



ewms

اجلاس جهانی بازاریابی

۲۰۲۰ (به صورت آنلاین)

همگام با سراسر جهان
از طریق یک پایگاه الکترونیکی

۶ و ۷ نوامبر
۱۶ و ۱۷ آبان

ایده هایی برای زمان های بحرانی
خلق جهانی بهتر، سودآورتر و پایدارتر از طریق
بازاریابی استراتژیک در زمان های بحرانی

پس از ۱۰ سال برگزاری موفق رویداد
"اجلاس جهانی بازاریابی"، اتفاقی
بزرگ توسط فیلیپ کاتلر و شرکا
برای اولین بار...

بخشی از موضوعات پوشش داده شده:
توسعه محصول جدید، بازاریابی دیجیتال، بازاریابی
بی تو بی، کارآفرینی اجتماعی، خلق ارزش، فروش و
بازاریابی در استارت آپ ها، تحول دیجیتال، خرده
فروشی الکترونیک، بازاریابی کالاهای لوکس،
مدیریت داده، رهبری در عدم قطعیت، و



ارائه زنده ۴۸
ساعته مستمر



+۶۰ سخنران
برجسته جهانی



+۳۰ موضوع مهم
حوزه بازاریابی و
کسب و کار



+۱۰۰ کشور، همزمان
در سراسر جهان

لطفا برای کسب اطلاعات بیشتر با
شماره های ذیل تماس بگیرید یا
به وبسایت مراجعه فرمایید:

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NOVEMBER 6, 2020 (FRIDAY)

| PHILIPPINE TIME | COUNTRY LOCAL TIME | TOPICS / SPEAKERS NAME / ACTIVITY |
|-----------------|------------------------|---|
| 8:01 AM | 8:01 AM EST | Opening Remarks and Talks on Leadership in business in the Critical Times Prof. Philip Kotler Father of Modern Marketing and Founder of WMS |
| 8:41 AM | 8:41 AM EST | Welcome Remarks and Talks on Sociopreneurship Sadia Kibria Co-founder of Sociopreneurship and CEO of WMS Group |
| | | 10 mins break |
| 9:10 AM | 10:10 AM Tokyo Japan | Importance of Culture corporation in an Organization by Kozo Takaoka President & CEO, Nestle Japan |
| | | 5 mins break |
| 9:45 AM | 10:45 AM Tokyo Japan | Humanizing Innovation by Prof. Nonaka Ikujiro Hitotsubashi University, Japan |
| 10:15 AM | 9:15 AM Indonesia | Entrepreneurial Financial Management by Hermawan Kartajaya Founder Mark Plus, Indonesia |
| | | 10 mins break |
| 10:25 AM | 12:25 PM ACDT | Business Innovation and Entrepreneurship by Linden Brown Business Innovation Expert & Speaker, Australia |
| 11:25 AM | 11:25 AM Hong Kong | Impact of Persuasive Communication in Marketing by Kam Hon Lee Emeritus Professor of Clinical Marketing, Hong Kong |
| | | 5 mins break |
| 12:00 NN | 12:00 PM Singapore | Branding in an Emerging Market by Prof. Nirmalya Kumar Singapore Management University, Singapore |
| | | 10 mins break |
| 12:40 PM | 12:40 PM Malaysia | How Ecosystem Helps in Management Planning? by Tengku Mahaleel ex. CEO Proton, Malaysia |
| | | 5 mins break |
| 1:15 PM | 10:15 AM Pakistan | Irfan Wahab Khan CEO Telenor, Pakistan |
| | | 10 mins break |
| 1:55 PM | 11:25 AM India | Methods for Leadership Development by Gautam Mahajan President Value Foundation, India |
| | | 10 mins break |
| 2:35 PM | 9:35 AM Saudi Arabia | Dr. Mohammad Hathut Marketing Consultant and Columnist, Saudi Arabia |
| 3:05 PM | 10:05 AM Saudia Arabia | Dr. Obaid Saad Alabdali Expert on Consumer Dynamics, Saudi Arabia |

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|----------|------------------------|---|
| | | 10 mins break |
| 3:45 PM | 10:45 AM Saudia Arabia | Dr. Abdulhai CEO MegaBiz – Saudi Arabia |
| | | 10 mins break |
| 4:25 PM | 10:25 AM Italy | Innovation in Retails Marketing Strategies by Giuseppe Stigliano President Value Foundation, India |
| 4:55 PM | 10:55 AM Italy | Building business Future through Leadership Strategies by Angelo Monoriti Senior Legal Manager, Ernst & Young, Italy |
| | | 10 mins break |
| 5:35 PM | 11:35 AM Italy | Marketing decision Strategies by Enrico Foglia Director Business Development HDRA Italy |
| | | 5 mins break |
| 6:10 PM | 12:10 PM Germany | Investments in Emerging Markets Pros and Cons by Prof. Dr. Hermann Simon Founder Hermann Simon Inc. Germany |
| 6:40 PM | 12:40 PM Germany | Impact of Integrated Marketing Communication on Customers by Prof. Marc Oliver Opresnik Digital Guru, University of Lubeck, Germany |
| | | 10 mins break |
| 7:20 PM | 1:20 PM Germany | Future Role of Artificial Intelligence in Formulating the Marketing Strategy by Nancy Nemes Google & Microsoft leader Author and Speaker |
| 7:50 PM | 12:50 PM UK | Role of Organization in Management Innovation and Leadership by Dr. Haseeb Shabbir Hull University, UK |
| | | 10 mins break |
| 8:30 PM | 2:30 PM Austria | Marketing and Ethics Strategy by Prof. Bodo Schlegelmilch Chairman of AMBA, Austria |
| 9:00 PM | 3:00 PM Germany | Business administration strategic planning and Corporate Social Responsibility by Prof. Waldemar Pfortsch University of Berlin, Germany |
| | | 10 mins break |
| 9:40 PM | 10:40 AM Brazil | Oscar Motomura Founder & CEO, Amana-Key Group, Brazil |
| 10:10 PM | 11:10 AM Brazil | Marketing strategies for Entrepreneurs by Prof. Fernando Serra Universidade Nove de Julho, Brazil |
| | | 10 mins break |
| 10:50 PM | 3:50 PM UK | Artificial Intelligence and Covid by Prof. Luiz Moutinho Marktech & Futurecast Guru, University of Suffolk, UK |

NOVEMBER 7, 2020 (SATURDAY)

| PHILIPPINE TIME | COUNTRY LOCAL TIME | TOPICS / SPEAKERS NAME / ACTIVITY |
|-----------------|------------------------|--|
| 11:20 PM | 11:20 AM EST | New Strategies and Tactics in Social Media Marketing by Howard Tullman American serial entrepreneur & Venture Capitalist, USA 10 mins break |
| 12:00 AM | 12:00 PM EST | Design Thinking role in Social Innovation by Mauro Porcini Global Chief Design Officer, Pepsi Cola USA 10 mins break |
| 12:40 AM | 12:40 PM EST | Why Global Marketing is Preferred Over International Marketing by Milton Kotler Business speaker and expert on China markets, USA 5 mins break |
| 1:15 AM | 1:15 PM EST | Role of Mentorship in Marketing Management by Russ Klein President, American Marketing Association, USA 10 mins break |
| 1:55 AM | 1:55 PM Ottawa, Canada | Agile Innovation in Challenging Times by Dr. Robert G Cooper McMaster University Business School, Canada 10 mins break |
| 2:35 AM | 2:35 pm EST | Social Marketing role in Benefiting Social Issues by Nancy Lee Social Marketer & Co-author of Prof. Kotler, USA |
| 3:05 AM | 3:05 pm EST | Marketing Strategy for Emerging Market Multinationals by Prof. Saad Andaleeb Penn State University, USA 10 mins break |
| 3:45 AM | 3:45 pm EST | Impact of Global Brand Value on Branding by Prof. Dominique Hanssens UCLA, USA 5 mins break |
| 4:20 AM | 4:20 pm EST | Current and Future Trends of Social Innovation and Social Entrepreneurship by Robert Wolcott Executive Director, TWIN, USA 10 mins break |

| PHILIPPINE TIME | COUNTRY LOCAL TIME | TOPICS / SPEAKERS NAME / ACTIVITY |
|-----------------|----------------------------|---|
| 5:00 AM | 5:00 pm EST | Impact/Influence of Social Media on Brand Management by Prof. Kevin L. Keller Tuck Business School, USA 10 mins break |
| 5:40 AM | 5:40 pm EST | Brand Relevance in context of B2B by Prof. David Aaker Branding Guru, USA 5 mins break |
| 6:15 AM | 6:15 pm EST | How to get More Value Through Digital Marketing by Ira Kaufman Founder & Director Transformation Academy, USA 10 mins break |
| 6:55 AM | 6:55 pm EST | Role of Sustainability in Business Marketing by Prof. Jagdish Sheth Emory University, USA 5 mins break |
| 7:30 AM | 7:30pm Ottawa, Canada | Impact of Videography on Marketing Knowledge by Prof. Russell Belk Schulich Business School, University of York, Canada |
| 8:00 AM | 8:00 PM Chile | Factors influencing the Marketing Strategy Success by Prof. Andres Ibanez Catholica University, Chile Speakers to be confirmed 10 mins break Speakers to be confirmed 5 mins break Speakers to be confirmed |
| 10:15 AM | 8:45 AM Myanmar | Crisis Management impact on Public Administration by Prof. Aung Tun Thet Member Peace Board, Myanmar 10 mins break |
| 10:55 AM | 9:55 AM Jakarta, Indonesia | Digital Marketing vs Traditional Marketing by Iwan Setiawan CEO, Mark Plus, Indonesia |
| 11:25 AM | 7:25 AM UAE | B2B Marketing by Roberto Croci Managing Director, Microsoft for Startup, UAE |

NOVEMBER 7, 2020 (SATURDAY)

| PHILIPPINE TIME | COUNTRY LOCAL TIME | TOPICS / SPEAKERS NAME / ACTIVITY |
|-----------------|-----------------------|--|
| | | 5 mins break |
| 12:00 NN | 7:00 AM Turkey | Business To Business (B2B) Electronic Commerce platform firms performance affected by Customer Orientation by Sekib Avdagic President of Istanbul Chamber of Commerce, Turkey |
| | | 10 mins break |
| 12:40 PM | 7:40 AM Saudia Arabia | Dr. Khalid Suliman Al Rajhi Vice Chairman of AL Rajhi Holding Group, Saudi Arabia |
| | | 5 mins break |
| 1:15 PM | 7:15 AM Switzerland | Prof. Dominique Turpin Director Business development IMD, Switzerland |
| | | 10 mins break |
| 1:55 PM | 7:55 AM Italy | Sharing Energy with Social Media by Veronica Civiero Global Solutions Manager, Facebook, Italy |
| | | 10 mins break |
| 2:35 PM | 8:35 AM Italy | Human Behavior in Marketing by Prof. Maria Amata Garito Rector of Uninettuno University, Italy |
| 3:05 PM | 9:05 AM Italy | Impact of Management Innovation on an Organization by Ivan Ortenzi Neotenic, AI & Future Thinker, Italy |
| | | 10 mins break |
| 3:45 PM | 9:45 AM France | Impact of Artificial Intelligence in Marketing Management by Denis Rothman AI expert & TED speaker, France |
| | | 10 mins break |
| 4:25 PM | 11:25 AM Turkey | Innovation Marketing Strategy Environment and Performance by Dr. Ahmed Tolba American University in Cairo, Egypt |
| 4:55 PM | 10:55 AM Croatia | Internet of Things in Ecosystem by Velimir Srica Professor of Management & IT, Croatia |
| | | 10 mins break |
| 5:35 PM | 10:35 AM Morocco | Aissa Azzouzi Founder GTA- Growth Train Africa, Morocco |
| | | 5 mins break |

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|-----------------|--------------------|--|
| 6:10 PM | 11:10 AM UK | Economics Impact on International Marketing by Prof. Sandra Vandermerwe Imperial College London, UK |
| 6:40 PM | 11:40 AM UK | Benefits of Social Media Marketing on Small Businesses by Teresa Heath Wareing TED speaker and Tech expert, UK |
| | | 10 mins break |
| 7:20 PM | 12:20 PM UK | Social Marketing Planning Process for Communications by Prof. Jeff French Brighton University Business School, UK |
| 7:50 PM | 12:50 PM UK | Digital Ecosystems Strategies by Prof. Michael Jacobides London Business School, UK |
| | | 10 mins break |
| 8:30 PM | 8:30 am EST | Influence Branding on Consumer Purchase Decision by Laura Ries Marketing Consultant, Atlanta, USA |
| 9:00 PM | 8:00 am Colombia | How does marketing management help in emerging markets online by Raul Amigo Business Speaker, Colombia |
| | | 10 mins break |
| 9:40 PM | 9:40 AM EST | Marketing Research Impact on Large Businesses by Prof. V Kumar Georgia State University, USA |
| 10:10 PM | 10:10 AM EST | Secrets of Marketing Leadership by Marshall Goldsmith Business Educator and Coach, USA |
| | | 10 mins break |
| 10:50 PM | 10:50 AM EST | Evolution in Marketing Strategy to the current situation by Prof. David Reibstein Wharton Business School, USA |
| 11:20 PM | 11:20 AM EST | Building Marketing Strategies for New Customers by Martha Rogers Founding partner Peppers & Rogers Group, USA |
| | | 10 mins break |



NOVEMBER 8, 2020 (SUNDAY)

| PHILIPPINE TIME | COUNTRY LOCAL TIME | TOPICS / SPEAKERS NAME / ACTIVITY |
|-----------------|--------------------|--|
| 12:00 AM | 12:00 PM EST | Branding and Marketing Strategy by Larry Light ex. Global CMO McDonald Restaurants Inc. USA |
| | | 10 mins break |
| 12:40 AM | 12:40 PM EST | Conscious Capitalism in Elevating Humanity through Business by Prof. Raj Sisodia Co-founder & Co-chairman of Conscious Capitalism |
| | | 5 mins break |
| 1:15 AM | 1:15 PM EST | Future of Transportation Technology by Bipop Gresta Founder of Hyperloop, USA |
| | | 10 mins break |
| 1:55 AM | 1:55 PM EST | Rethinking Happiness by Prof. Jennifer Aaker Stanford Graduate School of Business, USA |
| | | 10 mins break |
| 2:35 AM | 2:35 PM EST | Business Principles and Moral Sentiments by Michael J. Gelb Author of Mastering the Art of Public Speaking, USA |
| 3:05 AM | 3:05 PM EST | Industrial Market Segmentation and Technology Innovation by Prof. Yoram Wind Wharton university of Pennsylvania, USA |
| | | 10 mins break |

| PHILIPPINE TIME | COUNTRY LOCAL TIME | TOPICS / SPEAKERS NAME / ACTIVITY |
|-----------------|------------------------|---|
| 3:45 AM | 3:45 PM EST | Future of Technology and Marketing by Prof. Mohanbir Sawhney Kellogg School of Management, USA |
| | | 5 mins break |
| 4:20 AM | 4:20 PM EST | The Economic Value of Digital Earth by David Houle Futurist & co-founder, Sarasota Institute, USA |
| | | 10 mins break |
| 5:00 AM | 5:00 PM EST | Brand Management Antecedents and Consequence by Len Herstein CEO & President ManageCamp Inc. USA |
| | | 10 mins break |
| | | Speakers to be confirmed |
| | | 5 mins break |
| | | Speakers to be confirmed |
| | | 10 mins break |
| | | Speakers to be confirmed |
| | | 5 mins break |
| 7:30 AM | 7:30 PM Ottawa, Canada | Content Marketing Strategies with B2B Marketing by Brian Rotsztein IT Expert & TED Speaker, Canada |