

GRADUATING?
THE IAA GLOBAL APPRENTICE CONFERENCE
JULY 22-23, 2016
PRESIDENCY COLLEGE, BENGALURU, INDIA

**WHAT'S
COMING
NEXT?**SM



IAA GLOBAL APPRENTICE CONFERENCE
"What's Coming Next": The new Media & Marketing
Communication employment landscape
Bengaluru, July 22-23, 2016

DAY ONE – Friday. 22nd July 2016

09:00 am – 09:30 am	Registration	
09:30 am – 09:40 am	Welcome Address	Srinivasan K Swamy Senior Vice President, IAA Global & President, IAA India Chapter
09:40 am – 10:35 am	Opening Remarks & What's Coming Next in the Media & Marcom space – the excitement, the opportunity, the learning, the challenges etc from a global perspective	Felix Tataru, President, GMP Group, Bucharest and Chairman & World President, International Advertising Association
10.35 am – 11:25 am	What's coming next for you and us in the TV Media environment	M K Anand MD & CEO Times Television Network
11:25 am – 11:45 am	Morning Break	
11:45 am – 12:35 pm	What's coming next for you and us in the digital media environment	Salil Kapoor Managing Director (India) HOOQ
12.35 pm – 01.25 pm	What's coming next for you and us in the Ad industry environment	Ashish Bhasin Chairman & CEO, Dentsu Aegis Network South Asia & Chairman, Posterscope & psLIVE- AP

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01:25 pm – 02:25 pm	Networking Lunch	
02:25 pm – 03:15 pm	Personal Branding	Diane Slade General Secretary, IAA Global and Prof at Edith Cowan University, Perth
03:15 pm – 04:15 pm	Presentation Techniques	Pratibha Pai Co Founder, 3C Advisory
04:15 pm – 04:35 pm	Afternoon Break	
04:35 pm – 05:35 pm	Presentation Techniques – Part II	Pratibha Pai Co Founder, 3C Advisory
05:35 pm	Close Day 1	
06:30 pm	Networking Dinner	

DAY TWO – Saturday, 23rd July 2016

09:30 am – 09:45 am	Review of Day 1 and Outline of Day 2	Dr. Hari Krishna Maram Chairman & Founder CEO Imperial College
09:45 am – 10:25 am	What's Coming Next in the Media & Marcom space – the excitement, the opportunity, the learning, the challenges etc.	V L Rajesh CEO, Foods ITC Ltd
10:25 am – 11:15 am	What's coming next for you and us in Creative agency land	Bobby Pawar MD, CCO – South Asia Publicis India

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11:15 am – 11:35 noon	Morning Break	
11:35 am – 12:25 pm	What's coming next for you and us in Print Media environment	Arun Anant Director of Revenue and Strategy, HT Media Limited
12:25 pm – 01:15 pm	What's coming next for you and us in the Media Agency world	Anupriya Acharya Group CEO Zenith Optimedia India
01:15 pm – 02:15 pm	Networking Lunch	
02:15 pm – 03:15 pm	How to interview well?	Diane Slade General Secretary, IAA Global and Prof at Edith Cowan University, Perth
T 03:15 pm – 04:05 pm	Transition to Corporate World	N Balachandar, Group Director, Human Resources, Coffee Day Group
04:05 pm – 04:25 pm	Afternoon Break	
04:25 pm – 05:15 pm	Panel Discussion on "Motivation and how I did it"	Moderator: Ramesh Narayan Anand Sankeshwar, MD, VRL Logistics & VRL Media T Gangadhar, Managing Director, MEC India Vishwas J Shetty Chief General Manager & Sales Head, South, Indiabulls Housing Finance Ltd
05:15 pm – 05:30 pm	Closing Remarks	

**Yet to confirm
Programme and Speakers subject to change*