



Army Institute of Management & Technology.

Greater Noida

Vyapaar Today

THE MARKETINAR 2020

**THE FUTURE OF MARKETING:
CHALLENGES & OPPORTUNITIES**

**November 28, 2020
(Saturday)**

Army Institute of Management & Technology
Pocket P-5, Plot M-1,
Greater Noida-201306



CONTEXT

“It is not the strongest of the species that survives, not the most intelligent that survives. It is the one that is the most adaptable to change.” - Charles Darwin

The COVID - 19 Pandemic has yet again proved the very accuracy of the Darwinian Theory of 'Survival of The Fittest'. As the sentiments of consumers are varying, there's been a reduce in discretionary spending, customers are intensifying their digital behavior, and prima facie it is the marketer who is helping the organization to overcome the challenging consumer behavior.

2020 has been a roller coaster ride for human- social, cultural, economic and personal. The pandemic has caused unprecedented upheaval in the corporate world, the marketers rose up to the challenge and have been successful to a great extent in finding the bearings in an environment unlikely known to them. Humans are taken in by a rude shock when such a crash or calamity happens, but from the ashes we rise to find solutions , pave way , make changes, bounce back stronger to ensure the world rebounds .

The question to ponder and deliberate: Are marketers doing what's needed to ensure their Goods, Brands and Organizations recover? Marketing heads of companies have prepared a new playbook for marketing strategies during lockdown and for a Post-COVID world; they have recorded important learnings and designed innovative campaigns to combat the situation. Maintaining relationships with the customer has become the paramount focus, business houses are now trying to build long lasting relationship with consumers. Due to the confined environment, people tend to spend more time on their mobile devices or laptops. Hours are being spent on OTT platforms (like Netflix or Prime Videos) for entertainment, social media for connecting with outside world, e-commerce for shopping and much more. Companies are tweaking their marketing budget as consumers are digitally available. The market needs to leverage the presence of consumers in the digital world for advertising and building brands.



PROGRAM SCHEDULE

Time	Topic
0945 - 1130 Hrs	Inaugural Session: The Future of Marketing - challenges & opportunities?
1130 - 1235 Hrs	Session I: Emerging Tools & Techniques to the Art of Marketing
1235 - 1335 Hrs	Session II: The New Generation Consumer: Behaviour Reshaping & Business Models
1335 - 1415 Hrs	Valedictory Session

OBJECTIVES

- To discuss the New Digital Marketing Strategy Development and Application to maintain customer relation.
- To discuss the importance of Embracing Digital Marketing Tools and Techniques during the pandemic and how to create the maximum impact with limited time and financial resources.
- To understand Effective Marketing Communication Strategies with today's online customer.
- To discuss the Role & Importance of "Word-of-Mouth" as one of the strategies for increasing businesses under the current pandemic situation.



ABOUT AIMT

Army Institute of Management & Technology (AIMT), Greater Noida was established by Army Welfare Education Society (AWES) in August 2004 with the aim of augmenting the capacity for professional education available in the existing professional colleges already functioning under the AWES umbrella. The forerunner of the Institute was Faculty of Management Studies (FOMS), College of Materials Management (CMM), Jabalpur which was set up in 1995. In a span of about ten years, FOMS carved a niche for itself and became a reputed business institution. In 2004, the college relocated and re-established itself with a new identity and a new name in the plush and quiet environs of Greater Noida. The Institute is designed to cater professional education for the wards of Army personnel or widows of Army personnel. The institute is affiliated to **Guru Gobind Singh Indraprastha University, Delhi**, accredited by NAAC; and ISO 9001:2015 certified. Equipped with all modern learning tools/facilities, the Institute is dedicated to provide world class management education to the students.

PARTICIPATION

In addition to all the students of the MBA & BBA Programme of AIMT, participation in the event is expected to be from all stakeholders, including alumni and delegates from Industry.

REGISTRATION

No Registration Fee.



PROPOSED ITINERARY

Time	Topic	Name of Speaker
0945 - 1130 Hrs	Inaugural Session: The Future of Marketing - challenges & opportunities?	
0945 - 0950 Hrs	Shloka Recitation	
0950 - 1000 Hrs	Welcome Address	Cmde (Dr.) Vivek Chawla
1000 - 1010 Hrs	Introductory Address	Brig. Naveen Goyal
1010 - 1025 Hrs	Chief Guest Address	Mr. R S Kalsi
1025 - 1040 Hrs	Keynote Address: Lessons from the Crisis- Building a powerful marketing mindset	Mr. Rishi Sahai
1040 - 1055 Hrs	Guest of Honor Address	Mr. N Dilip Venkataraman
1055 - 1110 Hrs	Thematic Address 1	Dr. Chhabi Sinha Chavan
1110 - 1125 Hrs	Thematic Address 2	Mr. Sumeet Narang
1125 - 1130 Hrs	Vote of Thanks	
1130- 1235 Hrs	Session I: Emerging Tools & Techniques to the Art of Marketing	
1130 - 1140 Hrs	Introductory remarks by Session Chair	Mr. Sameer Seth
1140 - 1200 Hrs	How the corona virus crisis is impacting digital transformation: an exploration of digital trends	Mr. Madhumita Singh
1200 - 1220 Hrs	Role of Innovation and Purpose of Brand Building and connecting consumer's expectation from brands today.	Mr. Tarush Singhal
1220 - 1235 Hrs	Questions & Answers	
1235 - 1335 Hrs	Session II: The New Generation Consumer: Behaviour Reshaping & Business Models	
1235 - 1245 Hrs	Introductory remarks by Session Chair	Mr. Nimish Gupta
1245 - 1305 Hrs	How have consumer mindsets and behaviors changed throughout the pandemic?	Mr. Praveen Kumar
1305 - 1325 Hrs	New Era of Dynamic Marketing: The role & importance of "Word-of-Mouth"	Mr. Asim Khalil Khan
1325 - 1335 Hrs	Questions & Answers	
1335 - 1415 Hrs	Valedictory Session	
1335 - 1350 Hrs	Guest of Honor Address	Mr. Dinesh Chandra
1350 - 1405 Hrs	Chief Guest Address	Mr. Sanjay Mehrotra
1405 - 1415 Hrs	Vote of Thanks	



THE VENUE

The event will be conducted virtually through MS Teams on 28, November 2020 (Saturday). The invitation for the same will be shared 2 Days before the event.

MANAGEMENT COMMITTEE

PATRON	Lt Gen Vijay Kumar Mishra (AVSM) <i>GOC, Delhi Area</i>
CHAIRMAN	Maj Gen Alok Kacker <i>COS Delhi Area</i>
EVENT CHAIR	Cmde. (Dr.) Vivek Chawla <i>Director, AIMT</i>
EVENT CONVENOR	Ms. Arshiya Ismail <i>CTPO, AIMT</i>
EVENT CO-CONVENOR	Dr. M Yaseen Khan <i>Asst. Prof. - Marketing, AIMT</i>
EVENT CO-CONVENOR	Dr. Pallavi <i>Asst. Prof. - Marketing, AIMT</i>

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