



Confederation of Indian Industry



CII marketing LEADERSHIP SUMMIT 2023

5 December 2023 | The Lalit, Mumbai

Artificial Intelligence, Big Data, the connected Internet, and the expansion of networks are revolutionising marketing while challenging traditional business tenets. Adding to the complexities are socioeconomic drivers of diversity and inclusion, and major shifts in culture and consumer perceptions. Addressing these developments, the **CII Marketing Leadership Summit** will facilitate top-level idea exchanges between innovative marketing leaders and members of the industry to highlight tectonic shifts and evolving marketing models that can perform in the new normal. The Summit has been held annually since 2017, featuring 2500 participants representing diverse domains and over 150 eminent Indian and International thought leaders.

KEY THEMES

- The Regulatory Perspective and the Future of Marketing
- The Evolving Role of CMO
- Artificial Intelligence (AI) Unboxed
- The Future Forward MarTech Stack
- The Future Consumer
- Marketing in a Flatter vs Disaggregated World
- The Immutable Laws of Marketing in a Brave New World

KEY HIGHLIGHTS

20+
Thought Leaders

7
Plenary Sessions

300+
Industry Participants

FUTURE FORWARD MARKETING

OBJECTIVES

- How marketing needs to adapt to radically changed consumer behaviours and the impact of emerging technologies.
- How marketers can continue to perform amidst increasing consumer privacy concerns, first part data and related regulations.
- To better understand the consumer of tomorrow moulded be a range of factors including the environment, changing cultures and access to newer geographies.
- To decode the un-changing tenets of marketing which will remain relevant in the future.

WHO SHOULD ATTEND

- CEOs, CMOs
- CXO's, Department Heads
- SMEs, Start-Ups
- Web and Social Media Strategists
- Marketing and PR Agencies
- Data and Analytics Professionals
- Market Research Organizations
- Brand Consultants

For further details please contact:

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