

Marketing Gurus Share the Secrets of Building Brands in a Digital Age

2nd Marketing Meet to be organized on Digital Marketing by GD Goenka University, Gurgaon



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Gurgaon, March 15, 2022: The world is going through a digital age and in this context, the School of Management (SoM), GD Goenka University (GDGU) is organizing its second Marketing Meet on March 16, 2022, from 9:30 am to 2 pm. The Marketing Meet shall be held via virtual mode in order to ensure maximum participation of audiences among students, academics, and brand managers, as well as advertising and media agency personnel on a pan-India basis. Audiences are invited to log in to the Facebook Page of GD Goenka University to watch the proceedings live.

SoM, GDGU has organized various conferences in the past, covering several fields of management such as HR, Finance, Marketing, Entrepreneurship, General Management, and so on for the past few years. In addition to other globally renowned teaching-learning methods, students of SoM, GDGU are exposed to the best of business practices through organizing and participating in world-class conferences.

The 2nd Marketing Meet focuses on the theme of **Building Brands in a Digital Age**. This theme was selected because of its appropriateness and its all-around importance in today's age. Since the early 2000's the pace of digitalization has only increased. Companies and brands have had to keep pace with the changing environment and adapt themselves to the new normal. This virtual mode may include: digitally run screens and displays, the world of the internet, including social media (Facebook, Instagram, Twitter, etc.), E-commerce websites (Amazon, Flipkart, Myntra, etc.), and so on. Since, this new digital era began, marketing too started shifting from the traditional way to the digital way. Digital marketing has revolutionized branding and brand building. In practice, digital marketing has seen long strides taken by the brand custodians of MNC's and Indian companies and brand stewards in advertising and media partners.

This event will bring together the best minds behind the building of megabrands such as Nestle, Kwality Walls, Hewlett Packard, LinkedIn and more, on a single platform. The Chief Guest of the Inaugural Session will be Mr. Sunayan Mitra, Director - Coffee & Beverages, South Asia Region, Nestle. He will set the tone of the Marketing Meet by sharing his mantra on building brands using digital tools. Mr. Manoj Rijhwani, Director- Head of Marketing Solutions, LinkedIn India, will be the Chief Guest of the Valedictory Session. He will summarize the fundamental rules of brand building in this digital age.

There will be two-panel discussions between the Inaugural and Valedictory addresses and the panelists are industry leaders, the details of which are given below:

Panel Discussion I explores the subtheme of "Creativity and Content" and will feature the following panelists:

- Maya Ganpathy, General Manager, Ice Cream Division, Unilever India.
- Kainaz Karmakar, Chief Creative Officer, Oblivy India.
- Amit Wadhwa, Chief Executive Officer, Dentsu Creative India.
- Parixit Bhattacharya, Chief Creative Officer, TBWA India.
- Dip SenGupta, Chief Growth Officer India leadership Team, Creativeland Asia.

"Media, Metrics and Measurability" shall be discussed during Panel Discussion II where the panelists will be:

- Sulina Menon, Chief Client Officer, OMD India
- Kanika Bakshi, B2B Marketing Lead, Digital Marketing, Oracle India
- Adil Sanwari, Head Digital Media and transformation, HP (India, Sri Lanka, and Bangladesh).
- Bharatesh Salian, Senior VP, Marketing Science & Customer Experience, Kinnect (Part of FCB)

Ulka Group)

- Avinash Tiwary, Digital Head – North, Havas Media Group

The Marketing Meet is aimed at bringing management students, academia, and practitioners together so that they can learn from each other, as digital marketing is a new and constantly evolving field.

The event will go live at 09:30 am on the Facebook page of GD Goenka University on 16th March. All are welcome.

About GD Goenka University

The GD Goenka Education City is spread across 60 acres with the ancient and picturesque Aravalli hills as a backdrop. The high-tech Millennium City, Gurgaon, and the National Capital Region are just a stone's throw away. GD Goenka University is guided by the philosophy that new thinking in the areas of teaching, learning, research, and training are pivotal to making students tomorrow's leaders and giving them a world view. The knowledge and proficiency of the students make them assets to any domain in today's world. Over the years GD Goenka University has established itself as one of the centers of academic excellence in the field of management education. GD Goenka University has joined the ranks of elite universities in India. The University has accorded an overall 'Gold' rating and 'Diamond' rating in five of the seven key areas including "Teaching and Learning", 'Employability', and 'Facilities' in the highly prestigious 'QS I- GAUGE College and University Assessment 2019'.

About School of Management, GD Goenka University

The School of Management (SoM) in GD Goenka University (GDGU) offers high-quality education in diverse areas of management at undergraduate, postgraduate, and doctoral levels with an objective to develop innovative, principled, and insightful business leaders and entrepreneurs with a global perspective. The school differentiates itself from other Business Schools by providing its students with a culture of innovation, creativity, strategic thinking, problem-solving ability, and team spirit. The school comprises a highly qualified and internationally trained group of academicians and professionals who adopt the best of the contemporary curriculum and pedagogy in view of the dynamic changes in the economy and industry needs. SoM is connected with several top business schools of the world through MoUs. Most recently, the School of Management has been ranked among the best emerging business and management institutes according to Times B School Survey 2021.

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