How do you make e-commerce social to increase sales?
- What are the key success factors for building new communities with customers?
- What are the best practices for partnering and leveraging established social networking sites such as Facebook, LinkedIn, Twitter and others?
- How has social communications changed media relations and how do you provide content directly to communities of customers, partners and employees?
- Short case study

15:20 – Afternoon tea

TECHNICAL IMPACT & USER EXPERIENCE ISSUES

15:40 – SEARCH & CONTENT – The New World Order

- How has real time search (Google Caffeine) changed the game
- The Contextual ADs, how Google sees the trends changing, the next level of targeted online advertising
- Monetization of content - insights
- Personalization of content
- Using applications to reach new audiences – the latest in app development
- What are the challenges and pitfalls?

16:20 – Panel Discussion: Overlooking the future of social media

- Impact of social media on the TV?
- Predicting key trends influencing the market for social networking services and social media apps over the next five years
- Keeping pace with new technologies and their adoption.
- Educating ourselves on privacy & permission considerations

Moderator:

Paritosh Sharma, Founder & CEO, Until ROI
(<http://in.linkedin.com/in/paritoshsh>)

Panellists:

Neville Taraporewalla, Director - India Advertiser & Publisher Solutions Group, Microsoft (Former Director & Country General Manager, Yahoo)
(<http://in.linkedin.com/in/nevilletaraporewalla>)

Rajeev Dhal, Country Head, J9 Ventures
(<http://in.linkedin.com/in/rajeevdhal>)

Pankaj Muthe, Principal Consultant, SMC
(<http://in.linkedin.com/in/pankajmuthe>)

Harshil Karia, Online Strategist, FoxyMoron
(<http://in.linkedin.com/in/harshilk>)

Kris Lakshmikanth, Founder CEO & Managing Director, Head Hunters (<http://in.linkedin.com/in/headhuntersindia>)

17:00 – 'Virtual 2 Real: Integration of Online & Offline media'

- Revenue sharing models- Which is the optimal model for a win-win scenario? - integrating online & offline media can get advertisers maximum ROI
- How to capitalize on the changing business models for social media?
- Case studies

Deep Malhotra, Founder & Managing Partner, Gemini New Media Ventures
(<http://in.linkedin.com/in/deepmalhotra>)

17:30 – Chairperson's closing remarks and End of Conference

Anil Wanvari, Owner, Indian Television & Founder, CEO, Radioandmusic.com (<http://in.linkedin.com/in/anilwanvari9563>)