

2023

# BUSINESS CONFERENCE

Theme



Redefining Marketing In The  
Economic Downfall



**DR. RAKESH SINGH**

Founder, ISCM India



**RUPALI KRISHNA**

Director Head Digital  
Omnichannel MarTech &  
Transformation, Dr. Reddy's  
Laboratories.

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Courtyard by Marriot, Mumbai, India

**OCT** | **10<sup>th</sup>** | **2023**

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<https://www.linkedin.com/in/simran-shah-35089b176/>


# INTRODUCTION

The current economic crisis has left a multitude of challenges for various industries. As finances become increasingly scarce and budgets are tightened, how do you find a new marketing strategy that fulfils your business goals whilst being resilient to the cost of living crisis? Whereas some companies are doubling down on investing in their brand, others are taking a different approach and cutting spending to focus on result-oriented initiatives – but is there truly a one-size-fits-all approach to navigating the current economic downturn?

In this seminar, we'll look at a range of brand case studies and dissect just what it is they've been doing to develop new strategies during a period of prolonged economic downturn, how MarTech can be used most effectively and from re-evaluating your channel mix and choosing the proper channels to know when and where to start or cut marketing initiatives.



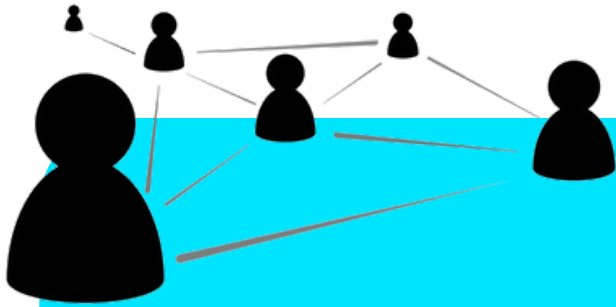
## KEY THEMES

-  **Recession budgets: 2023 budgeting strategies for marketing domain**
-  **Marketing 4.0: All About New Mindsets and New Approaches**
-  **Enhancing Reach: what marketing technology is helping with brand visibility and revenue growth**
-  **Less is More: How to Connect and Integrate your MarTech Stack to Fuel Marketing ROI**
-  **Responsible AI, CRM and Automation for Next-Gen Marketers**

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# ATTENDEE PROFILE

MarTech is for senior marketing, technology, and digital executives and experts at the intersection of marketing, technology, and customer experience. If you're looking forward to connecting the dots between technical possibilities and strategic opportunities in reshaping modern marketing, this conference is for you.



## NETWORK WITH

Chief Marketing Officers | Chief Digital Officers | Chief Marketing Technologists | Chief Marketing Technology Officers | Chief Strategy Officers | Chief Innovation Officers | Chief Experience Officers | Chief Customer Officers |  
VP/Director: Marketing, Technology, Digital Marketing, Digital Strategy, Customer Intelligence, Marketing Technology, Marketing Innovation, Marketing Operations, Marketing Analytics, Demand Generation, Growth, Product Marketing, CRM, E-commerce, and the list goes on!

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**Position yourself as an Industry Leader**



**Meet & Greet Industry Practice Leaders**



**Distinguish your brand**



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