

NATIONAL SEMINAR

on

# The Future of Marketing

## Emerging Trends in Customer Experience, Employee Engagement and Personalization

### JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of the Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high quality professional education since 1993. The Society runs six higher education institutes in Delhi-NCR, two in Jaipur, Rajasthan and two private State Universities, one each in Haryana and Rajasthan. Our campus at Kalkaji, has over time developed into a reputed center of excellence for conduct of research and consultancy services for the private and public sector organizations. A sustained focus on improving the quality of our academic system and procedure has resulted in our institute being the awarded prestigious NBA, NAAC accreditations and the ISO :9001:2015 international quality certification.



Our institute has been honoured with the following coveted ranking/awards during the year 2018-19:

- NBA and NAAC Accredited
- 34th Best Pvt B-School in India and 5th Best in Delhi-NCR (Education World Survey, May 2019)
- 30th Best B-School in India (TOI Survey, Mar 2019)
- Top B-School of Super Excellence (GHRDC-CSR Survey, Oct 2018)
- 39th Best B-School in India (NHRDN - Cinque Survey, Mar 2018)

### Programme Fee

Programme fee is Rs. 1000/- per participant for Corporate and Rs. 750/- for Academicians and Rs. 500/- for Students and Ph.D scholars. Fee to be paid in cash or demand draft in favour of "Jagannath International Management School, New Delhi".

### Communication and Contact

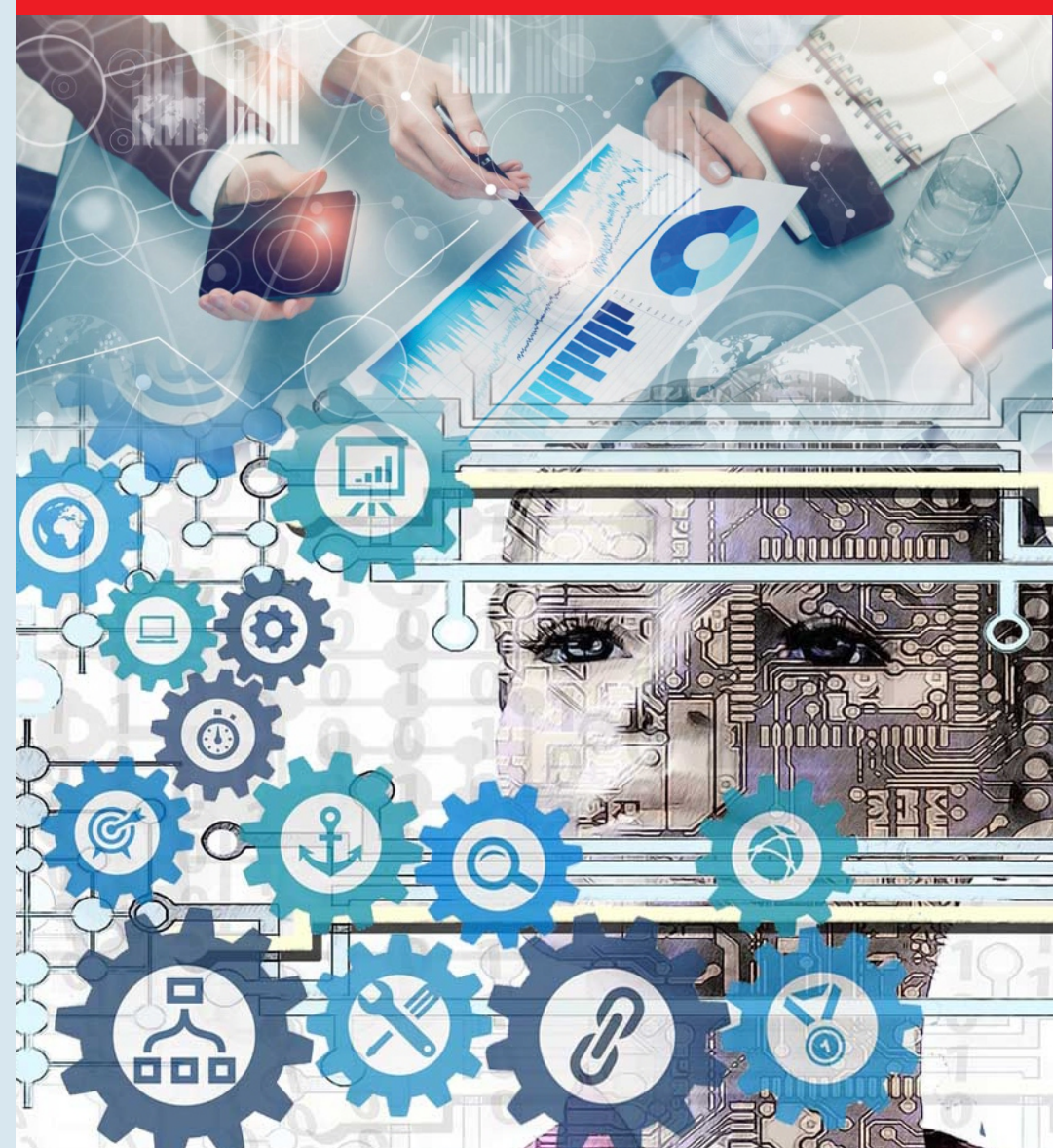
**Programme Chairman**  
**Dr. (Cdr.) Satish Seth**  
Director General

**Programme Director**  
**Dr. J. K. Batra**  
Director

**Programme Convener**  
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Organised by:

**Jagannath International Management School**  
Kalkaji, New Delhi

## National Seminar

Jagannath International Management School (JIMS) is organising a National Seminar on 'The Future of Marketing: Emerging Trends in Customer Experience, Employee Engagement and Personalization' on Saturday, 29th February 2020 in the Kalkaji, New Delhi Campus Auditorium.

## Background

The marketing landscape is constantly changing, and no matter which era we live in or the technology it brings forth, the human factor remains constant throughout this relay of revolutions. In this spirit, even digitalization has significantly impacted the human factor in the form of customer experience, employee engagement and personalization. Top digital marketing companies such as Accenture, Interactive answer that as digital marketing is taking over traditional marketing, it is essential for the entrepreneurs, researchers and policy makers to review these three important aspects of marketing in 2020. According to Gartner, out of every 1,000 people, 90% found personalization as the best customer experience.

The customer experience in the digital era is constantly evolving, which creates the needs for marketers to make an effort towards improving and personalizing customer experience. Employee engagement is the buzz word for customer experience. Engaged employees are not only more productive, but their approach to customer service is beyond compare. As the world becomes increasingly driven by digital technologies and the workforce experiences generational shifts, employee engagement is rising as a top focus area for marketing.

Personalization is a key part of customer experience, and with intelligent use of data marketers can create relevant and unique experiences that hold attention span for longer periods. Hence, organizations need to create a unique online experience for the customer, which is completely tailored to his interest and makes him feel connected.

The rapid advances in technology have created revolutionary changes in the way organizations perceive the marketing environment. Change is the law of life and so, Digital Technology and Artificial Intelligence are going to be the heart of global business and industry in the future

## Objectives:

The seminar is expected to achieve the following key objectives:

- Develop insights into how, the marketing environment is constantly evolving and becoming more human focused in the digital era.
- Provide perspectives on marketing trends that will focus on building great customer experiences and enticing them into long-term relationships.
- Inspire ideas on the changing trends in marketing from being product/brand focused to customer and employee focused.
- Provide a platform for sharing new and innovative perspectives on personalization.

## Themes Areas:

1. Customer Experience
2. Employee Engagement
3. Personalization and Visualization
4. Strategic Marketing Transformation
5. SERP Position Zero & Featured Snippets
6. Voice Search and Live Video
7. AI-Based Automation
8. Focus on Customer Retention, Loyalty and Advocacy

## Target Participants

The Programme is intended for Academicians, Marketing Professionals and Media/ Creative/ Advertising/ Research Experts and all others who are keen to enhance their knowledge and perspectives in Digital Marketing.

## Programme Schedule

Time	Event
1015 -1020	Introduction of Guests
1020 - 1025	Lighting of the Lamp Ceremony
1025 - 1030	Welcome Address by Director General Dr Cdr Satish Seth
1030 - 1100	Address by the Guest of Honor Mr Sunil Kumar Singh Senior VP – Sales & Marketing, UML 2W Pvt Ltd.  Ms Bhavna Kapur Associate VP, HCL Technologies Ltd.
1100 -1105	Vote of Thanks by Director Dr J K Batra
1105 -1110	Felicitation of Guests
1110 -1130	Coffee Break
1130- 1210	<b>Session I</b> The Future of Marketing: Challenges and Opportunities for the Marketers. Mr Rahul Jain, VP- Marketing, CERA India Pvt Ltd.
1210 -1250	<b>Session II</b> Effective Marketing Strategies in the Digital Age Mr Rohit Mittal Sr Director, Delhivery Pvt Ltd.
1250 - 1330	<b>Session III</b> Popular Digital Platforms for Customer Engagement. Mr Ajay Sharma Director, Hattrick IMC Pvt Ltd