

Track 1: Conference-Theme Note and Plenary Sessions

Time Slot	Session
10:00-10:35	Inaugural Session
10:00-10:05	Welcome Address by Soumyajit Mahapatra, Chairman, PRSI, Kolkata Chapter
10:05-10:35	Address by Guests of Honour: Bruce Bucknell, British Deputy High Commissioner Kolkata Debashis Sen, IAS, Additional Chief Secretary, IT & E Dept. Govt of West Bengal Prof. Saikat Maitra, Vice-Chancellor Maulana Abul Kalam Azad University of Technology
	LAUNCH OF PRSI THINK BOOK
10:35-10:40	Engage 2019 Awards
10:40-11:05	Theme Note Theme Note : Digital Innovation Speaker: Dipanjan Das, CEO, GreyCells 18 Media Limited
11:05-11:10	Release of the Document by Engage Knowledge Partner ASSOCHAM
	Talk Session
11:10-11:25	Speaker: Ambarish Dasgupta, Senior Partner, Intueri Global Topic: AI and its social and behavioural connotation
11:25-11:55	Panel Discussion : Artificial Intelligence - Reshaping Marketing The rise in AI-powered marketing is reducing the pressure of present marketers. It allows marketers to refocus their approach to marketing and help them to overcome many challenges present in the field. The session will primarily be focusing on the following points: <ul style="list-style-type: none"> • AI enabling marketers to make distinct personas. • Deep dive into scope of predictive analytics. • Analyzing past and present customer behaviour patterns. Moderator: Atanu Ghosh, Founder & CEO, Bluebeaks Panelists : Ajay Kelkar, Co-Founder, Hansa Cequity Karan Rajpal, Head of Digital Marketing, Dalmia Bharat Group Siddharth Jhunjhunwala, CEO, Web Spiders Inc
11:55-12:00	Change-over
	Talk Session
12:00-12:15	Speaker: Rubeena Singh, CEO, iProspect India Topic: Digital Display-The Key Drivers
12:15-12:20	Change-over
	Talk Session
12:20-12:40	Speaker: Samiran Gupta, Head of India, ICANN Topic: Future of Internet in India-Digital Insights
12:40-12:45	Change-over
	Talk Session
12:45-13:00	Speaker: Akhil Bandhu Paul, CEO, Mayabious Group Topic: Innovation in Consumer Engagement & Communication.
13:00-14:00	Networking Lunch
	Talk Session
14:00-14:20	Speaker: Subhadip Saha, Head of Innovation and Emerging Technologies, HDFC Bank Topic: Digital Trends to Watch Out for in 2020
14:20-14:25	Change-over
	Talk Session
14:25-14:40	Speaker: Prof. Ujjwal K. Chowdhury, Pro. V.C, Dean, School of Media, Communication & Fashion, ADAMAS University Topic: Digital Innovations in Media and Entertainment
14:40-15:40	Panel Discussion : Digitalization and Personalization Spurring Growth in Content Consumption There is no doubt that traditional medium of content consumption has seen disruption over the last few years. Second screen viewing is growing, and traditional cable and network TV are getting squeezed by paid streaming services. Digitalization has driven consumers to devour personalized content. The session will primarily focusing on following points: <ul style="list-style-type: none"> • Millennial trends in content consumption and emerging tech behaviour • Dive into the competitors, opportunities and obstacles of the new media market. • Cutting-edge innovations disrupting content workflows Moderator: Sukriti Saha, Assistant Professor, Film Studies NIMC & Writer-Director Panelists: Ram Kamal Mukherjee, Film Director & Author Satrajit Sen, Film Maker Soumya Mukherjee, Head- Revenue & Strategy, Business Lead, Hoichoi Sudeshna Roy, Film Director Ujjwal K. Chowdhury, Pro. V.C,Dean, School of Media, Communication & Fashion ADAMAS University
15:40-15:45	Change-over
	Talk Session
15:45-16:10	Speaker: Ajay Kelkar, Co-Founder, Hansa Cequity Topic: Digital Transformation Across Industry Sector
16:10-16:15	Change-over
	Talk Session
16:15-16:35	Speaker: Dr. Mohammed Firoz, Director - Institute of Media & Communication, NSHM Knowledge Campus Topic: The Power of Transmedia Storytelling in PR
16:35-16:40	Change-over
	Signing of Memorandum of Understanding
16:40-16:50	<ul style="list-style-type: none"> • Signing of Memorandum of Understanding between PRSI & Infinity: Boosting of Digital Ecosystem • Signing of Memorandum of Understanding between PRSI & NIMC : Knowledge Partnership for Courses, Joint Research Projects and Collaborative Industry Initiatives
16:50-16:55	Change-over & Branding Films
16:55-17:05	Secretariat Members Felicitation
	Talk Session
17:05-17:25	Speaker: Atanu Ghosh, Founder & CEO, Bluebeaks Topic: Accelerating Digital Payments, Building a Cashless India: Block Chain
17:25-18:00	Digital Journey of The Award Winners

Track 2 Digital Marketing Workshop on AACRO Model

Time Slot	Session
11:00-17:00	AACRO Model workshop