

Conference Host

MARKETING
ASSOCIATION OF
PAKISTAN



marcon 2019

REIMAGINING MARKETING IN THE DIGITAL AGE

JANUARY

10

THURSDAY

Karachi Marriott Hotel

9:00 am - 5:00 pm

Featuring

Stephen Brobst - Chief Technology Officer, Teradata Corporation - USA

Stephen Brobst is the Chief Technology Officer for Teradata Corporation. He works with companies on the identification and development of opportunities for the strategic use of business intelligence technology in competitive business environments. He was recently ranked by ExecRank as the #4 CTO in the United States (behind the CTOs from Amazon.com, Tesla Motors, and Intel) out of a pool of 10,000+ CTOs. During Barack Obama's first term he was appointed to the Presidential Council of Advisors on Science and Technology (PCAST). Stephen performed his Masters and PhD research in Computer Science at the Massachusetts Institute of Technology. Earlier he earned an MBA with joint course and thesis work at the Harvard Business School and the MIT Sloan School of Management.

Marketing Keynote:

Autonomous Decision-Making, Machine Learning, and Artificial Intelligence:

What Does It All Mean and Why Should You Care?



Salman Iqbal

- Founder & President, ARY Network
- Owner Karachi Kings

Keynote Speech:

Next Level Media Unleashes Brands; Disrupts & Reinvents Sports, Content & Marketing.

Other Names That Matter



Hando Sinisalu

CEO
Best Marketing International
(Europe)



Sarmad A. Ali

- Managing Director, Jang Media Group
- Chairman, AdAsia 2019, Pakistan



(Marketing Keynote)

Asad ur Rehman

- Director Media & Digital Transformation
Unilever (MENA)
- AM Marketer of the Year 2018



Fariqha Subhani

Managing Director South Asia
Upfield



Khuram Rahat

Director Business Development,
Data as a Service (DaaS) & Cloud
Telenor Pakistan



Ali Hasan Naqvi

President
Marketing Association of Pakistan



Bharat Avalani

- Storyteller & Memory Collector
- Unilever Veteran
- EC Member of Asian Federation
of Advertising Associations and IAA
(Malaysia)



Dr. Farrah Arif

- Founder EdTech Worx
- Assistant Professor (Marketing
& Entrepreneurship), LUMS



Masood Hashmi

Director & CEO
Orient Communications (Pvt.) Ltd.



Haseeb ur Rahman

Director Marketing
Engro Foods Ltd



Naveed Asghar

Chief Marketing Officer
Habib Bank Limited



Qazafi Qayyum

Country Manager
Teradata (Pakistan,
Bangladesh, Afghanistan)



Veqar ul Islam

Director & CEO
Jaffer Business Systems (JBS)



Syed Usman Qaiser

Chief Manager Marketing
Jubilee Life Insurance Co.



Fahad Ashraf

Chief Executive & GM Health
Reckitt Benckiser



Shoaib Qureshy

CEO
Bulls Eye DDB Group



Imran Ahmad

Vice President
Marketing Association of Pakistan



Abbas Arslan

Marketing Director
The Coca-Cola Company



Jerjees Seja

Chief Executive Officer
ARY Digital Network



Shamsah Virani

Marketing & Communications Director
Aga Khan University Health Services

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DRAFT AGENDA

08:30 am - 09:30 am	Registration with Welcome Tea
09:30 am - 09:35 am	Recitation from the Holy Qura'an and National Anthem
	INAUGURAL SESSION
09:35 am - 09:40 am	Welcome & Opening Remarks: Ali Hasan Naqvi - President, Marketing Association of Pakistan
09:40 am - 09:45 am	Introductory Remarks: Syed Imran Ahmad - Vice President, Marketing Association of Pakistan
09:45 am - 10:45 am	International Marketing Keynote: Autonomous Decision-Making, Machine Learning, and Artificial Intelligence: What Does It All Mean and Why Should You Care? Stephen Brobst - Chief Technology Officer, Teradata Corporation - USA
10:45 am - 11:15 am	TEA / COFFEE & NETWORKING BREAK SESSION TWO Session Chair: Syed Masood Hashmi (Ti) - Director & CEO, Orient Communications (Pvt.) Ltd.
11:15 am - 11:40 am	Keynote Speech: Next Level Media Unleashes Brands; Disrupts & Reinvents Sports, Content & Marketing Salman Iqbal - Founder & President, ARY Network and Owner Karachi Kings
11:40 am - 12:00 pm	PSL HBL: Brand Leadership in the Business of Sports Naveed Asghar - Chief Marketing Officer, Habib Bank Limited
	SESSION THREE
12:00 pm - 01:00 pm	Panel Discussion: The new world of Gen Z - Challenges Ahead Moderator: Jerjees Seja - Chief Executive Officer, ARY Digital Network Panelists: Fariyha Subhani - Managing Director South Asia, Upfield Qazafi Qayyum - Country Manager, Teradata Pakistan, Bangladesh, Afghanistan Abbas Arslan - Marketing Director, The Coca-Cola Company Haseeb ur Rahman - Director Marketing, Engro Foods Ltd. Fahad Ashraf - Chief Executive & GM Health, Reckitt Benckiser
01:00 pm - 02:00 pm	LUNCH AND PRAYER BREAK SESSION FOUR
02:00 pm - 02:10 pm	Presentation: Shift in the Marketing Paradigm: Welcome to eCODE Dr. Farrah Arif - Founder, EdTech Worx and Assistant Professor (Marketing & Entrepreneurship), LUMS
02:10 pm - 02:40 pm	Marketing Keynote: Building Purposeful Brands in a Connected World Asad ur Rehman - Director Media & Digital Transformation Unilever (MENA) and AM Marketer of the Year 2018 -
02:40 pm - 02:55 pm	Case Studies Based Presentation: A Blueprint for Successful B2B Digital Marketing Hando Sinisalu - CEO, Best Marketing International (Europe)
02:55 pm - 03:05 pm	Presentation: Print in a Digital World Sarmad A. Ali - Managing Director, Jang Media Group and Chairman, AdAsia 2019, Pakistan
03:05 pm - 03:15 pm	Interaction with the audience and session conclusion
	SESSION FIVE
03:15 pm - 03:45 pm	Presentation: Unleashing Your Storytelling Super Power: How storytelling can help us gain real knowledge from all the information bombarded in our faces every day. Bharat Avalani - Storyteller & Memory Collector / Unilever Veteran / EC Member of Asian Federation of Advertising Associations and IAA (Malaysia)
03:45 pm - 04:00 pm	Presentation: Challenges Facing the Agency Business Shoaib Qureshy - CEO, Bulls Eye DDB Group
	CLOSING SESSION
04:00 pm - 04:45 pm	Panel Discussion: Beyond Disruption - How Marketers as Humans can Win in an Age of Disruption and Machine Intelligence Moderator: Veqar ul Islam - Director & CEO, Jaffer Business Systems (JBS) Panelists: Khuram Rahat - Director Business Development, Data as a Service (DaaS) & Cloud, Telenor Syed Usman Qaiser - Chief Manager Marketing, Jubilee Life Insurance Co.
04:45 pm	CLOSURE FOLLOWED BY REFRESHMENTS

Note: The organizers reserve the right to amend the program agenda.

Conference Host

MARKETING
ASSOCIATION OF
PAKISTAN



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THURSDAY

Karachi Marriott Hotel

9:00 am - 5:00 pm

2 Pre-Conference Workshops | Wednesday, January 9, 2019 | Karachi Marriott Hotel

Workshop 1

(9:00 am to 1:00 pm)

STORYTELLING FOR MARKETERS

HOW TO INFLUENCE, ENGAGE AND INSPIRE

Stories have an incredible natural power. This workshop will teach you how to tap into that power in six ways:

- > Communication –how to get your message to stick
- > Overcoming entrenched views –how to change behaviour using INFLUENCE STORIES
- > Building rapport through CONNECTION STORIES
- > Insight and empowerment –how to understand what’s really going on –STORY-LISTENING AND SENSEMAKING
- > How to connect people with the big picture –CLARITY STORIES and how to engage customers in co-creating them
- > Communicating business value using SUCCESS STORIES.

Course Director:

Bharat Avalani (Malaysia)
 - Storyteller and Memory Collector
 - Unilever Veteran
 - EC Member of Asian Federation of Advertising Associations and IAA



Workshop 2

(2:00 pm to 6:00 pm)

THE BEST OF GLOBAL DIGITAL MARKETING

The Best of Global Digital Marketing Seminar is an inspiring, thorough and analytical presentation of the recent award-winning case studies in digital marketing.

- > PRESENTATIONS of digital marketing case studies with excellent business results
- > IN-DEPTH ANALYSIS of why the campaigns were so successful
- > ADVICE: how can delegates apply these winning practices to their daily business

Course Director:

Hando Sinisalu (Europe)
 CEO
 Best Marketing International



REGISTRATION DETAILS

Categories	Regular Fee
Conference Fee	Rs. 10,000
Workshop Fee (each)	Rs. 15,000
Silver Pass *Conference+1 Workshop	Rs. 20,000 <i>(You save Rs. 5,000)</i>
Gold Pass *Conference+2 Workshops	Rs. 33,000 <i>(You save Rs. 7,000)</i>
10% Discount for the members of Marketing Association of Pakistan	

Conference fee includes lunch, refreshments, and business networking.
Workshop fee includes above and the certificate of participation from MAP and IoBM.

For branding/ sponsorship opportunities, registration(s) and further details, please contact

TerraBiz

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