

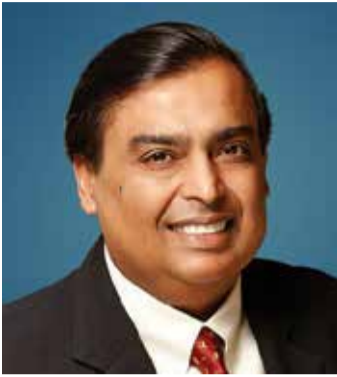


# INTERNATIONAL ADVERTISING ASSOCIATION

HOSTS THE BIGGEST & BEST MARKETING COMMUNICATIONS EVENT IN THE WORLD

COMMERCIAL FEATURE

Top View



**MUKESH D AMBANI**  
Chairman, IAA World Congress  
Chairman & Managing Director,  
Reliance Industries Limited

## For the first time in 80 years!

“With Brand Dharma as the theme, I am convinced that this Congress will be a wonderful platform for leaders to come and hold forth their grand vision for the future while leaving the august audience enchanted for three days.”

I am delighted to announce that after 80 years, India, for the first time, will be hosting the prestigious International Advertising Association World Congress with the theme Brand Dharma. The theme Brand Dharma means to bring to life the basic principles a brand

has to follow to connect with its customers and society at large. This Congress will be a unique platform for leaders among marketers, brand custodians and the media to address the simple but profound question on what's coming next. I am sure the world leaders

in their respective areas of expertise will come to set forth their grand vision for the future and leave the audience captivated over three days in Kochi. I welcome all of you to be a part of this historic event and make it a grand success.

## ‘It’s been hard work but it has paid off’

Chairman of the RK Swamy Hansa Group, the India Chapter of the International Advertising Association was hyperactive when Srinivasan K Swamy was at the helm. The world took notice of India and Swamy and there's been no looking back. He was elected Senior VP of the global body in 2016, and on October 4, 2018, he took charge as Chairman and World President of the IAA. A quick chat with Srinivasan K Swamy on the IAA World Congress

Over the last six-odd months, we have been seeing a big build-up to the IAA World Congress. So how is this going to be different from what one may have already seen?



**SRINIVASAN K SWAMY**  
Chairman and World President, International Advertising Association

As you know, this is the first time in the 80-year history of the International Advertising Association that we have a World Congress in India. And we are making sure this will be the best Congress ever held by IAA anywhere in the world. India has hosted the Ad Asia summits in 2003 and in 2011 and then we had the IAA Silver Jubilee Summit and all of them were excellent events, and I can tell you the IAA World Congress will be even better. We hope to be surpassing all the previous events held in the marketing communications industry and make it the best in the world. And hence we did not allow any chance to compromise on delivery. We've invited over 35 amazing speakers, all of who have confirmed and we want to make sure the evenings are going to be very interesting and rocking. So people will have a wholesome experience of excellent content and entertainment, and the overall experience – including the use of technology for the Congress itself – will be a very memorable thing for three days. Whoever is not coming is likely to miss out on some great entertainment content.

There are some speakers who one has seen and heard earlier, but there are many all-new faces. Yes, a lot of work has been put into curating the sessions. Getting them to fit the World Congress dates into their busy calendars and then finalising the topics with them. It's been good, hard work but it's

has paid off.

You've got Paul Polman and Mark Pritchard on the same day! Yes, both excellent speakers.

And why Kochi? Why not a more easy-to-reach location like Mumbai, Delhi, Goa or Jaipur?

We went to different places in India, different places in Mumbai, but we didn't find any place which could accommodate 2500 people in one room. At some place we found the facilities wanting and at some others the acoustics were not very good. Plus getting a hotel with conference room with a capacity of over a thousand was difficult. We went to Delhi, Agra, Kolkata, Hyderabad, Chennai, there was no other place left, other than Kochi. Kochi has an amazing venue called the Lulu Bolgatty International Convention Center. It is one of the world's finest convention centres I've seen. A capacity of 2500, brand new (it opened last May) and, of course, Grand Hyatt and Lulu are both making sure we have the best of everything there.

You mentioned the speaker sessions in the day? On Day 1 we'll have Kerala food and entertainment. Day 2 will be for Indian fashion and food, we'll have Manish Malhotra, Lubna Adam. And there is the Bollywood night

So how much time has gone into putting this together? We've been working for 7-9 months now. Before that we were planning things for six-odd months. So, it's been more than a year. But it's in the last six months, we've seen some serious engagement.

## Welcome to Kochi!

This is one of the biggest global summits that India is hosting in the marketing and media space. While it is an excellent opportunity for us to get up-close with some really high quality speakers, it is also an ideal setting to reconnect with old friends and make an all-new set. I look forward with pleasure to meeting you at the IAA World Congress. Thank you, IAA Global and India staff for standing shoulder to shoulder putting these three power-packed days together and creating a platform for some of the biggest names in Advertising.

By Pradeep Guha

A hearty welcome to all at the IAA World Congress 2019. This is the 44th edition of the Congress and the galaxy of stars from across the world who have gathered here is testimony to the importance accorded to the event, to the International Advertising Association, to India and of course to the answers we are seeking to the question: What's Coming Next.



**PRADEEP GUHA**  
Chairman, Steering Committee, IAA World Congress

Over the next three days, over 40 of the biggest names in the world – across a very wide spectrum of business, technology and society – will congregate in Kochi. With technology changing our lives faster than our imagination, businesses are striving to match the pace of change with a conscience that will shape the purpose of the business. IAA's World Congress theme, 'Brand Dharma', Tech for Good aims to seed the thoughts of change through the wisdom of some of the finest speakers on the subject from all over the world.

That the Congress is happening in Kochi in India has special relevance. Last year, the southern state of Kerala suffered one of Mother Nature's worst furies. But the way Kerala and her people fought back and brought things back to normal is testimony of their courage and resolve.

Although we had announced this many months ago, for captains of industry to take time off and be present at the Grand Hyatt



Lulu International Convention Centre in Kochi for three days requires a fair investment of their time. On behalf of the organising committee, I can assure you that it will be time well spent. I am sure you will enjoy your stay in Kochi. To help you get a flavour of the fantastic state and its cuisine, plus get you a look-and-feel of India's vibrant film and fashion scene, don't forget to be there for the programmes every evening. Like with all the speaker sessions and the arrangements, a lot of effort has gone in to put these cultural events together.

My sincere thanks to Mr Mukesh Ambani, Chairman and members of the Governing Council for their ongoing guidance, members of the Steering Committee for their unstinted efforts, the IAA Global and India staff for standing shoulder-to-shoulder putting these three power packed days together. Most importantly, my thanks go out to all overseas and domestic delegates, our esteemed speakers and our gracious sponsors.

This is one of the biggest global summits that India is hosting in the marketing and media space. While it's an excellent opportunity for us to get up-close with some really high quality speakers, it's also an ideal setting to reconnect with old friends and make an all-new set. I look forward to meeting you at the IAA World Congress.

Pradeep Guha is a veteran mediaperson and Chairman, Steering Committee, IAA World Congress

## SPEAKERSPEAK



**HANS PAUL BURKNER**  
Chairman, Boston Consulting Group

Namaste! I am really excited to be coming to Kochi for the IAA World Congress 2019 in February. The world has rapidly changed over the last few years driven by technology. And we will be coming together in Kochi to talk about what it means for marketers, brand custodians and the media industry. With the massive middle class and very diverse demographics, India provides a fascinating opportunity for advertisers.



**JONAS KJELLBERG**  
Co-Founder of Skype

I am super happy to be part of the IAA World Congress in Kochi, the 'Tech for Good' conference. It's going to be super exciting to be there and looking forward to meeting you all and discussing around how to create gamechangers and drive new tech, new ideas into the market of India. So again super excited and looking forward to meeting you all at the IAA World Congress.



**SCOTT BEDBURY**  
Author, speaker, CEO at Brandstream

Look forward to seeing everyone in Kochi in February. Sharing with you I have been working on for the last couple of years my second book finally. It's a bit on war and truth and trust and the collapse of trust we are facing as individuals, as citizens, as business leaders and, more importantly, how we navigate through that. So I am very excited to share that with you. You'll be among the first to see some of that.



**TIM REID**  
Comedy Writer and Innovation Expert

I am an innovator, comedy writer and former adman. I am really looking forward to speaking at the IAA World Congress in Kochi. While I'll be sharing my thoughts on how we can all be more creative and have bigger and better ideas by doing what comedians do. So look forward to seeing you in Kochi.



**LINDSAY PATTISON**  
Chief Client Officer, WPP

I am hugely excited to be joining a brilliant line of speakers at the IAA World Congress 2019. We all know that the world is massively disrupted by technology, and our industry and our clients are facing dramatic changes. Changes and opportunities. So what's coming next is the all-important question. It's a question that unites everyone at WPP, everyone across our industry as we look to partner with our clients.



**PIYUSH PANDEY**  
Chief Creative Officer, Ogilvy, Worldwide & Executive Chairman, Ogilvy, India

I feel really honoured to be one of the speakers at IAA World Congress 2019. I look forward to sharing with you whatever I have learnt from my country and from the rest of the world. And I would love to learn from all of you, from the vast experience that you carry. See you in Kochi.



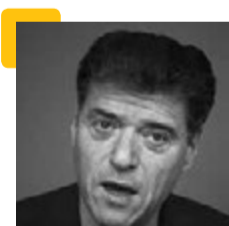
**SHEENA IYENGAR**  
Visually challenged but visionary expert on power & paradoxes of choice; Professor, Columbia Business School

I am really looking forward to coming to India on February 22 to speak at the International Advertising Association World Congress. I have spent nearly three decades now studying Choice. Why do we want a choice, how do we make a choice, how do we make better choices. As leaders today, the most important decisions we have to make is - what's our brand.



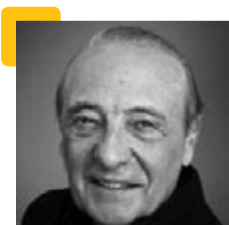
**JEAN DAVID**  
Creative Consultant

I am very proud to be part of the World Congress of International Advertising Association in Kochi. I will have the pleasure to talk to about creativity and innovation. More specifically I'll go through the key innovative element that contributes to the incredible success of Cirque du Soleil in terms of marketing, sales, HR, creation, exportation, advertising. I'll show you how you can apply those key innovative elements in your own business.



**ANDREW KEEN**  
British-American entrepreneur and author

I am the author of How to Fix the Future. I am really excited and thrilled to be invited to Kochi to speak at the IAA World Congress. I am going to be talking about my book, How to Fix the Future, showing the way in which advertising can be reformed and fitted into a more sustainable digital ecosystem in the future. I am quite excited about it and look forward to seeing you'll soon in a couple of months.



**JACQUES SEGUELA**  
Co-Founder, RSCG & Vice President, Havas

I am in this business for 60 years and every decade this business runs after a new future. And always I see the same thing. The future of advertising is its past: just to have an idea. But this time, it's different. It's a battle against the supremacy of technology. Tech without affect is the ruin of the soul. And tech without idea is the ruin of advertising.

More Speakers' photographs on Page 3



**PUNIT GOENKA**  
President, IAA India Chapter

## Biggest & Best Marketing Communications Event in the World

It is indeed a matter of great pride, not just for the India Chapter of the International Advertising Association, but for the entire industry at large, to host the 44th edition of IAA World Congress in India, after a wait of 80 long years. Some of the biggest names in marketing, advertising and media will be present under one roof to exchange thoughts and perspectives with the esteemed

delegates. We are sparing absolutely no effort to make this edition the biggest and the best marketing communications event in the world.

This assemblage of some of the sharpest minds in the realm of marketing, advertising and media, is a great opportunity for marketers, professionals in advertising and media and most above, for the future of the

industry and our country, the students in the marcom space. I truly hope that they make the best use of this unique opportunity.

I must also mention, that we are extremely grateful to the Government, for the commendable support extended towards IAA India Chapter, enabling and empowering us to host this edition in the most efficient manner."

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COMMERCIAL FEATURE

Location, Content, Entertainment... the IAA World Congress 2019 will have it all

# The Making of a Blockbuster

By Ramesh Narayan

**L**ike good advertising folk we asked for a brief. We shouldn't have. The two-line brief we ended up giving ourselves was: "Make it the biggest. Make it the best". But there is a background to this. And if I keep alluding to the

AdAsia Jaipur 2003, it is because the Chairman of the Steering Committee (then called Organising Committee) was the same for the AdAsia and for this IAA World Congress. Pradeep Guha. So the old team with Srinivasan Swamy taking the place of Goutam Rakshit, Kaushik Roy donning the mantle of Co Chair Steering Committee and MV Shreyams Kumar becoming the go-to person, was once again living the impossible dream.

The first stumble was when we knew we wouldn't be able to hold the Congress as planned earlier in Mumbai. This resulted in a Bharat Darshan where we realised that most conferences in India are held in hotel banquet rooms that were masquerading as Convention Centres.

And so we went in search of the Holy Grail. A truly international Convention Centre. And we found it in Kochi. The Grand Hyatt Lulu Convention Centre on Bolgatty Island.

Then came the quest for content. A content committee chaired by Pradeep Guha and assisted by whosoever happened to know anyone on that ambitious list, scoured the universe for speakers who would deliver great content, and yet not be over-exposed.

And the final result is there for everyone to see. These are names that are worth their weight in gold. And there is a wonderful combination of very well-known people like Mukesh Ambani, Sri Sri Ravi Shankar, Amitabh Bachchan, Deepika Padukone, Andre Agassi, Chris Tung, to name a few.

And some hidden gems like Byron Sharp, Sheena Iyengar, Rumaan Chowdhury, Pranav Mistry, Scott Bedbury, Andrew Keen and Jonas Kjellberg whose work is so awesome that they simply cannot



**RAMESH NARAYAN**  
Chairman - Planning and Marketing,  
IAA World Congress 2019

I was told that for an international convention to be hugely successful you needed to put together three things. Location, Content, Entertainment!

Kochi is a lovely place and Kerala is even better. Our speakers, well, the list speaks for itself. The three evenings will be memorable.

And this is what I told audiences across the globe when I set out on my "roadshow".

Srinivasan Swamy and I are relatively new to the IAA world. And so we were cautioned by a senior person that a roadshow would be meaningless. We decided to ignore the advice from someone who should know, and go with our instinct that said that personal contact is really what brings results. Not emailers.

**SOMEONE ASKED ME "IF I CAN SPARE JUST ONE DAY, WHICH IS THE DAY YOU WOULD ADVISE ME TO COME FOR". AND I SERIOUSLY THOUGHT ABOUT IT, AND IN ALL HONESTY, HAD TO SOUND CLICHED WHEN I SAID, "YOU MUST BE THERE FOR ALL THREE DAYS".**

be missed. And please note, this is an incomplete list.

Someone asked me "if I can spare just one day, which is the day you would advise me to come for". And I seriously thought about it, and in all honesty, had to sound cliched when I said, "you must be there for all three days".



Roadshow at Milan

And so the roadshow took me off the beaten track. To Bucharest, Warsaw, Vienna, Moscow, St Petersburg, Taipei, Kuala Lumpur, Jakarta, Kathmandu, Milan (all in that jerky order) and I am so glad that I can sit back and say "I was right". Not only was the response warm, I had the opportunity to make so many new friends. And these wonderful people will be in Kochi and I hope our friendship will be cemented there.

That's what these international conventions are all about: learning, sharing ideas and views, enjoying together and establishing lasting relationships.

And so the curtain will rise on the IAA World Congress.

I believe we would have the shown the world the good face of India. We would have staged a

grand convention. We would have attempted to make it as "green" as possible. We would have infused an element of "good" that the IAA India Chapter is famous for (in our campaign to raise awareness about diabetic retinopathy).

We would have provided about 300 students and academics with a unique opportunity at a very special rate. And we would have lived by the IAA India Chapter ethos of "what's good is good for business".

Thirteen years after I stopped running an advertising agency I never thought I would be in the eye of this wonderful storm. But then, I always said I was a lucky person.

*(Ramesh Narayan is an ad industry veteran and columnist. He is Chairman - Planning and Marketing, IAA World Congress 2019)*



Meeting the Governor of Saint Petersburg

10 reasons

## why the IAA World Congress @ Kochi is the place to be in

### 1 GOD'S OWN COUNTRY

If you are from outside of India, remember you are in God's Own Country. In the next three days, you'll get a better idea of why Kochi was the preferred destination for global traders. You are in India, and try and get up-close of the unique cuisine and culture of our amazing land. And if you are from within the country, enjoy the sights, sounds and tastes of Kochi.

### 2 IAA, LIKE NO OTHER

The International Advertising Association is an industry body that is unique in every possible way. And we now have Srinivasan K Swamy at the helm who will raise the bar. He did that when he helmed the India chapter for four years. If the IAA World Congress is any indication, we can expect a lot of action. So if you aren't a member yet, perhaps you need to do that soonest.

### 3 IT'S THE IAA WORLD CONGRESS!

It's taken 80 years before the World Congress could happen here. But the time is possibly just right. India has been shining over the last few decades and an indicator of this is the number of Global CXOs in international corporations who hail from here. And our marketing services business is throbbing.

### 4 GALAXY OF SPEAKERS

We would've exceeded the airline baggage had we got all the books that some of the IAA World Congress speakers have written. There's a lot of toil that has gone on to curating the three-day Congress. So look at networking only in the breaks and the evenings. Sit glued to your seats through the day.

### 5 SHINING STARS

Along with all the gyaan from industry biggies and thinkers, there is a generous sprinkling of stars through the three days. And we aren't talking of the glamset from the evenings... they could well be giving you a tip or two on business and life.

### 6 EVENING ENTERTAINMENT

Much effort has been invested in ensuring the evenings are enjoyable for all delegates and guests. And each night is being presented by people who know it best - whether it's Kerala culture and cuisine, fashion and films.

### 7 NETWORK TILL YOU DROP

When you have two to two-and-a-half thousand people in the house, can you manage to work with just a few dozen business cards? If you haven't got enough, get your folks back home to courier a few to you. It's the place to network till you drop. Serious.

### 8 WHAT'S COMING NEXT?

Now if that's a question you are asking yourself for opportunities on the job front, good to dress up your LinkedIn profile soonest. The IAA World Congress could well take you places.

### 9 KOCHI - ATTRACTIONS

There is so much to see in Kochi: the Chinese Fishing Nets, the Mattancherry or Dutch Palace, the Parsi Synagogue, the Elephant Training Centre in Kodanad, St Francis Church, Loafer's Corner. We suggest you do a check on the time you have and hire a car to do the sightseeing and shopping. Pssst! You should've stayed on for another day!

### 10 SPICES, BANANA CHIPS... LOTS TO BUY FOR FAMILY AND THE OFFICE

Spices, banana chips, coir products, coconut shell stuff, Kathakali masks, snakeboat models, silk and sarees, the traditional lamp... the list is endless. Perhaps time to plan your next trip to Kochi and LuLu-land.

## Reactions from IAA Committee members



**DR BHASKAR DAS**  
Group President,  
Republic Media Network

There are conferences and meetings galore in today's day and world. Where IAA World Congress stands out is the content architecture where the purity of the theme that is 'Brand Dharma' has been adhered to completely. And the width of the content has been framed keeping in mind the future. From this point it is the future backwards content creation so that post-conference, the delegates would feel cognitively enriched and leave with a 'Wow' feeling.



**PRADEEP DWIVEDI**  
Group Advisor, Sakal Media Group  
and Honorary Secretary, IAA India

The IAA World Congress is one of the most eagerly anticipated events in recent times and promises to be a never-before experience. From the India's inspiring business leaders to a stellar global line-up of speakers, the three days are promising to provide non-stop action at a world class venue in God's own country. What wonderful setting for rediscovering an elevated 'Brand Dharma' for all the media, advertising and marketing mavens of our times.



**SHASHI SINHA**  
CEO - India, IPG Mediabrands. Also,  
Vice President, IAA India

IAA has organised a wonderful three days with great quality speakers which India has not seen before, senior and global corporate leaders, communication experts and intellectuals and gurus. It is going to be a wonderful three days. Further the evenings have great entertainment with glamour and fun. For delegates we expect not only terrific learning but also immense bonding as the whole communication fraternity will be there. It also helps that the location is Kochi. All in all, it will be a great experience which has not been experienced before in India.



**JAIDEEP GANDHI**  
Honorary Treasurer,  
International Advertising  
Association India Chapter

The IAA World Congress is a total high. High profile speakers. High energy evenings. Sheer hard work of Pradeep Sir, Sunder and Ramesh Sir. After 80 years of IAA, the World Congress is being organised in India and till the next 80. This will surely going to be an epic event like the AdAsia Jaipur.



**NEERAJ ROY**  
Managing Director & CEO,  
Hungama Digital Media

The 44th IAA World Congress promises to be a stimulating engagement over three days with truly world class speakers. India is leading the way on digital and it's only apt that within the broader theme of 'Brand Dharma' we have a huge focus on consumer engagement being disrupted by digital innovations.



**M V SHREYAMS KUMAR**  
Joint Managing Director,  
Mathrubhumi

Kochi, the gateway to Kerala, has the distinction to be chosen to host the IAA World Congress. What makes the honour even more significant is that it is the biggest global event in the field of communication and marketing. It gives us an opportunity to showcase the city, and in turn our home state of Kerala, as an event-friendly destination, helping in attracting more such high wattage congregations. A successful conduct would built the hospitality of our accommodating shores among professionals worldwide. It would also lend a much-needed filip to the tourism industry.



**MEGHA TATA**  
COO,  
BTVI

As a part of IAA India chapter, I am extremely proud and excited at the same time about the opportunity to host for the first time IAA World Congress in its 80-year-old history. With more than 35 global thought leaders, inspirational and transformational speakers from diverse walks of life and a 1500+ strong delegation expected, this IAA World Congress is going to be one of the best our industry has seen!



**VISHAKHA SINGH**  
Founder and Director, Red Polka & Mentor,  
My Dear Luck

I am very excited to attend this rich and multi-faceted Congress. It goes profound with content on Aadhar, Dharma, art of choosing... and brings an abstract touch with views from sports and entertainment field. It stays agile with Robot, AI and stays relevant with creative gurus and brand makers. It is wide with both Western and Eastern view of businesses and brings our Indian business and culture in focus too. Pick any four names from the stellar speakers' list and you will find them unique yet unified with the theme- 'Brand Dharma- Tech for Good' like- Nandan Nilekani, Sheena Iyengar, Andre Agassi, Paul Polman - each one brings depth from a different angle to the theme. I am confident that threads from this event will weave a new thought process.

THIS SPECIAL FEATURE IS CONCEPTUALISED AND EXECUTED BY



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COMMERCIAL FEATURE

# Governing Council Members

THE LEADING LIGHTS OF THE IAA WORLD CONGRESS LEADERSHIP

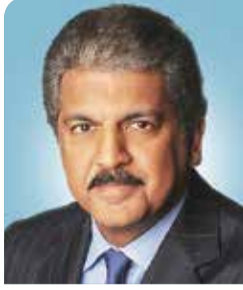
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Chairman,  
IAA World Congress  
CMD,  
Reliance Industries Ltd.



**Ajay Piramal**  
Chairman,  
Piramal Group



**Anand Mahindra**  
Chairman,  
Mahindra Group



**Pawan Munjal**  
Chairman, MD & CEO  
Hero MotoCorp Limited



**Sanjiv Goenka**  
Chairman,  
RP-Sanjiv Goenka Group



**Nandan Nilekani**  
Co-founder, Infosys and  
Former Chairman, Unique  
Identification Authority of  
India (Aadhar)



**Chanda Kochhar**



**Prof. Dipak C. Jain**  
Director on Board of John  
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**Sanjiv Mehta**  
CMD, Hindustan Unilever  
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**Srinivasan Swamy**  
Chairman & World President,  
International Advertising  
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R K SWAMY BBDO, India



**Vineet Jain**  
Managing Director  
The Times of India Group

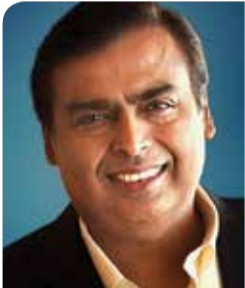


**Punit Goenka**  
Managing Director & CEO  
Zee Network



**Uday Shankar**  
President, 21st Century Fox,  
and Chairman & CEO, Star  
India

## GALAXY OF SPEAKERS



**Mukesh Ambani**  
Chairman, Managing  
Director  
Reliance Industries Limited



**Paul Polman**  
President, ICC, Chairman of  
the B-Team and Vice-Chair,  
UN Global Compact & CEO,  
Unilever (Jan 2009 to Dec 2018)



**Robot Sophia**  
Social Humanoid Robot



**Dr Shashi Tharoor**  
Diplomat, Parliamentarian



**Amitabh Bachchan**  
Brand Indian Icon



**Nandan Nilekani**  
Entrepreneur and  
Thought Leader



**Sir Martin Sorrell**  
Executive Chairman,  
S4 Capital



**Sri Sri Ravi Shankar**  
Spiritual Leader



**Marc Pritchard**  
Chief Brand Officer,  
Procter & Gamble



**Hod Lipson**  
Professor of Engineering  
& Data Science, Columbia  
University in New York



**Chris Tung**  
Chief Marketing Officer  
Alibaba



**Andre Agassi**  
Tennis Champion &  
Inspirational Speaker



**Deepika Padukone**  
Actress & Social Influencer



**Alexandra  
Deschamps-Sonsino**  
Interaction Designer,  
Product Designer &  
Entrepreneur



**Rumman Chowdhury**  
AI Developer, Speaker  
Accenture Applied  
Intelligence



**Prof. Byron Sharp**  
Professor of Marketing  
Science and Director  
Ehrenberg - Bass Institute



**Rahul Weide**  
EVP, Digital Transformation,  
Unilever



**Simon Kahn**  
Chief Marketing Officer  
Google APAC



**Vijay Amritraj**  
Former Tennis Player, Sports  
Commentator & Actor



**Michael McQueen**  
Best Seller Author & Trend  
Forecaster



**Pranav Mistry**  
Head of Think Tank Team  
& Global VP Research,  
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**Sanjay Podder**  
Managing Director,  
Accenture Labs, and  
Eisenhower Fellow



**Munish Varma**  
Partner, SoftBank Investment  
Advisers



**Mark D'arcy**  
VP, Global Business  
Marketing, and Chief  
Creative Officer, Facebook



**Kajol Devgan**  
Indian actress and  
social influencer



**Penny Baldwin**  
Senior Vice President, Chief  
Marketing Officer  
Qualcomm Technologies, Inc



**Edward Pank**  
Managing Director, WARC,  
Asia Pacific



**D Shivakumar**  
Group Executive President  
for Strategy and Business  
Development, Aditya Birla Group



**Ralph Simon**  
Founder & Chief Executive  
Mobilium Global

Also see SpeakerSpeak on Page 1

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# INTERNATIONAL ADVERTISING ASSOCIATION

HOSTS THE BIGGEST & BEST MARKETING COMMUNICATIONS EVENT IN THE WORLD

COMMERCIAL FEATURE

## 44<sup>TH</sup> IAA WORLD CONGRESS

FEBRUARY 20-22, 2019

### AGENDA - DAY 1, FEBRUARY 20, 2019

Time	Speakers	Topic
9.30-10.00am		Tea/Coffee Break
	Inaugural Ceremony	
	Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd.	
10.00-12.30pm	Amitabh Bachchan, Indian Actor, film producer and television host	
	Sri Sri Ravi Shankar, Humanitarian & Spiritual Leader	
	World President & Other Officials of IAA, Global & IAA India	
12.30-1.45pm		Lunch Break
1.45-2.15pm	Nandan Nilekani, Co-Founder & Non Executive Chairman, Infosys Technologies Ltd.	Aadhar Leapfrog
2.15-2.45pm	Hans Paul Burkner, Chairman, Boston Consulting Group	Who Really Owns the Data? The Privacy v/s Personalization Debate
2.45-3.15pm	Penny Baldwin, Senior Vice President, Chief Marketing Officer, Qualcomm Technologies Inc.	Accelerating the Mobile Revolution
3.15-3.45pm		Tea/Coffee Break
3.45-4.00pm	Boris Eremin, President, IAA Russia Chapter	Presentation - World Congress 2020, Russia
4.00-4.30pm	D. Shivakumar, Group Executive President-Strategy & Business Development, Aditya Birla Group	Brand Trust in a Digital World
4.30-5.00pm	Jonas Kjellberg, Lecturer, Author, Venture Investor & Co-Creator, Skype	Generating Game Changer Ideas That Attract Venture Capital
5.00-5.30pm	Munish Varma, Partner, Softbank Investment Advisers (In conversation with Mini Menon)	Investing at the forefront of the information revolution
5.30-6.00pm	Sir Martin Sorrell, Executive Chairman, S4Capital (In conversation with Anant Rangaswami)	The New Reality
6.00-6.10pm		Winding Down
6.10-7.00pm		Sunset Tea/Coffee
7.00 pm onwards		Party Time - Music & Flavours of Kerala Guest of Honor - Kajol Devgan - Indian Actress & Social Influencer
<b>Dress Code</b> : Conference Sessions - Business Casuals, Evening Parties - Smart Casuals <b>Temperature</b> : Between 23°C to 30°C		

### AGENDA - DAY 2, FEBRUARY 21, 2019

9.30-10.00am	Paul Polman, President of the ICC, Chairman of the B-Team and Vice-Chair of the UN Global Compact. CEO Unilever (Jan 2009 to Dec 2018)	Shaping Society Through Purposeful Business
10.00-10.30am	Simon Kahn, Chief Marketing Officer, Google APAC	The Future of Digital Immersion
10.30-11.15am	Michael McQueen, Trend forecaster and Author Tim Reid, Comedy Writer and Innovation Expert	Panel: De-risk the Future (Moderated by Tom Doctoroff) Preparing Now for What's Next Imagine the Future & Reinvent Your Business
11.15-11.45am		Tea/Coffee Break
11.45am-12.15pm	Marc Pritchard, Chief Brand Officer, Procter & Gamble	Leading Disruption to Drive Growth
12.15-12.45pm	Chris Tung, Chief Marketing Officer, Alibaba	A unique Alibaba model for brand growth
12.45-1.15pm	Mark D'Arcy, VP of Global Business Marketing and Chief Creative Officer, Facebook (In conversation with Neeraj Roy)	The Crowd Sings Back - The Best Ideas Shaping Culture Are Shaped By Culture
1.15-2.30pm		Lunch Break
2.30-2.45pm		IAA Awards
2.45-3.15pm	Prof. Byron Sharp, Professor of Marketing Science and Director of the Ehrenberg-Bass Institute	How Brands Grow in a Digital World
3.15-4.00pm	Rahul Welde, EVP Digital Transformation, Unilever Lindsay Pattison, Chief Client Officer, WPP	Panel: Getting Future Ready (Moderated by Ralph Simon) The Unilever Way The WPP Way
4.00-4.30pm		Tea/Coffee Break
4.30-5.00pm	Jacques Seguela, Co-Founder of RSCG & Vice President of Havas Media	Tech Without Affect is the Death of Advertising
5.00-5.30pm	Edward Pank, Managing Director, WARC Asia Pacific	Tech for good: innovating for social impact
5.30-6.00pm	Piyush Pandey, Global Chief Creative Officer of Ogilvy & Mather	Brand Communication for Social Change
6.00-6.10pm		Winding Down
6.10-7.00pm		Sunset Tea/Coffee
7.30 pm onwards		Party Time - Fashion & Flavours of India Guest of Honor - Dr. Shashi Tharoor - Diplomat, Parliamentarian and former Under Secretary General of the United Nations
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### AGENDA - DAY 3, FEBRUARY 22, 2019

9.30-10.00am	Scott Bedbury, CEO, Brandstream Inc.	Building Superhuman Brands for the Digital Age
10.00-10.30am	Sheena Iyengar, Professor, Columbia Business School	The Art of Making Choices
10.30-11.00am	Jean David, Pioneer & Builder, Cirque du Soleil	Cirque du Soleil - Lessons in Innovation
11.00-11.30am		Tea/Coffee Break
11.30am-12.00noon	Pranav Mistry, Head, Think Tank Team & Global Vice President-Research, Samsung	The Future of Mobiles and Wearable Technology
12.00noon-12.30pm	Alexandra Deschamps-Sonsino, Internet of Things Thought Leader, Entrepreneur and Product Designer	Designing Ethical Products in the Era of Internet of Things
12.30-1.00pm	Rumman Chowdhury, Global Lead for Responsible AI, Accenture Applied Intelligence	Responsible Artificial Intelligence for Humanity
1.00-2.15pm		Lunch Break
2.15-2.30pm	Robot Sophia, Social humanoid robot developed by Hanson Robotics	Robots & Humans - Friends or Foes?
2.30-3.00pm	Hod Lipson, Professor of Engineering and Data Science, Columbia University	The Six Waves of Artificial Intelligence
3.00-3.30pm	Sanjay Podder, Managing Director, Accenture Labs	Tech4Good: Scaling Societal Transformation in Fourth Industrial Revolution
3.30-3.45pm	Sarmad Ali, Chairman - Organizing Committee	Presentation - AdAsia 2019, Pakistan
3.45-4.15pm		Tea/Coffee Break
4.15-4.45pm	Andrew Keen, Entrepreneur, author & broadcaster. Director, salonFutureCast	Repairing a Broken World: Fix the Future
4.45-5.15pm	Andre Agassi, Former World No. 1 Tennis Player (In conversation with Vijay Amritraj)	
5.15-5.45pm	Deepika Padukone, Actor & Social Influencer (In conversation with Anuradha Sengupta)	
5.45-6.00pm		Closing
6.00-7.00pm		Sunset Tea/Coffee
7.00 pm onwards		Farewell Dinner
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# Basking in the Kochi culture



If you have had a day full of heavy duty speakers, the only way you can get yourself to return the following day for more is an evening where you can soothe your senses, shake a leg and chill. On Day 1 of the IAA World Congress, see the culture and cuisine of the host state come alive. So expect some Panjarimelam and Thalappoli. As traditional Kerala cuisine will be served, art forms will be performed on the ground. There will be a per-



formance by acclaimed Thaikudam band.

Meanwhile, in the backwaters, don't miss the Vallamkali, the traditional boat race. There will also be a few art forms being performed on a traditional Kerala boat in the backwaters.

The second and third days will see all the fun and frolic getting hotter with fashion and films.

At the Bollywood Night, performances by international artistes, the Terence Lewis Contemporary Dance Company and DJ Khushi Soni plus a bonus act by international performers from Austria are set to keep people glued to their seats for five to six hours.

With some of the most respected names in the business like Manish Malhotra and Lubna Adams, need we say more?



# Queen of the Arabian Sea



KOCHI GREETSS ALL ITS VISITORS WITH A MULTITUDE OF COLOURS AND HUES. YOU WILL SIMPLY LOVE THE DIVERSITY AND RICHNESS OF KOCHI'S CUISINE.

development of Kochi. Today, Kochi has emerged as one of the must-visit destinations places to visit in Kerala.



By Abraham George

The coastal town of Kochi offers a unique set of sights and attractions for you to enjoy as you get in for the IAA World Congress. Located in the lush green state of Kerala in southwest India, Kochi (earlier called Cochim) has an amazing melange of multi-cultural experiences. Known as the Queen of the Arabian Sea, one can soak in a fascinating mix of heritage, history, culture and cuisine from a host of countries with strong local traditions. For many centuries, Kochi had been a gathering place for merchants and tourists from various nations. The Arabs, British, Chinese, Dutch, and Portuguese all descended on this rich port city to take back home some of its wealth, especially Indian spices. The highly valued cinnamon, cardamom, ginger, pepper and turmeric were shipped out from the ports of Kochi. And what the foreigners left behind were indelible marks on the history and

### PLACES TO VISIT

Kochi greets all its visitors with a multitude of colours and hues. There is plenty to see in the city, including the beautiful coastal landscape, European style bungalows and impressive churches. A popular hub among tourists is the Fort Kochi area of the city, with narrow roads lined with a mix of old houses built by the Portuguese, Dutch and British in the colonial period. The Santa Cruz Cathedral Basilica at Fort Kochi is one of the finest and most impressive churches in India. Another popular attraction is the St Francis Church where the Portuguese explorer Vasco da Gama's body was laid to rest after he died in Kochi in 1524. The landmark that draws loads of public is a series of massive Chinese Fishing Nets on the waterfront, undoubtedly Kochi's most recognisable sight. Just a kilometre away from Fort Kochi is Mattancherry, another fascinating area in Kochi where you can spend time wandering through the streets and lanes of Jew Town, famous for antique shops and precious artefacts from across the world. The Mattancherry Palace, also called Dutch Palace, houses a famous museum that holds exquisite and intricately detailed ancient Kerala murals and paintings. Don't miss the Paradesi Synagogue, one of the oldest active synagogues in the Commonwealth of Nations. For a whiff of culture, you must get a glimpse of Kathakali, the very unusual and ancient form of dance-drama that's traditional to Kerala. Try the Cochim Cultural Centre, Kerala Kathakali Centre, or Greenix Village to see a performance.

### GREAT FOOD

You will simply love the diversity and richness of Kochi's cuisine. Influenced by cultures from across the world with a strong local flavour and zest, there is an eclectic mix of traditional eateries, cafes housed in colonial era buildings and high-end dining experiences where the food is top class. Try Norwegian salmon at the Rice Boat, prawns butter pepper garlic at Nawras, banoffee pie at Qissa Café, crab toast at Fusion Bay or Pan-Asian Dutch delicacies at East Indies. Or dig into Malabar parottas at History Restaurant, savour traditional cuisine at the Malabar Junction. People of Kochi love fish! Freshwater fishes, prawns, tuna, squids and shrimps are cooked in different styles here. Relish the local fresh water fish delicacies of Meen Molagitta and Chemmeen Pollichathu prepared in spicy and tangy coconut gravy. Tourists also love to sit by the super comfy waterfront bistros and stylish cafes. Hop into Kashi Art Café or Seagull Restaurant or Loafer's Corner for quick bites and a soothing ambience. For the absolute traditional, try Dhe Puttu serving the time-honoured puttu dish which was selected by National Geographic Magazine as the best breakfast in the world.

Enjoy the best of Kochi.



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