

Dr. Philip Kotler

Eight ways to grow your market share

The Future of Marketing

March 14, 2013

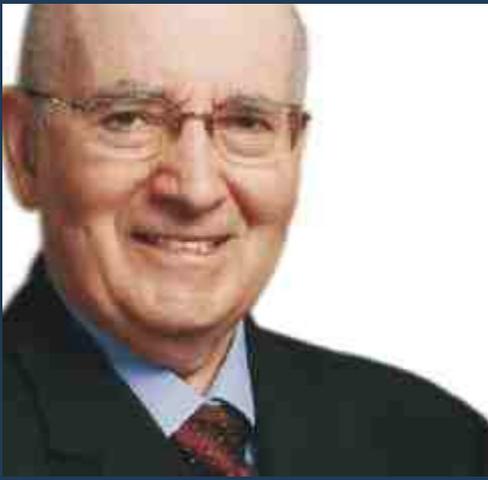
A Breakthrough by a Marketing Legend

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Integrated Marketing Communication Experts

A Full Day Certified Training Programme by:
The World's #1 Marketing Guru

March 14, 2013 | The Leela Kempinski
Gurgaon, India



Dr. Philip Kotler

Dr. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management Northwestern University. He received his Master's degree at the University of Chicago and Ph.D. at M.I.T., both in economics. Dr. Kotler, who is the inventor of "4 Ps" of Marketing (which now he has transformed to "7 Ps") as well as the inventor of "Social Marketing", is involved in research & development of marketing for over last 43 years. Dr. Kotler is the author of Marketing Management (Prentice Hall), now in its fourteenth edition and the most widely used marketing textbook in graduate schools of business around the globe with 20 million plus copies sold to date. He has authored over fifty other successful books and has published over 150 articles in leading journals. He has received 12 honorary Ph.Ds. Dr. Kotler is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the Journal of Marketing. He is consistently ranked amongst the top 10 Business Thinkers of the world. The Financial Times in 2005 ranked him as #4 following Peter Drucker, Bill Gates and Jack Welch.



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Eight Ways to Grow Your Market Share-The Future of Marketing will be influenced by an overall movement from purely data-driven to insight-driven marketing that can best be summarized as:

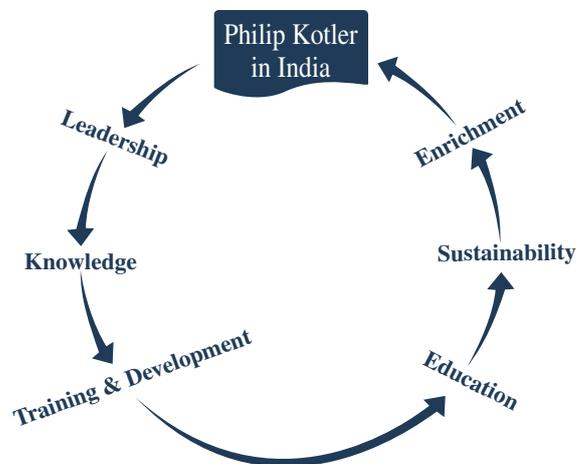
- Understanding buyers' behavior qualitatively versus only by analytics will take on a higher priority as companies seek better ways to connect with buyers and to separate themselves from competitors.
- The rise of the social buyer will continue to challenge many marketing organizations as they seek to adapt more complex buyer ecosystems and buying processes.
- There will be a migration taking place from content creation to experience creation as companies seek to help buyers navigate information overload and to make better informed purchase decisions.

Optimizing the buyer experience seamlessly across all interaction points will become a priority for organizations as they find differentiating from competitors increasingly harder and more complex.

Integration of devices and touch points (integrating digital life with "real life") will play a key role in companies that want to effectively reach their customers. Brands must be everywhere where their customers are like on smartphones, tablets and social media. But it is not just about being everywhere – it is about solving real life problems in digital spaces with integrated solutions.

Relevance will be king. Look at what Facebook is doing with the timeline and news feeds. To reach their consumers, brands must be relevant – sit at your customers' "tables", listen to what they are talking about, gather all the information and link it to your products and services.

Evolving the digital commerce platforms. Technology is giving people the power to do everything from their phones and digital devices, and this trend is gaining momentum. People don't want to leave their couches – so retailers must find a way to go to their customers' couches.



"Today you have to run faster to stay in the same place".

- DR. PHILIP KOTLER

Programme Day's Schedule

Certified Training Programme

Details	Time
Reception & Welcome Coffee	08:00 am - 08:45 am
Session 1	08:45 am - 11:15 am
Coffee Break	11:15 am - 11:45 am
Session 1 Continues	12:00 pm - 01:00 pm
Panel Discussion	01:00 pm - 01:30 pm
Lunch Break	01:30 pm - 02:15 pm
Session 2	02:15 pm - 04:00 pm
Roundtable Conference	04:00 pm - 04:30 pm
Snack bar & Networking	04:30 pm - 05:30 pm
CEO Dinner	07:00 pm - 10:00 pm

Programme Agenda (8 am to 5 pm)

Session 1: How to deal with your company's major business challenges and opportunities (Panel Discussion)

- Managing and marketing in today's age
- Why traditional marketing will become less effective
- Adopting a new definition of marketing
- Why you must re-invent your marketing
- Why marketing needs to be managed as your growth engine
- Involve your customers in co-creation

Session 2: How to search for powerful new ideas and innovate successfully

- You need innovativeness, it is a capability
- Build your innovation strategy and control system
- Exploit the major sources of new ideas
- Use the new tools for consumer research

CEO Dinner

The dinner is an executive session with Dr. Philip Kotler for top management to:

- Discover valuable and impactful information
- Share marketing related concerns
- Ask questions directly
- Grasp innovative ideas for Future Marketing
- Learn how to overpass competition using technology and online development
- Network with other important members of the business community
- Help your business to grow in downturn economy

Don't miss this unique opportunity! Be one of the top 100 executives who will attend.



CEO Dinner Schedule

Details	Time
Reception & Welcome Coffee	07:00 pm - 07:15 pm
Conference with Dr. Philip Kotler	07:30 pm - 08:15 pm
Q&A	08:15 pm - 08:45 pm
Dinner & Networking	08:45 pm - 10:00 pm

Venue: The Leela Kempinski, Gurgaon, India | Date: March 14, 2013 | Time: 8 AM Onwards



The multi-award winning The Leela Kempinski, Gurgaon Hotel and Residences is located on the fringe of the Gurgaon Central Business District, 15 minutes comfortable drive from Delhi's new International Airport and 23 kilometers from Central Delhi.

The 27,000 square feet, beautifully finished convention facilities, meeting and boardrooms were recently awarded the prestigious 5-Star deluxe "Best Luxury Hotel and Conference Centre – India".

Fee Structure:

CEO Dinner	Full Day Certified Training Programme
Fee per Person: ₹56,180 (₹50,000 + 12.36% Service Tax) • Book a table for 8 @ ₹3,75,000 + 12.36% Service Tax	Fee per Delegate: ₹33,708 (₹30,000 + 12.36% Service Tax) • Corporate Discount- 10% (for 5 and above delegates)

With a vision to facilitate quality management education, JRE School of Management has been developed to the highest international standards with state-of-the-art infrastructure. The Institute provides a truly global experience through academic partnership with Educomp Solutions Ltd, and Raffles Education Corporation Ltd. Educomp Solutions Ltd. is the Largest Education company in India, spread across the entire education ecosystem. It empowers 20.9 million learners and educators across ~32,000 schools. Raffles Education Corporation Ltd. is the largest Private Education Group in Asia Pacific. It operates 37 colleges in 34 cities across 14 countries in the Asia Pacific region.

'Kotler Centre of Marketing Excellence' at JRE Campus

The Kotler Center of Marketing Excellence is proposed to

- Undertake cutting edge research at the 'Bottom of Pyramid' (as defined by CK Prahlad) issues and opportunities
- Launch Management Development Programs and Certification / Diploma Courses for Corporate Executives with the help of renowned professors from the world along with their Indian counterparts
- Launch more KCME centers in India
- Set up linkages with the other Kotler Centers in the world and update 'Best Practices' in the Indian marketing space
- Establish a Social Incubator



RelioQuick, the Integrated Marketing Communication Experts are focused on delivering a unique combination of research, planning, ideation and execution at all levels. Our constant focus on innovation, dedication and continuous improvement helps us partner with our clients in realizing their most ambitious goals through a strategic, customer centric approach with predictable ROI.

Integrated Marketing Communication delivers many benefits. It can create competitive advantage, boost sales and profits, while saving money, time and stress.

IMC wraps communications around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers.

IMC also increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages.

IMC also makes messages more consistent and therefore, more credible. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day.

For Further Information Contact:

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