



BIG BANG 2021 MARKETING

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BIG BANG MARKETING 2021

By

Philip Kotler

Sadia Kibria

&

***120+ International Speakers & Head of
the States***

Note to Readers: This book showcases the near script or gist of video talk of all the speakers of eWMS 2021. Kindly ignore the apparent since text is primarily the transcript or rephrased to bring clarity and the right delivery for the readers.

Happy Reading!

Big Bang Marketing 2021 book, which carries the transcripts from the talks of 120+ eminent speakers of eWMS 2021, is happening at a time when many of our assumptions about how our lives work are being turned upside down by COVID 19. We are entering into the age which can be seen as the most complicated one. Due to COVID 19, it is difficult and uncertain for all industries and businesses to face tough decisions from staffing to postponing meetings and conferences and dealing with cash flows drying up. The priority is to create new marketing strategies, innovate new products, and build new and sustainable partnerships. Businesspeople are eager to hear & think about new ideas. Forget the big dramas of global affairs; it's our daily lives that are going to change the most. In today's world, the power of vested interests is vastly exaggerated compared with the gradual encroachment of ideas. The world economic order has been reset, and the only way to survive is to grow continuously, sustainably while building the next new normal. Half of today's jobs will already be gone by 2031, but how you prepare millennials for a world that does not yet exist and cannot be foreseen due to ongoing pandemic.

The global economy is now undergoing major disruptions while creating new opportunities and challenges. The millennials are most vulnerable as the learning & training system seems to lag, unable to prepare them in a critical time for changes that have already happened or more yet to come. These changes not only impact lives but also the economy and society. Companies need to identify the economic, social, political, and technological new trends that will disrupt their normal business practices. Most economies today are experiencing unexpected disruptions, a severe mismatch between skills developed by the old education system and the skills needed in today's & tomorrow's market. So, when you are disrupted, keep moving, "Never Stop."

Philip Kotler

Founder World Marketing Summit

In the ever-changing world, enterprises, organizations, and societies are influenced and affected by several megatrends. We understood that in COVID times, we could not gather in large conventions and meetings as we have done in the past. New challenges require new solutions. We launched eWMS, the online version of WMS (World Marketing Summit). We look back at the amazing “e-World Marketing Summit (November 6-7, 2021)” that brought the ideas and observations of top world leaders and marketers to the attention of the whole world. The message of eWMS 2021 has reached more than 42.07 million viewership, and our partners contributed to the families of victims of COVID. Big Bang Marketing 2021 publication is from the presentations from speakers of eWMS 2021 who collaborated to innovate an online/virtual solution through eWMS 2021 to meet the needs of business customers for training them with the art of marketing which is behavioral and practical economics. Even if you have the greatest product, it could fail if you lack the mastery of marketing. You need marketing to turn your great product into a great brand while creating and keeping the customer.

Today's digital age has boosted the power of customers relative to sellers in the marketplace. Consumers are much more educated and discriminating. Transformation is inevitable, but it will require strategic direction, investment, time, and collaboration of all stakeholders. Big Bang Marketing 2021 has encompassed multiple trends, thoughts, way forward from 120+ eminent thought leaders from various parts of the world. Apply yourself to the appropriate concept and practical advice contained within it to train your skills. This book demonstrates a clearer picture and appropriate methods to everyone, especially in the business area of tomorrow's world.

Sadia Kibria

Group CEO, Kotler Impact & World Marketing Summit

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Presentation 1: Essentials of Modern Marketing for next new normal by Philip Kotler

Description

How businesses will look and behave in the post COVID-19 world? How future marketing will be different in the post-COVID-19 world? How the behavior of companies will change once the COVID-19 comes to an end? Why is it important to consider the social media marketing strategy?

Philip Kotler discusses the future of marketing and how after COVID-19 new realities of business will be shaped. One of the most important aspect of his discussion was the focus on the changing buying patterns of consumers and also the new. Talking about post-COVID scenarios he discusses the realities and world shaped by new normal and what it will mean for marketing. He emphasized not only on the changes in the marketing strategy but also the changing characteristics of the consumers.

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Transcription

This is Philip Kotler and I am very happy to have the opportunity to talk about the future of marketing. We are moving through difficult times. Even when COVID-19 is over we will have another seat which is climate change and therefore the future really cannot be accurately predicted. You would think that with the development of new marketing and mathematical and business tools, things like Artificial Intelligence, 3D printing and other things, the very term marketing automation will become a reality meaning that eventually our marketing will be done by machine that is for me the proper initiatives and responses of the marketer will be triggered when necessary to reach the right people at the right time with the right message and the right price.

I want to distinguish four possible post COVID-19 scenarios. The first is when COVID-19 is finished we return to the normal economy that we had. Second scenario is that we reach a new normal with new behaviors and new features and higher economic growth. What do I mean by a new normal? Well, it will consider that more people will be working at

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home than in the office. Now, a third scenario that we end up with an economy that is strongly driven to fight social injustice with rising taxes on the rich to pay for lower college costs, if not free and everyone is covered in their health cost affordably. The fourth possible scenario is a lot of us change our consumption habits, moving toward more nutritious food, not having as much food waste, deciding what it's more healthy behavior for not only ourselves, but for the planet.

I'd like to describe my picture of the business characteristics, how businesses will look and behave in the post COVID-19 world. More companies will be increasingly vulnerable, vulnerable to disruption that's been on the increase. More companies will be collecting detailed consumer data and applying machine learning to produce actionable marketing tactics. More startups will emerge in this new world to do direct to consumer marketing, challenging store-based businesses and brand based businesses and marketers. We just have a computer who are normally consumers but they become producers as well by deciding they have something to sell to

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others and they go direct and bypass stores and brands. Another feature online sale will continue to grow stronger relative to in store sales more of us. They will be delivered very rapidly and we will send payment for them that way online. Grand building will no longer depend only on traditional marketing. It will require a lot of the new marketing afforded by Facebook, Google and other sources. I think sales growth will increasingly depend on targeted online and social media marketing as a skill set and companies will pay more attention to brand activism, even taking public stands on certain social issues instead of ignoring them. Finally, companies will be doing more of the advertising and promotion work in house and that sending it all to an ad agency or promotion agency. Those are some predictions. Let's go to the consumers and their characteristics in the post COVID-19 world. Consumers will collect much more information about companies, their products, reputations and ratings before choosing who to buy from. It's all on the internet, consumers will pay more attention to health and safety work that will affect their consumption.

Presentation 2: Socialpreneurship in Post-Covid world by Sadia Kibria

Description

What does the world want from businesses in the fight against COVID? What is Socialpreneurship and why is it so important for a better and sustainable world? How major companies worked together to fight COVID and what important message they have delivered? What are the new demands of consumers from the companies and why is it important for the companies to fulfil those demands?

Socialpreneurship carries a mission and vision to change and transform society. Sadia Kibria's speech will highlight the key components of socialpreneurship and how major companies are adopting this concept to save the world from the impacts of Covid-19 and why it is important now for big corporations to work for the betterment of the people.

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Transcription

My name is Sadia Kibria and I am group CEO of World Marketing Summit. Since 2019 we all have been facing the impacts of COVID-19 and this demands a lot of changes in our normal work attitude so I introduced the concept of "socialpreneurship". We all have to come together in the fight against this pandemic and we have to do business activities in such a way that it directly benefits the stakeholders and it brings ease and benefits to all. The most critical component of socialpreneurship is global enterprise in which every entity of the business works collectively and in a complete harmony. The single most important thing that is required to make this world more sustainable and safer is cooperation and collaboration to strive together for the betterment of the people. The fight against this unseen virus has brought many rival companies and the best example is French pharmaceutical Sanofi and GSK working together to make effective vaccines to save the people from this deadly virus. The company that shared its design and complete working with other similar companies without

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caring about the profit is Medtronic, which helped to produce portable, lightweight and compact ventilators.

FedEx helped in the transportation of millions of Covid-19 vaccines swiftly and reliably to the destinations. Uber, Walmart and FedEx have played their roles without caring about the profit in the transportation, storage and delivery of the COVID vaccines.

Major companies like PayPal and Walmart in their spirit to safeguard their employees provided job security and benefits. There is an example where two companies have worked together for the betterment of the people and have also earned profit, I am talking about Brand Aqua Indonesia and Swedish fashion Brand H and M, and they have made children's collection from the recycled bottles.

Now the time has changed and consumers are pushing the companies to care for the triple bottom line, like the black lives matter movement has pressurized tech giants to stop developing and selling facial recognition technology. The

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companies will lose businesses and profits if they will not cater the needs of the people and will not be willing to give back and respect the community. The goal of happy living is to give respect and receive respect.

Presentation 3: A. K. Abdul Momen, Foreign Minister of Bangladesh

Description

How digitalization efforts can push a country towards development? Why has digitalization become so important for the countries in the contemporary world? How can marketing enhance the image of a country at international level?

A. K. Abdul Momen spoke about the great opportunity that the Electronic World Marketing Summit has brought, especially to overcome the present pandemic crisis globally. He moves on with his discussion emphasizing about the significance of technology and how digital transformation is becoming imperative for countries to develop. He further comments about what is marketing and how it is crucial for businesses, especially for developing credibility, competitiveness and trustworthiness.

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Transcription

It is indeed an honor for me to be a part of this “electronic World Marketing Summit 2021 – eWMS 2021” where Northern University is representing Bangladesh as an Academic Partner.

EWMS 2021 is very timely event to overcome the present crisis created by the Covid-19 in the world. WMS is a unique opportunity to update our theoretical marketing knowledge at the most advanced state-of-the-art and at the same time to acquire operational tools for the new and ICT-based world business development. Covid-19 forced us to use ICT in our everyday lives and it brought the ideas and the people under one global platform. You would agree with me that political vision holds the key to a country’s transformative development journey where marketing practices can help us to translate the vision into reality. Honorable Prime Minister of Bangladesh made the “Digital Bangladesh” revolution a reality in the country which was subsequently highly useful for the Bangladeshi people to minimize impact of Covid-19 pandemic. The digitalization efforts also could successfully reinforce and strengthen the

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country's vision to be a developed country in the world.

Obviously, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It can enhance the economic standing of a country internationally in terms of its business competitiveness, creditworthiness and as an investment destination. But it is not without challenges. The sustainability of marketing depends on organization's commitment towards well-being of the people, community and other stakeholders of any country.

I thank you all once again for inviting me as an Expert Speaker in this precious event of the world. Thank you all!

Presentation 4: Adham Baba , Minister of Science & Technology Malaysia

Description

How technology can transform the strategies of government to curb the spread of COVID-19? Why digital transformation has become significant in an age of social distancing? What measures can be taken to move towards an accelerated digital health sector and how it can be utilized for the benefit of government and public? How technology can be the driving force for the evolution of healthcare?

Adham Baba keeping in view the current COVID-19 pandemic suggests that digital adoption and transformation has accelerated and become a need of time. He shares certain initiatives that the government in collaboration can undertake to curb the spread of COVID-19. He focuses how important it has become digitalize the health sector, such as visual meetings of doctors and patients.

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Transcription

In a new age of technological advancements, I suggest utilizing technology to curb the spread of COVID-19 and some fundamental measures in this regard would be public health preparedness, active surveillance, contact tracing and constantly reminding our public to adhere to the standard operating procedure. Governments and private sectors should develop applications that can help map the hotspots of COVID-19, which would allow them to take preemptive actions and reduce the risk of spreading COVID.

Countries should move towards digitalization, especially health sector. This can include initiatives such as a kind of clinic service that can provide assistance without the physical presence of patients at the clinic. Over the last two decades, the Minister of Health Malaysia has been continuously strengthening its digital health strategy and technology adoption. Technology driving the evolution of healthcare can play a significant role in the entire spectrum of care. Malaysia also recognizes that success in digital health requires partnership and strategic calibration at regional

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and global level in building digital's capabilities and competencies, policy guideline development and research, innovation calibration.

As we rebuild the economy within this COVID-19 environment a strong digital transformation agenda in how is crucial with the right result with the right resources, infrastructures and partnerships. The development of an inclusive, sustainable and resilient Malaysia is truly possible. The pandemic has accelerated digital transformation within the organization, society and the nation at large. We have to continue to enhance digital technology and the use of data and analytics to it and insight driven organization. As we unite in solidarity to fight this better against covid-19 once again it has been great to speak at this summit.

Presentation 5: Overcoming the Corona Crisis through Marketing by Ahmad Al-Musained

Description

What is marketing communication? How can marketing communication help to reach, influence and spread awareness among people? Why today interaction between government and private sector is important? How certain campaigns can help gain people's attention for preserving the environment? Is marketing one of the reasons for overcoming the Corona crisis?

Ahmad Al-Musained talks about the importance of initiatives to mitigate the efforts of coronavirus, and suggests that the main tool to do this was marketing communication. He has highlighted how the use of marketing communication has helped the government, along with private sector organizations to spread awareness among the public about environment. Although the pandemic is still ongoing, but the marketing communication has helped in controlling it. Talking about initiatives

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to move towards Green Saudi Arabia, he focused how Marketing campaigns have helped the government to reach out to maximum number of people and influence them.

Transcription

I am the General Manager of Cooperate Communication and Media and Spokesperson of Ministry of Environment, Water and Agriculture (MEWA).

We have resorted to the most important points which is marketing campaigns as a means to highlight the achievements, to highlight the Ministry. We are now coming to the initiative of His Highness the Crown Prince of the Kingdom of the Green Saudi Arabia as well as the Green Middle East. This initiative draws people's attention to the importance of environmental work, the importance of agriculture and afforestation.

In addition to its impact on society, it generally has positive impact in restoring life to normal. Over the course of about seven or eight months number of marketing campaigns contributed greatly to

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improving the mental image and also enhancing the reputation of a Ministry.

In terms of proliferation and access, the interaction was also remarkable especially through the Twitter platform. What I want to emphasize is that the communication marketing aspect has a major role in overcoming the corona crisis.

The environmental behaviors in Ramadan for us was to reduce waste in cooperation with the Saudi Grains Organization. The interaction was very remarkable from the private sector in this aspect because it was about awareness to reduce waste. It also contributed to raising people's awareness of reducing costs for wastage of purchasing and wastage as well. Consumption of food stuffs, especially since the pandemic affected the financial side of people as well.

Considering the topic of this conference marketing campaigns and the marketing role both in times of crisis and also in normal times, I would say that it is no less important whether it is in the private sector or it is about the government work.

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The desire of the private sector to cooperate also with all segments of the society everyone has become interested in the environment, everyone has a desire to have a footprint, everyone asks how can we participate in maintaining the rotation, how does it preserve the environment, how do I maintain afforestation of these marketing campaigns. These marketing campaigns are a tool to reach and influence them and change many convictions that may take years but through marketing campaigns you will be able to reach in a shorter period of time and work with the importance of long strategic work. With the marketing workers action is no less important than strategic action, perhaps the most effective tool to achieve your strategic goals. Many thanks to the organizers of this conference.

Presentation 6: Introducing the "TEAM" framework by Ahmad Tolba

Description

What are the important strategies for a startup business? How can we improve the rate of entrepreneurial success? Why the failing ratio of startups are very low? How can we improve the rate of success among the investors? What is the correlation between entrepreneurial traits and startup success?

Ahmad Tolba in his talk shares his vast experience of entrepreneurship and business development and discusses in detail the factors behind the failure of startup business. He draws a correlation between entrepreneurial traits and the startup success and talks about the role of marketing strategies in the success of the business. He explains the traits that should be there in an entrepreneur and what factors should be considered while selecting the entrepreneurial team.

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Transcription

Hello everyone it's a great pleasure to be in this summit. My name is Ahmed Tolba I am the chair of the department of management at the American University of Cairo and I am also a member of the global entrepreneur team at Egypt. I would like to talk about a new study which has a very interesting hypothesis and it's about startups. The topic I am going to speak about is "Can we improve the rate of entrepreneurial success? Introducing the team framework. This study is very close to my heart as I am worried that 92% of the startups fail and 20% of failed startups drop within 1st year of operation. This statistics discourages the potential entrepreneurs not to invest because of the potential risk involve. This study aims to investigate the reasons behind the failure and the approach that should be adopted. What should be the selection process behind the entrepreneurial team selection process? How a well thought selection process can improve the rate of success. There is a study between the correlation between entrepreneurial traits and startup success.

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The following are the traits, taking risk, performing challenging tasks, Pursuing innovations, and establishing strategic goals. I strongly urge the entrepreneurs to focus on the team selection and the goals should be clear.

Presentation 7: A Radical Constructivist View of Competitive Strategy, A Cognitive - Constructivist View of Competitive Strategy by Alberto Levy

Description

How the modern retailing is like retailing over 200 years ago despite modern technology? How the retailers can utilize the artificial intelligence to improve and expand the shopping preferences of the customer? How the retailers can avoid and minimize the negative shopping experience of the customers? What will be the new retailing normal in the pandemic era?

Alberto Levy in his speech talks about ways in which the shopping experiences of the customers can be made more enjoyable and less boring. He is of the

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view that the artificial intelligence can bring about huge changes in the experiences of the customer.

Transcription

Hi, my name is Alberto Levy. You have to do your weekly grocery shopping. What pops up in your mind immediately. I asked this question to many customers over the last years and I always got similar answers. I hate grocery shopping. It's a pain basically. I always find the same items. So it is kind of boring or I don't want to carry all those heavy items like bottles of water etcetera. So, let's keep in mind for this scenario, let's call it scenario A that there are a lot of negative associations and the main purpose of the shopping trip is to buy specific items. Now think about a situation in which you are not looking for anything. You plan to meet with a friend in a shopping mall to browse through a couple of stores what's on sale to have a coffee or a meal together? So in this scenario let's call it scenario B you will have hopefully a nice experience. You will enjoy the time in the mall hanging out with a friend and then finally you went shopping you might have bought something but

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even if you do not buy an item at all, you could still have had a nice shopping experience.

They use artificial intelligence, they use of mandate reality, they use robots like in the car manufacturing industry for example. And besides the effect that robots do not get bored. There are a lot of applications which human beings cannot do at all because there are two small items to handle for example or which robots could do much better quicker and more reliable. So how could this idea being transferred to the retailing industry? If you think consequently about automating in retailing, then this would lead to subscription models. Nowadays we already have all kinds of subscription models to stream music and movies for example.

Think back to the beginning of the amazon story and what Amazon still does today. They started with the selling of books and one important aspect of their business model was that they offered commands on books and recommendations for other books. Perhaps many customers were not sure whether they should trust those recommendations by amazon or not. How should the web shop know what they like. Until today I hear

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from consumers that they are still surprised or even impressed what a retailer like amazon recommends them and how well the recommendations meet their taste. For example, regarding books. So with other words, this means that amazon knows the customer or the preferences of the customer better than the customer himself.

Perhaps in the near future there will be also more stores without any sales personnel on the one hand, like the stores of amazon & Alibaba. On the other hand there will be also more stores with very well trained sales associates who can make the difference in the customer's experience. I'm really sure that whatever we think about the future today, it will look to some extent ridiculous in five or even more in 10 years. But from today's perspective some of those ideas seem to be feasible and realistic what pilot applications already confirmed now, How does that fit together? How could all those considerations be merged? What brings all those developments together and what integrates all those developments? Is the relationship between the customer and the retailer. The relationship built

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on trust is an essential element in the retailing industry. The retailer in its classical understanding is the gatekeeper and always has the direct contact to the customer.

Presentation 8: Humanizing Marketing in the next new normal by Amir Paracha

Description

Why is there a need to reimagine models of marketing to capture future goal, get on the front line to grow that on the front line of society? What forces in this age demand a new paradigm for business? When the main focus of consumers is turning to human relationships and betterment, what should be the new market philosophy?

Amir Paracha talks about the changes that brands have to adopt in order to stay in the market. For example, one of the biggest and most prominent examples of change of behavior of customers towards a brand is that they expect the brands to have a say and narrative about societal issues. He suggests that brands need to be led by some purpose in order to make an impact on the society and environment.

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Transcription

Hello, I'm Amir Paracha. Brands must be on the front line as authentically, as familiar as possible. You have grown up as marketer in a world obsessed with product function. Most brands compete by messaging how they do something better than their competitors. So, the competitive messaging strikes to give you a reason to buy one grand self another. What the brand message doesn't offer is something about the company itself, its values, fashions and purposes. Some companies are beginning to recognize that consumers want to know something more about the brand before adopting it as their favourite brand, in the news of the normal real matters and empathy drives brand and we as marketers now do not exist to fill a gap but find the beauty in them empowering people to be and feel the best versions of themselves.

In a time that everything we were taught to expect and to do a certain way growing up, is change in 2020 whether it is a living space, workplaces, schools, social life, friendship or aberrations. Although impact and empathy became the language of conversation for all of us. During this

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time, those not speaking were left out. A shared universal crisis, a shared social consciousness. Sense of empathy has suddenly threaded itself into our instinct. United as a people going through a difficult shared experience and inspired us to come together for each other.

We have seen across the world claims of higher effectiveness, competitiveness and arbitrations, no society to come together for civility of humanity. A live wire embraced competition to tell all human beings to use any sort, not just like boy to keep safe. Today, brands are either actors' platforms typing and breaking down myths or simply products that means less and less as time passes the celebration of recent and working to empower its authenticity is the first.

Now the consumers are part of conversation, both in the good and the bad. Already the fact of the matter is also that we now live in a vastly different world than we used to with real problems driving the social conscious climate change, racial and social injustice, body positivity diversity and inclusion around more than ever, a part of the public sphere and the world is opening up and

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acknowledging the need for more and urgent action in a world like this, consumers are embracing the idea or doing more to protect their world and do so responsible with the immense power of brands and their platforms, consumers are increasingly walking about how their brand of choice.

Presentation 9: Win, A Workplace For The Next New Normal by Amir Shahrokhi

Description

What were the obstacles to businesses during the pandemic? Will the new normal be same in the post-COVID world? How to come up with a solution that would have both the features of the formal normal work offices and the benefits of virtual or remote working? What will the future work environment look like?

Amir Shahrokhi compares and contrast the world before, during and what it might look like after the pandemic is over. He discusses the changes that companies, businesses and their employees experienced during the outbreak of coronavirus. He further highlights how the working behaviors have changed from going to office daily and then moving the entire business on virtual platforms and working from home.

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Transcription

Hi, this is Amir Shahrokhi from Iran. I want to share some insight about the next to normal in post Covid workplaces to get to the next new normal. Let's take a look at what the normal was like before the pandemic.

Many businesses initially hoped that the pandemic would not last long. They would go away quickly or fade away with the onset of summer perhaps within a month, two or three months, but little by little but came to realize that this would not happen any time soon. Many businesses started to disappear and many people unfortunately lost their jobs. Then some companies showed up and talked about telecommuting, teleworking go distant working was not something new. They already existed, but many people and many businesses around the world didn't use them. There were obstacles. After all, many of us did not have the proper hardware. We did not know we suffer is the best to work with which application is the best. So, we had to learn some skills and some training that would never normally need to learn. Pandemic has worked to accelerate progress in everything that

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happened and as a result, this new form of work developed rapidly.

We suddenly discovered the great capacity to work virtually that we were unaware of. However, when we went a little further and got used to virtual work for a longer period of time, we realized that something was missing in our pre COVID normal workspace, we changed our physical space to work. And it seems that this spatial change is important. The question is will the next new normal be the same in the post COVID world, are we going back to the office is as before do we continue telecommuting? It seems that many people who ponder over the future world agree with me that we will never fully return to the past by now that we are talking together, most companies ready to take people back to the office are thinking of hybrid solutions. What does it mean? It means to allow people to come to physical environmental work when whenever possible and to work remotely uncertain days of the week whenever suits them most. But there is still a flaw in this idea even though many companies have practiced it and are building the capacity for its

Presentation 10: Data Driven Marketing Strategies by Ammar Hassan

Description

Why are companies battling for acquiring more and more data in the new age? How can the new marketers expand their business using data in the right way? How can data help in understanding consumer behavior?

Ammar Hassan, focuses on how data is transforming into fuel for the next generation. He suggests how New Age marketers should focus on data for developing concrete marketing strategies. Hassan having relevant experience of years talks about the human element of marketing and why it should be at the forefront. While focusing on the value of understanding the data structures, he lays emphasis on collecting right data and at right time. Moreover, how this collection of right data can help a company expand.

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Transcription

Hello to the entire world! My name is Ammar Hassan and I'm the Chief Marketing Officer at Daraz. Today, I will be talking about how important data is becoming to drive the next generation marketing strategy. A lot of qualitative things are and can be mapped through data and can be confirmed through data. It can be used for great product innovation and to solve bigger problems as well. Data sometimes can lead you the wrong way as well and for that you need to prepare your team in the same way. they need to be analytical people were smart enough to understand the intricacies in the data.

I also think that the New Age companies need to set up themselves in a way that has the best visibility on data. The data that is not recorded is still I think a bigger issue. By tracking data marketers can leverage themselves with a lot of information on what the consumers are buying at which hour of the day where were the hesitancy levels where they picked up and they kept that product back again so a lot of great insights can come if you're recording the data at the right time

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and in the right moment. Recording the right data and then attributing it to the right channels is really important in the new digital age. There needs to be a focus on diving deep into the data to find out what is the better way. Otherwise what you'll end up is you'll be probably giving more resources to projects and channels which do not require that whereas your bigger bets might also fail if you do not give them the adequate resources.

I hope really you really enjoyed the session. Marketing in the next age would be more and more dependent on data but do not lose track of your creativity your brand building the other funnel marketing and even that has a lot of data points that you can use to build a new way of bringing customers on your platform thank you.

Presentation 11: Undoing of Marketing by Amor Maclang

Description

What is marketing by technology? How nation technologies redefine the marketplace? How do industries can create their shapes? What are the two types of marketing companies? What are the trends that are disturbing the industry marketing? What has replaced industry marketing? What, besides echo chambers and self-serving echo chambers, has replaced industry marketing?

Amor Maclang shares her experiences with marketing. She talks about the new trends that can be taken in improving the basis of the industry. Amor talks about the new startups and what difficulties they would be facing. She also talks about the importance of technology in marketing and how technology is helping in solving the problems.

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Transcription

I'm very glad to be here for discussing the subject marketing. I will be discussing marketing by technology not referring to automation.

When I first started out, I realized that there were two sorts of marketing companies: those that were industry-directed and those that were company-directed. We're all aware with the concept of industry-specific marketing. Many sectors have essentially abandoned marketing because, surprise, it is not managed by specialists. There are as many thought leaders as there are belly buttons, if not more.

Because we adore marketing case studies, I've created one for you, and it's about fintech. It was a motley band of coders, thinkers, and start-ups when I joined Fintech Philippines Association. We went from 30 to over 170 members in three years. The government was actively engaged by the industry. It advocated for a more inclusive economy that may bring our disjointed economy together.

Digital Filipinos is essentially our technological response to the country's concerns. This includes

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media thought leadership, sandboxing of new business concepts, mass acceptance of emerging technologies, regulatory and policy lobbying, and essentially placing the Philippines on the map in terms of technology. Not because they come up with better marketing, but because they act as an industry to shift the consumer environment and pull the rug out from under you, the IT sector is dominating the marketing conversation. There are three clear indicators that your brand is on its way to becoming a victim. If marketing is nearly entirely the duty of the CMO or marketing director, rather than a shared role with the CTO, CFO, and C.O. In a technologically driven society, there is no such thing as competition; the new law is co opposition.

Presentation 12: Success Factors in value propositions for "The new normal" by Andres Ibanez

Description

What are the four successes factors which are considered extremely important for the three successful Chilean companies? How Crystal Lagoon has used the Technology and digital to emerge as aa successful company? How the data algorithms are utilized by the companies for enhancing their sales? How the combination of the artificial intelligence with the deep science help creating an environment friendly product?

Andres Ibanez shed light on the success factors which could benefit small medium and large businesses in the future. He gave an insight how the technology along with the Artificial intelligence could boost up the growth as well as the success rates of the businesses.

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Transcription

I'm Andres Ibanez, a professor at the catholic University of Chile. Allow me to present you with four success factors that in my opinion will be critical for any business small, medium and large in the near future. I will do this by presenting you three different cases of Chilean companies that have recently become unicorns and that they have in common these factors I will present to you. So let's go to these four different factors for the new normal. First of all science most of the business today has been successful in our country. Recent startups are intensively based on research and science. This has developed into a very significant a competitive advantage. They can scale these discoveries through Science Second a focus on consumer's quality of life it's not just premium attributes and more attributes, it's focused on the consumers quality of life which is very needed. After all this Panda Mia third data most of the business has been successful during these recent years are data driven and also knowledge base And finally the 4th factor, an environmentally friendly. These four different factors I think they can combine to

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produce new products and services that most of our new consumers are going to value. These are the main pillars for their success. So let me show this four factors in action through these three different cases of three very different and successful Chilean companies.

Crystal lagoons is like world's top amenity, but it's a, it's a science based company, is a data driven company and very focused on the quality of life of their users and the technology they use is very environmentally friendly. The four components, crystal lagoon has developed a pioneering, innovative and sustainable technology. It is interesting to note that the pillars of its business model is the R and D

Another company is a platform, is a double sided platform to do your grocery and other products shopping online very convenient in a very good timing after all this panda mia but online is everywhere. But this service provides the help of a shopper. This company was founded a few years ago based in a lot of research and science. What they wanted to do is to replicate or including also improve the taste of many food products that the

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origin were animal origin milk ice cream. I will show you. They have actually at this moment more than 300 plants and fruits in their database based on their chemical composition the structure. And they replicate like a recipe of this combination. What will be the taste and they look off animal origin products so they can make them sustainable and taste even better. So the main purpose of this company, the motivation was really to be environmentally friendly but also to provide a great taste to those who want to continue eating meat products, milk based products, dairy products , whatever They are 100% organic based. So thank you very much and have a wonderful day.

Presentation 13: Arif Alvi, President of the Pakistan

Description

How Pakistan managed to handle the COVID situation, inflation, smart lockdown and economic collapse? What were the COVID aspects that benefited or harmed Pakistan in different sectors like health, education, tourism, trade and economy? How is Pakistan becoming business friendly post COVID?

President of Pakistan Mr. Arif Alvi in his speech talks about how tremendously Pakistan has handled the pandemic. He focuses on how the education system modified itself in the form of virtual education. How improved systems were established in awareness in the health sector and increased internal tourism of Pakistan and also trade. He briefs how there are great possibilities in Pakistan for people to invest in being a peaceful and potential country.

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Transcription

Greetings to all. I would like to give my input as far as the conference being organized " Hello Tomorrow Building the Next New Normal" by Kotler impact incorporated and led by Prof. Philip Kotler for trying to rethink the situation post Covid. The world must be aware and I am sure information must have trickled out that Pakistan has handled its Covid situation tremendously well. Our Hospital never went beyond 80% of the capacity although this is not a very prosperous country but at the same time we manage things well. We got tremendous cooperation from the religious scholars, the media and the politicians. Besides that the other thing which happened was that the government looked at this issue with compassion the Prime Minister Imran Khan insisted with this country cannot afford a total lockdown so all policies followed that decision and it was the first country in the world which made that decision that will not going to full lockdown we can't afford to switch everything off because of employment situation is the fact that people will collapse under hunger if they are not able to work in the not able

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to earn a livelihood. We implemented a compassionate program which is called "Ehsaas" to directly help the people concerned at the lowest level.

What Covid did was made imparting of knowledge cheaper and effective. Covid made it possible that the knowledge came to us through online systems. What Covid did also is increase the understanding of the world on equitable distribution of resources, health and wealth. I must appreciate the fact that our health sector responded very well. How has Pakistan become business friendly? What happened with Covid as far as tourism is concerned people who used to travel didn't travel outside because they couldn't travel outside so they traveled to northern and southern areas of Pakistan and appreciated our own. So therefore our internal tourism jumped up more than 20 times and I believe this tourism surge will not come down now. The new normal as far as Pakistan is concerned is also in trade. We improved our efficiency and we improved our ease of doing business by about 28 ranks. We are establishing export processing zones where there is a tax

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holiday for 10 years, custom holiday for 10 years and there is a taxation foreign exchange holiday. So there are two zones like export processing zones and special economic zones and the special Technology zone authority that is also established to encourage technological and IT investment.

There is great possibility in Pakistan for people to invest. It's a peaceful country. We have tremendous potential as far as the central African region is concerned as far as peace in Afghanistan is concerned and we invite you to come to Pakistan, we have handled situations where intellect only was required and systems could be implemented. We have handled situations very well in that for example Covid itself. So welcome to. Pakistan would like to be part of the hello tomorrow and build the next new normal. Pakistan is a major player in building the next new normal.

Presentation 14: Meezan Bank – From the smallest to the best bank in Pakistan by Ariful Islam

Description

What is the story behind the success of Meezan Bank in Pakistan? What is the vision and mission of Meezan Bank? What strategies did the bank follow for its expansion? What are the main pillars behind the branding of the bank?

Ariful Islam who is the Deputy CEO of the premier Islamic bank Meezan shares the success story of Meezan in his speech. He talks about the vision and mission of the bank and how the bank expanding from four branches in the country to be now the premier Islamic bank in Pakistan. He shares the principles of working in the banking industry and how Meezan bank is following all the compliances of the Islamic banking and finance.

Transcription

I am delighted to be here today at this World Marketing Summit organized by Kotler organization.

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Today I am going to share with you the story of Meezan bank from its humble beginning in 1977 to be the fifth largest bank in Pakistan. Meezan started its journey as a small Islamic investment bank in 1977. We were a small team of about 20-25 people. We had a very profitable and very clear vision. The vision was written by our core team and since then we have followed our vision.

The vision of the bank is to establish Islamic banking as banking of first choice and the mission of the bank is to a premier Islamic bank , offering one stop shop for innovative value added products and services to our customers within the bounds of Shariah. For the first four years of our journey we were a profitable investment bank. In 2001 we realized that in order to meet our vision and mission we have to expand our horizon and we had an opportunity to look at an acquisition of Societe Generale which was a French bank exiting Pakistan. It was the time when the state bank of Pakistan granted us the first Islamic bank license, prior to date the Islamic banking was present in the country but there was no regulatory framework.

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Meezan bank has always tried to focus on the Islamic way of banking and we had famous Islamic finance scholars like Mufti Taqi Usman on our board.

Presentation 15: Innovation Driving Economies by Atta ur Rahman

Description

How innovation is transforming economies, and how truth has become stranger in fiction with each day, bringing fantastic discoveries, and these disruptive innovations are changing the landscape of our world in a wondrous manner.

So our industrial sector must realize that they must be aware of these new horizons and must invest in them. Our government must realize that in order to move forward, we have to emphasize the importance of the triple helix, which is government policies, the private sector and the university research centers all getting together to be able to indulge in the manufacture in export of high technology products.

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Transcription

Asalam-o-Aleikum. Good morning everyone. I will be talking to you today about how innovation is transforming economies, and how truth has become stranger in fiction with each day, bringing fantastic discoveries, and these disruptive innovations are changing the landscape of our world in a wondrous manner.

When we look at the world around us, We see that those countries which have invested in knowledge in science, in technology and innovation are the ones that are moving forward very quickly, leaving others behind. For instance, take a small country like Singapore which has a population of only about 5.5 million and yet, Singapore had exports of 330 billion US dollars, far more than many of the other advanced countries. And if this graph shows you the GDP per capita of Singapore, as compared to the UK, and the world average. The red line is UK, the blue line is Singapore, while the green is the world average and as you see in the mid-1990s Singapore overtook UK, and now has a much higher

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per capita income, then the United Kingdom and many other countries.

I described now how innovation is transforming economies and how to truth has become stranger than fiction. You can drive a car today by just putting a hat, a mind reading hat, and just by thought control. This is a picture of a gentleman with a device around his head, he's driving a car through a crowded street, which has a little device, which reads the EGME signals as well as the blood pressure changes, and recognizes the commands and just from thought control, and he's able to drive this car just by control.

So what I would like to conclude by to say that we live in a world where knowledge has become the key driver for socio economic development, and countries which have learned that the real wealth lies in their children are the ones who have marching forward rapidly, leaving others behind. And so we, in order to invest we must give the highest priority to our children. When the budgets are being allocated, which includes primary, secondary, tertiary and higher education. We must

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realize that innovations are disrupting economies and creating new economies are just giving you a glimpse of some of the wondrous things that are happening in the area of industrial biotechnology or materials engineering and Meta materials have been developed. These bend light and these are if you were cloth made of a Meta material, you can become invisible. So they are being used for cloaking purposes. The Harry Potter's disappearing cloak is a reality. The blind can see with their tongue, new species can be created in a matter of weeks, where it used to take 1000s or hundreds of 1000s of years. And so these, the fourth industrial revolution is upon us. So our industrial sector must realize that they must be aware of these new horizons and must invest in them. Our government must realize that in order to move forward, we have to emphasize the importance of the triple helix, which is government policies, the private sector and the university research centers all getting together to be able to indulge in the manufacture in export of high technology products.

Presentation 16: Creating a Better Tomorrow through Inclusive Lens by Aung Tun Thet

Description

How should be the future of the society? Why diversity and inclusion must be valued for a peaceful and just future of the society? In what ways society can move towards inclusion?

Aung Tun while talking about successful organization suggested that there is a need to change and respond to the marketplace, changing innovation, changing product and services, technology and people. Secondly there is a need to be able to anticipate change in the buying power, the consumer trends and the consumer preferences. Moreover, he talked about successful organizations which mean that there is a need attract the best tenants. Other part of his speech focused on diversity and inclusion.

Transcription

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It's an honor and privilege to be making presentations at this World Marketing Summit 2021. The title of my presentation will be creating a better tomorrow through abusive dances, accordance from Myanmar to all the participants to this very important Marketing Summit of 2021. I'll be focusing on three parts. The first part, deals with the future. We want the second inclusive lenses. And finally, as I'm focusing on the business sector that the business Zatar in a better world. So, with these three topics, I'll be sharing my thoughts or the future. We want the inclusive lenses and better business and better tomorrow. The future is something we create. It is in our hands to create the future that we want for ourselves and our future generation. The better world means life better for everyone that our societies are created to be sustainable to be fair and just includes everyone. And of course, we should never forget the future of our planet is as equal importance as the people that are living in it.

Let me now turn to the second part of my presentation which is inclusive lenses, inclusion is not a right but a privilege for a selected few. It is a

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very strange and sad situation that we are facing. Indeed, all over the world, inclusion must be a right and not just a privilege for only a few. It must be your right as human rights for all of us. Of course, we may make the distinction between inclusion and diversity. Diversity is being invited to the party. Inclusion is being asked to dance. So, it is not enough to have diversity. We also must exercise inclusion, and therefore this is why I would like to propose for all of us to have and inclusive lands.

All of us are very comfortable with our comfort zones. We need to improve the environment so that as businesses we gained lasting competitive advantage, we now know the changing demographics. Changing demographics not only globally, but also domestically, which means that organization must embrace change in their hiring and promotional policies. So, it's a huge impact on the way human resource are being managed, developed and led. It doesn't mean that we need to create inclusive organization of culture so that we have a diverse workplace, which means that the organization that we manage our adaptive so we have and we acquire the competitive advantage.

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I would like to encourage this is sector to ensure that better business leads to better world. In conclusion, I would like to end with a coat by Mrs. Eleanor Roosevelt, the wife of the president. Roosevelt, the creator of the United Nations, reminded us the future belongs those who believe in the beauty of their dreams. Let us dream. What about the future, not for ourselves, but for our future generations and many more to come. Let us believe in the future of our dreams. I thank you for your attention. I wish The World Marketing Summit 2021 an outstanding success.

Presentation 17: How to confront the "new normal" of the travel industry after the epidemic by Cai Kehui

Description

After COVID-19 how has rural travelling changed? How to survive this conflict and create new value at the center of a reconstructed new world? How should the partners handle the shock and help empower rural development in the times of pandemic? What are effects of pandemic on the travel industry?

Cai Kehui emphasizes on the changes that his company and globally have experienced due to the spread of Coronavirus globally. He shares his experience that companies have faced many losses and it was expected as the economy globally has been facing a sharp decline. Furthermore, he argued that people need to accept change and move towards transformation.

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Transcription

Hello everyone, I am the chairman of Cai Kehui Rural Travel that is an innovative and technological enterprise focusing on consumption in the airport high-speed rail business.

The epidemic spread across the world, giving the world economy a pause. Well, Passengers do not flow, travel planes are greatly reduced, and flights are greatly reduced. The three-step large-scale view of the suspension of construction, this service volume has dropped sharply, and the international market has shown a steep decline. How to survive this conflict and create new value at the center of a reconstructed new world is our greatest concern. We have been Adhering to the principle of prudent management and keeping sufficient cash, we still dare not take it lightly in the face of such a major disaster and immediately initiate an emergency response. Measures such step up the collection of receivables, executives cut salaries, reduce farmers and reduce costs. Partners must deal with it seriously. In the past, agricultural products have always focused on growth and pro-management.

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The inertia of this long-term growth mode has accumulated a lot of environment.

So, at this moment, we re-established the company's business logic to restructure the organization of the organization plan. Managers are responding to changes in the market. The pandemic has accelerated the user's contribution to information and consumption. More and more companies are paying more attention to it User management will give users legendary value. The entire membership equity market is more active than before. Our partners have also brought shocks. It is also the corporate responsibility of rural travel to attach to the partners to empower and announce the difficulties. Under such a circumstance, we use the advantages of technology, although the advantages of resources and scenarios enable partners to develop together. The fact that the high-speed rail products in the travel liquid create a new business model. The unexpected epidemic has changed the external environment for the development of the travel industry. It is better to actively seek change, accelerate the exploration of transformation and

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upgrading under an epidemic situation, and iterate in terms of product content, service paradigm, management model, etc.

Presentation 18: Marketing Skillsets to Drive Innovation by Dan Somchat Visitchaichan

Description

What are basically four types of mounting skill set that we need for marketing professional to drive innovation in today's so called now normal business environment? How to build a generation of community leaders and social entrepreneurs? Why is it important to focus on alternative means of educating the students in the contemporary world?

Dan Somchat Visitchaichan focused on alternative forms of education for training people to become successful entrepreneurs and leaders. In his discussion he focused more on building organizational skills that will help people make rational decisions. He emphasized that education should not be merely about literacy rate or confined to numeric skills, it should be more about organizational skills. He highlighted habits that need to be developed by the marketing individuals to drive innovation.

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Transcription

My name is Dan Somchat Visitchaichan. Thank you, Professor Philip Kotler, for inviting me to speak on this platform. I've been working with over 100 organizations during the past few years and I observed that there need for marketing professional to drive innovation in today's so called now normal business environment. The very first um type of magazine skill set, its customer empathy, it's basically the ability to use your curiosity and customer empathy to create and deliver meaningful differentiation to new ideas for super product and service and marketing innovation. The second skill set okay is data sign. You need to be able to understand, analyze and make best off, make best use of big data in decision making for numeric initiative and this is needed into the environment. In addition to understanding data, you also need to understand business and its ecosystem. This is basically the ability to understand competitive business environment, both direct and indirect and visit impact on its ecosystem and last but not live as the marketing professional. You need to understand

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what I would call user experience design. This is basically the ability to understand customer journey including cognitive emotional and behavior aspect of consumer and design meaningful experience for them. These are basically for types of marketing skill set that I think it's important to start with today. We should teach still life skills and occupational skills in preparation for them to become community leaders and social entrepreneurs. They should be taught to look for answers, solve the problems and never to give up. There should be alternative form of educational institute where students and staff are focused not only on numeral and literacy skills, but rather, on life and occupational skills which they feel is more dynamic and relevant to other current society.

There are five habits that you need to drive marketing innovation in today's environment or what I would call marketing the unknown. The first to be your own customers, go out in the field, talk to the peoples and observe how they live their lives. Second habit we must develop is to understand that things are not predictable anymore. You need to appreciate the unknown. Third habit is basically

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testing your assumption. What do I mean by that is that you need to experiment? You need to test your ideas. The more you do, the better you are at coming up with a better version of ideas. And the fourth habit is you don't need to work for things to be perfect, you don't need to work for things to be completed. You need to start now and the last habit whatever you do, not only the commitment that you have, but you also need to have fun with it. So, I hope the five habit give you the ideas of how you could get start, but whatever you do, it doesn't matter what skill set you have, it always starts with the mindset if you want to drive innovation.

Presentation 19: Winning through Brand Experiences in the New normal: Practical Advise by Darren Coleman

Description

What the more stable and enduring characteristics of human behavior? How you can incorporate these behaviors into the brand experiences you build so you can win in the new or not so new normal? Do organization need to focus on the changing nature of man? How stories and emotions can help build a brand?

Darren Coleman shares his insight about understanding those human behaviors that do not change over time. Keeping in view such behaviors he suggests that these factors need to a focal point of the companies rather than exhausting their efforts over what might change in future. In this regard for factors, emotions, sense of belonging, humor and stories are the unchanging factors and

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the brands must keep them in consideration to build a good customer chain.

Transcription

Hi, my name is Darren Coleman on the founder and managing consultant of wavelength marketing. Successful brands understand the more stable and enduring characteristics of human behavior, then weave them into the fabric of the brand experiences they build. In today's keynote, I want to help you understand what these more stable and enduring characteristics of human behavior are and how you can incorporate them into the brand experiences you build so you can win in the new or not so new normal. In today's keynote, I've set myself two objectives. Firstly, I want to help you deliver brand experiences in the new or not so new normal by focusing on four key areas of human behavior. These relate to emotion, stories, humor and the need for belonging. So ultimately, I want to help you structure and scale your approach to building brand experiences in the new or not so new normal. So, a lot has been made of the new normal and what the possible implications will be for organizations around the world. The point here is

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that emotion and its influence on human behavior is nothing new. It's a well-established part of human behavior. Another element of human behavior, which is deeply ingrained, is the importance of stories. Stories are an integral part of the human psyche. Another important and relatively stable aspect of human behavior relates to humor. In addition to building a distinctive brand asset to differentiate itself in the market now, I'd like to look at the importance of humans need for a sense of belonging if you think back to day one.

The brand experience environment comprises of macro factors such as understanding your stakeholders, fine tuning your perspective, understanding the mechanics of delivery and adopting a data driven approach. This is where the four relatively stable facets of human behavior reside. So, for example, emotion, the importance of stories, humor and the need for sense of belonging, the next element of the model relates to the brand experience essentials. These are classical intangible brand assets, values, essence, personality and positioning. And the idea is that in order to retain relevance for your brand, those intangible assets

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need to be couched, defined and developed within the context of the brand experience environment. So, the idea is that you retain brand relevance by defining and developing brand experience essentials in the context of the brand experience environment.

Presentation 20: Branding's role in Disruptive Innovation by David Aaker

Description

What are subcategories in business and why are they so important? How companies can use social media platforms to enhance the reach of their business? How can companies develop a good lasting relationship with their clients?

Aaker emphasizes on the importance of formulating and owning a subcategory that will change the game, a kind of category where the customer insists on buying. He talks about changing the way people consider buying product. Sharing his experience of years, he talks about why innovation, subcategories and brand is the key to growth. He highlights the significance of factors such as accessibility, simplicity and convenience that will help attract and retain customers. To expand and scale rapidly, he suggests that a company must utilize social media.

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Transcription

This is David Aaker talking to you from California and I'm pleased and honored to be a part of the Electronic World Marketing Summit and to be associated with Philip Kotler.

*I'm going to talk with branding's role in disruptive innovation. I suggest that the only way to grow, with some rare exceptions is to own a game changing subcategories. The only way to get this disruptive innovation is with a new subcategory. Companies got to change what people buy. It's the only path to growth. What I believe and I've shown in my book *Owning Game Changing Subcategories* is that Branding is really a crucial element to that. It starts with a key step if you're trying to pull a disruptive innovation in the marketplace, you need to create an exemplar brand, that's where it starts. By that, I mean, a brand that represents and manages the subcategory, it's the market leader, the innovator and it's the one that sort of manages the subcategory. The number one job of the is the exemplar brand is too position the whole subcategory and what that means is you make this must have prominent. So, if somebody comes to*

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decide what subcategories going to best serve their needs, you want to make sure that the must have prominent in their mind.

Secondly, Position the brand as the exemplar to establish the brand to be the market leader and the source of energy. A third job of the exemplar, is the scale. It used as a sort of pricing that we start really high and, and capture a lot of extra money to pay for the development or to pay for marketing. But that's over. You've got to engage in penetration pricing, you've got to build a customer base because you want to get the most attractive customers and own them. One way to do it is to over invest. Brands now grow faster. One of the reasons for that is the digital communication. It's now faster. It penetrates among masses easily. That was not the case too long ago where if you wanted to introduce a new innovation, you would have to use TV or billboards or magazines or sponsorships and it would often take six or nine months to organize that campaign and would cost tens of millions of dollars. Nonetheless now we have social media, platforms like YouTube, and other websites. This enables not only speed to market,

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but the opportunity to use things like signature stories to communicate what you're all about and to connect with the audience.

The final and, and fourth job of the exemplar is to build barriers. When you position to highlight the must have, that creates a barrier because you attached a really strong awareness of the must haves that define the subcategory. That's a barrier. The second barrier, is the base of loyal customers that came up when you scale you develop and own that valuable asset. Another barrier is continuous innovation. There's another thing you can do and that's brand your innovation a good example. The only way is to create new subcategories that change what customers buy and to be the exemplar brand to position scale and create barriers and that's really what's different and new about this. So, that's it. Branding and the disruptive innovation. It it's all about owning, game changing subcategories. Thanks for having me. And again, it's my pleasure and my honor to be associated with the World Marketing Summit.

Presentation 21: Return on National Brands by David Reibstein

Description

How the brand effects the economy of a country? Why is it important for the companies to invest in the brands? How can the value of a brand be defined? How a country benefit from the image of a brand? How brand campaign benefits the economy of the country? How customers perceive the marketing of a country?

David Reibstein talks about how marketing has shaped the economy of the countries. He talks about a few examples which have benefitted the various countries of the world because of the marketing campaign done right at the right time.

Transcription

Hello, my name is David Reibstein and I'm a marketing professor at the Wharton School. One of the things that I do as a marketing professor is I think about brands and I'm here today to talk to

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you about brands, but I'm going to talk to you about a different type of brand. I'm going to talk to you about the brand of a country. So let me begin by talking about the brand of the country and so I want to think about the brand of a country and its impact on the economy of a country. So what you see I have here is something that's called the return on a nation's brand. And when we think about brands, what it is that we think about is it's very common for us to think about product brands that we see that we might see on a consumer product like shoes or on a computer like apples or you know on logo for example, as a brand very commonly done and seen um white companies invest in brands, they invest in brands because it has an economic return to that company and that's why it is that they do it, it's not just for ego that they're doing it, they invest because they believe it has an impact. And how does it have an impact for a company? What we see is there is a demand curve and you were exposed to demand curves when you first took your first economics course and I say when you first took it because on the very first day, what it is that was discussed is that as you lower price demand goes up and so what it is we see is

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this demand curve and as you develop a brand, what it does is it shifts that demand curve outward and as it shifts it outward, what it allows you to do is either to charge a higher price, which it is that we see right there or it allows you to charge a higher quantity or command a higher quantity. And when we think about the value of a brand, it actually is the combination of those two particular areas. And that's how we could think about the value of a brand. Um that's for a company. But the question is, do geography, these have brands as well and not just companies? And what it is that I would contend is that indeed it does. And that's what I'm going to talk to you about today now countries do have brands and there's been lots of studies that have looked at the brand of the country. Um how is it that it has an economic impact? Um Well, it turns out it has an economic impact in that the image of the country that is the brand of a country has an impact on tourism.

It has an impact in terms of foreign direct trade, people buy products from the country based in part upon its image and the invest capital in those countries. So foreign direct investment and those

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three components are part of how it is that a country benefits from this particular image. So we can see, you know, images of various different countries that are out there. With that I leave it as a challenge for each of you and your countries and what it is that can be done. So we can go through our own self evaluations and see how it is that we do, but we do need to have a sense of how it is that we are perceived and I understand how other people view us. So let me thank you very much. I hope this has been interesting to you and good luck with moving forward. Thank you very much.

Presentation 22: Tackling the Global Skills Dilemma: Are You Ready for the Massive Jobs Transformation by David Yeo

Description

What new issues have emerged since the outbreak of pandemic? To remain in business what are the new alternatives adopted by the companies to tackle the challenges posed by COVID-19? Have the consumer behavior returned to the pre-pandemic norms?

David Yeo, talks about the issues that COVID-19 has posed to the world, which has altered the way economy used to function in the pre-pandemic times, especially bringing a shift in the strategies of sustaining the business. At the same time David Yeo also focused on how the consumer behavior has changed, and how consumers now prefer technological alternatives and contactless services, such as online shopping. Another aspect of his speech was focused on how the pandemic has

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pushed for digital transformation, in almost every aspect, be it a business, consumers or education.

Transcription

Hi my name is David Yeo. I'm the founder and CEO a leading technology company based out of Singapore. Six key fundamental issues have been identified that are brought about and accelerated by the pandemic. Our focus is on three of these shifts that have a more profound impact on workforce development. Firstly, the consolidation of industries in response to the economic and financial implications of COVID-19 will force businesses to consolidate and reinforce the market dominance of large private companies in certain sectors, especially those that have done well during the pandemic. Therefore, the majority of companies will be tested on that transformative and innovative capabilities, which will in turn put immense pressure or the need for higher capabilities from our workforce.

Next, the challenges posed by COVID-19 have compelled businesses and consumers to adopt technology enabled alternatives including digital

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communications, remote working tools, e-commerce and e-services. This is a celebrated the trend toward a more digitally connected global economy, creating new opportunities for businesses to access markets and talents across geographical boundaries.

Finally, the rapidly changing consumer preferences for virtual and contact less services and alternatives to physical travel has a profound impact. We will force development as well while some economies are gradually reopening, consumer behaviors have not returned to pre-pandemic norms as more consumers stay at home, they have become accustomed to contact less alternatives in retail, virtual services, entertainment and yes, even education in any normal talent will become an even more critical determinants of competitiveness. COVID-19 has given us an insight into the future of work and learning with the rise of remote work and distributable force management and the power of online and just in time learning to help individuals keep pace with employment trends and help

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companies and industries respond to disruptions and structural shifts in this new world.

Presentation 23: Industry 4.0 Artificial Intelligence by Denis Rothman

Description

What are the four Industrial Revolutions? How the fourth revolution relates to today's smartphones and how it affects us? How moving from a linear world to a nonlinear world a possible challenge in modern era? Why artificial intelligence is called intelligent?

As per Denis Rothman it's the extinction of time and reduction of space which has led us to the digitalization. Nobody wants to wait in this world and that's where the problem arises. He gives an important message as a conclusion to use the Artificial intelligence as a tool for the extinction of constrained waiting time, but he also advises to utilize the time for self-development and to help others in need.

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Transcription:

Hi, I'm Denis Rothman and I would first like to thank uh Philip Kotler and the E W. M. S team for inviting me and giving me the opportunity to share my ideas on artificial intelligence. These are things we cannot do. That's where we need a I the topic my domain is to apply A I two things that people can't do. So I'm not worried about replacing people. These are millions of micro decisions. People can't do.

I mean everybody you can be walking in the street and there's a camera, you can go and use your email. Your email is checked by bots. You can go to your office, all your work is in data. You can purchase things, everything, everything about using data and even people that are on the internet or in statistics of data or in health care, so we're all there now. What happens is this cloud AI picks up all this big data. Big data just means a lot of data so it picks up this data and it begins to learn all sorts of patterns about us about our behaviors, what we do, what we like, what we purchase and then this cloud AI uses it to train all its little models and then in in in the in the last step, cloud AI platforms will offer us

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services where we can use artificial intelligence that they learn from all this data. Now why do we need all that data? Okay, what's going on? Why what what's the problem here? Why is it all piling up? That's about the 4th Industrial Revolution, that's why we're going to go now to step three, which is slide three and going to have a look at this now this one is the key slide here, you need to understand the key concepts. First there was a first revolution that's when people discovered machines. Then there was a second revolution around the 19th century when people discovered like electricity and mass production in your late 20th century, let's fast forward to the end of the 20th century. Here we come with all this digital, computer, automation, digital and many people think we're still there but we're not there were in the fourth Industrial Revolution and no one, not many people see it now, you have to realize it. It's all in your smartphones. When you take a picture, you're just taking light, you're not taking a picture, you're taking light. And in fact the camera is filled with all sort of intelligence algorithms. They're going to put that light into a picture and prepare it.

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So what I'm saying is it's the extinction of waiting time and the reduction of space. That's where we are. That's that's your new that's your new normal is you don't wait for anything. Okay, that's your new normal. It's an infinite state space. You can do anything at any time everywhere. Okay. That's where Ai is taking you at a low level embedded in the devices and the software. Well, my conclusion is be very careful because with the extension of waiting time, how do you want to use your time? That's my message here. You have all these things and you can do a lot of activity. But you know, one thing I like to do now, I'm really the A. I. G. Right with his laptops. And what I love to do now when I'm in a subway for example, is turn my smart phone off, put in my pocket and look at people and meditate and think about life and watch people. Watch the happy mother going home, watch the happy father or the tired person, how can I help him? You can shut everything off and look at people around you because since you have more time than before because you don't have waiting time for everything you really needed. Maybe you have more time for others. So my message is to use A I as a tool for the extinction of constrained waiting time, but use that

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time for others and yourself for self-development to help others, to help your Children, to help your family. So I hope you enjoyed this presentation and you can find me on LinkedIn and an amazon. I'm always glad to answer any question anyone answers. And thanks again to Philip Kotler and his team for giving me the opportunity to express my ideas. Have a nice day.

Presentation 24: Greatness can start from anywhere by Denis Wakabayashi

Description

How experiences and anecdotes can shape the future? How greatness and empathy can help and expand the business? How methodology can shape and innovate future? How the smallest of things can innovate and inspire minds to make big decisions?

Denis Wakabayashi shared his journey of success through his experiences and anecdotes and how they shaped him in a better person and businessman. He also explains that how the artificial intelligence, customer experiences etc can be all utilized to make a world a better place to live in.

Transcription

Hi, I'm Denis Wakabayashi. I'm going to just share a few of my stories, how I came to the understanding of the importance of the human condition

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combined with customer experience, how logistically we pull these things together. And I'm going to tell you these stories through my own eyes and my own experiences as a young man coming up through the business in the hopes that from these anecdotes you glean maybe something extra that just wouldn't normally come across in a PowerPoint slide deck. So with that said, we'll talk a little bit about how I started as a national famous graffiti artist, the startup world that drug me into a life of understanding digital at scale, helping contribute to internet explorer browser and creating the largest hosting company in the world. And ultimately today I'm the vice president of customer experience for a global organization with over 35,000 employees worldwide, where we deliver every kind of customer experience imaginable at scale for the largest brands in the world. But most importantly, I'm here today to share these experiences with you to inspire you to make the world a better place and at the end of our talk, I'm just going to share a few quick tips that I think will make a difference if we all work together and put our minds to it.

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It's an amazing time to be alive and to help others where these digital technologies came together in a way that finally made sense.

So with that said I will say that we came to a better way to use marketing automation and traditional forecasting and a knowledge about supply chain, logistics and marketing and sales and customer experiences all combined into one practice that became the basis for mine and I suspect you and many others practice of customer experience. So, with that said, I think we stressed enough the importance of the business of customer experience. And in this next piece, I just like to share with you some ideas about artificial intelligence, international business, the global economy, the human experience, and how we can all come together to make the world a better place. So finally, the reason why we're all here to make the world a better place. Something that happened during the pandemic that was very similar to something that happened around 2013, in 2000, we saw e commerce take over retail for a substantial part of the economy, particularly the United States, but we saw similar trends around the world. And

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during the pandemic we saw a transition from employees who had to work in a particular geography, to employees who could work anywhere in the world. The ability to buy from anywhere in the world at any time and the ability to work from any time and any place in the world is finally here. Technology, the internet, electricity has given us a global economy. We have a chance to work with collaborators from every point in the world. Very much like we're doing today. There are technologies now that use artificial intelligence to connect with the databases of our products. Our point-of-sale systems are e commerce systems are content systems are advertising platforms. We can create all this analysis to create the right experience for the right product at the right place at the right time. And my question really is to all of us, do we have to be a consumer to get the best experiences? I challenge us all to think about a world where not just customers, but human beings can experience the best of life or a better part of life. We don't need to start everywhere all at once. But there are those of us that have these technologies fully mature marketing automation stacks. And if we can tap into those resources and

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connect with our customers who also want to collaborate with us to create a better world. We can use our artificial intelligence, our database systems, our CRM our ad targeting platforms to not only look at the most profitable customers but look at those who may need our help or want our help. And so it's with that. I just encourage us all to reflect on the fact that it's been 100 years in the making. We're all here now with everything. We need to start in our own countries, in our own cities, in our own communities to make the world a better place. Because what I know and you know, is greatness can start anywhere.

Presentation 25: The Process towards a new normal interrupted By Di Deng

Description

What is appealing Chinese websites? Why Chinese government did not stopped the infrastructure stimulating the economy? Why the government couldn't adopt to a new normal? Why in the infrastructure a real estate market in china almost saturated? What are the fundamental factors that continued in the past 1.5 years?

Di Deng is talking about the concept of new normal in business and marketing, and how the new trend in getting famous in Chinese market place. He also talked about the economy and development of industries during the pandemic and how the new entrepreneurs can develop a success full industry by telling different stories of some famous industries.

Transcription

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Hello everyone my name is Di Deng, and I'm a faculty member of the business school at Jinan University in China. I'm greatly honored to have this little speech this year.

China's GDP growth rate dipped below 8% in 2012, marking the fourth time in four decades that it has done so. People still recall China investing almost \$4 trillion in its infrastructure just five years prior. COVID 19 and the financial tsunami in 2000 and eight, for example, were enormous crises in the United States. However, in China, this expression alludes to the gradual, fundamental changes in our economic development as a result of long-term forces that are predictable. The good news is that people are yearning for a better life in this new normal. In terms of the big picture, it implies more engagement, which means more energy, more material, and better circumstances. It also implies a longer lifespan and a better consumer experience.

In the 1.5 years since the BBA epidemic, the amount of messages sold in China has continued to rise. The crisis did not halt, but rather hastened, the transition to the new normal. Only a few exceptional businesses have been able to successfully

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transform this crisis into an opportunity. The majority of them are world-class innovators in niche areas. Many of the Chinese Hidden Champion enterprises began to flourish in the 1990s or the early 1990s. Several of them become more inventive and value added in the new normal. D. J. I., the world's largest consumer drone manufacturer, or C. A. T., the world's largest power battery manufacturer.

Jumping is the type of entrepreneur that truly believes in long-term success. In the year 2000, he started making a starch-based drinking straw. The first bone conduction headphones were DJ I aftershocks. You can listen to music without obstructing your ears thanks to the technology. In 2020, the Sports headphone sales revenue was more over \$1 billion. Aftershock sales climbed by 30% in 2020, and are expected to grow by another 70% this year. A set of headphones has been lowered in weight from around 40 grams to around 26 grams.

Presentation26: Ceylon Tea Inspired by Purpose, authenticity and sustainability by Dilhan Fernando

Description

What innovation means to a business? Why should companies focus on evolving their products? What is the importance of respecting values, and traditions, especially when running a family business? What are the principles that make business successful?

Dilhan Fernando who has been running a family business in Sri Lanka, shares his expertise on the importance of purpose when establishing a business. Through his experience, he suggests why companies need to not only focus on making money but establishing a significance. He emphasized why is it crucial to respect traditions, co-existing and most importantly when world is facing consequences of climate change, how

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businesses should become ecofriendly and sustainable.

Transcription

Hi everyone! I am Dilhan Fernando. Coming from the family that for years has been involved in the business of growing tea, I can say that we love to hand-pick and perfectly pack and produce. The reason why I say this that as growers we love to produce and that's what we consider the most ethical, sustainable and authentic way. After years of experience I can confidently say that two things are important i.e. commitment to business and the brand proposition. We need to make sure that that covenant that we have established with the consumer. There should be no compromise on the commitment to your brand, its purpose and the quality. It doesn't mean that as a business we need to be static, it means that we need to innovate, but also stick to the traditional product, because in certain respects you need to respect the tradition.

We always emphasize the product has to evolve because the consumer has evolved. Another aspect that we focus on is goodness. It's an

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important part of that covenant between the brand and our customers to offer them that natural goodness. There are certain principles not only from an ethical perspective that can never be compromised, they can be commitment, purity and respecting values. Respect authenticity because it relates to purity of origin, natural goodness, and the sustainability.

Finally, it's about purpose. Purpose is important because it is purpose that drives any brand. It's about kindness, kindness to nature, kindness to people. Our belief is very much in creating value socially, naturally in terms of natural capital and economically, and they do coexist because it is that coexistence that consumers are demanding today.

We're making progress and we need to continue to make that progress by adding value to our product. Brand cannot exist in isolation of its community nor its environment. Brands should be obliged to form an ecosystem, a social ecosystem and innovation, ecosystem, an authenticity equality ecosystem and all of those that create a brand that you can call sustainable, authentic ethical a brand with purpose and this is what we've worked on. A business

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cannot be a profit-making machine and this is the important principle because it attracts our next generation to this business. It is the principle that reinforces and strengthens our employees. It is the principle that delivers us the business success because today's consumer is not as tolerant as they were two years ago on any business that is unethical or unsustainable.

Success has a very narrow definition. It could be zeros in the bank, it could be the size of your business, it could be the number of employees or your market power. Our assertion as a family business is that it's really none of those. Of course, they are important to an extent. But what is really important is the significance of your business. The point is about significance and I think it is that that brings all of this together quality. It's about taste, it's about goodness, it's about purpose. I want to end with a simple statement that my father has believed in integrity and commitment. Thank you.

Presentation 27: Marketing and Business Growth by Dominique Hanssens

Description

Is the growth of the business driven by the tactics of marketing? Does marketing have a part in maintaining the sustained growth of the business? How to ensure that growth of a business is evident? What are the relevant metrics of the business performance to consider? What should be the aspects of the marketing which have a direct role on the growth potential of the business?

Dominique Hanssens, being a professor of marketing at UCLA highlights important aspects on the marketing for growth of a business. He sheds light on the marketing of growth since he believes that during the pandemic certain tactics of marketing were shaped and redefined because of some uncertain conditions of the business.

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Transcription:

My name is Dominique Hanssens. I am a professor of marketing at U. C. L. A. And it is my pleasure to address you today in the context of E W. M. S. About marketing for growth. Now, why did I pick this topic of marketing for growth? Well, it seems to me that after well over a year now of struggle in all our economies because of the pandemic, we have a renewed managerial attention in creating growth for our business is to make up from the for the losses that we have all sustained over the last year, year and a half or so. And to put that in perspective here is an example that I take from the London economist, the publication that you probably will now, just very recently they published a summary of the growth levels that was were observed in the economies of seven different advanced nations as well as some predictions for 2021. And as you see there on this chart, you see that historically these countries have grown their economies around one or 2% per year. But this year the projections are for growth around 5%, maybe 6% or more so substantial difference from the past then the question arises as well, is that really a good metric

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of growth? That is of course very good news in the short term. But is this a sustainable growth? And what I would like to address is some questions around growth. Not necessarily with respect to the overall economy, but with respect to our market are the marketing and the businesses that we are all responsible for. So in order to do that here are a couple of key questions that I would like to address.

So what should we focus on when we talk about growth in our business? What kind of business performance metrics? Well, I would argue that what we're really interested in is in sustained or at least sustainable growth, not just growth for one week or one month, but something that pushes the company forward for a sustained period. And then the second question is, well, okay, so we want sustained growth. But does marketing have anything to do with that? And that is a question that I will have addressed separately. And then finally, um, well, how do we really know that we have growth? You might say, well, that's obvious uh, in the short term and it probably is, for example, your business results this quarter are better than last quarter. Um, but on a longer-term basis, you

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really need to look at high quality data and we now have high quality statistical techniques as well as software to really detect growth in the data. And what we're looking for is the notion of evolution and positive evolution. That's the same as growth. So I will use those insights in order to structure my material here. So, let me start with the question of does marketing drive business growth? o we should be looking mostly at those aspects of marketing to understand how marketing drives our growth potential. That's one question. The second question is, well, what are the relevant business performance metrics to look at? We grow in what, top line, bottom line or in which metrics should we be growing?

You can now spot that using modern data analytic methods you're taking advantage of the internet age because so much more is available to us in terms of changing market conditions than was true in the past. And what I say there, that if there are some external causes of growth opportunity that you can identify, then the key is to act when those opportunities occur. So I view that as a as a practical business opportunity going forward. Well,

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this is the nature of my comments overall, and I thank you very much for your attention. I hope these comments have been useful. Uh, thank you for your attention and all the best in your businesses.

Presentation 28: What does your next customer look like By Dominique Turpin

Description

How will the consumer of future look like? What is the new generation of customers looking for? How should marketing be focused on resolving the problems of customers? How should brands add value to customers?

Dominique Turpin explores the trends that have been causing a shift in the consumer behavior and how these shifts are likely to affect the future of brands. He suggests brands to keep in consideration the element of demographics which will help understand the consumers and their needs. He emphasizes on the need that brands need to establish a global presence, because there are customers everywhere, who want products wherever they are. Therefore, brands must have an enhanced form of communication channels.

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Transcription

Hi, I'm Dominique Turpin, a professor of marketing strategy at AMG located both in Switzerland and in Singapore. And it's my pleasure to be part of this E World Marketing Forum 2021 on the topic of how does your next customer look like? There are a lot of trends that are shaping the new consumer landscape. And of course, the first one is this vocal world vodka standing for volatile, uncertain, complex and ambiguous. The second is demographic change.

We're already seeing, you know, the emergence of mega cities and I will say a few words about that too. And finally, there is more focused today on healthy sustainability authentic experiences anywhere anytime anyhow. We also have some challenges on the economic political side and of course the health side with the coronavirus. So as a result of this complex world and these changes, I think that the company needs to segment customers according to their psychology. I always encourage my participant to have a look at the effect that demographic is going to have and you know you can never be wrong with demography

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because as I said before um you know tomorrow we will all be older than we are today. So, it doesn't die. The other interesting aspect also of demographic and consume spanning is that different consumers, different generation of customers spend differently.

So, what does your new generation of consumers want? Well, you know, they want to spend their money probably more responsibly and this has some implications for your sustainability strategy. They want to buy from authentic brand, which means that, you know do you defined you communicate your value in a very proactive way, third, they want to buy anywhere anytime. So, again, we're talking about Omni channel strategy. I mean some people are even talking about no channel strategy because your product has to be available anywhere by any means, whether it's physical distribution or online consumers also wants to be engaged online and offline, which has major implications again for your communication, whether it's a traditional type of communication or through digital communication and they want it all,

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it means you have to be ready to deal with a contradiction.

I think that this is what marketers need to think about today, how do we solve customer pain because if you solve customer pain when you are fulfilling the marketing mission which is to add value to consumers. And you need to think broadly about innovation, not just products, but think about business model being uh of processes. So, you know if you want to invest in consumer insight by rethinking your segmentation creative creatively, you need to revisit the value proposition through the various customer's eyes experiences and psychology. Thank you.

Presentation 29: Key Learnings from our Transformation Journey by Edwin R. Bautista

Description

What is block chain? What are the major milestones of union bank? What do you do to create a sense of urgency? How is the world being disrupted? How might we be disrupted? How banks are been disrupted? What is digital transformation?

Transcription

Good afternoon by the time I finish this talk 20,000 people would have login to their union bank app and transfer funds to another person in another bank, and next month it will be 500,000. It was zero a year ago. The future that we describe from 5-6 years ago is here today. In 2016 union bank decide to start its journey. Today I will share what we did right what we received but what we did wrong will be kept a secret. It was a matter of time for the behavior to shift to digital. We invited consultants, futurist, and thought leaders to uncover the impact

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of digital disruption. To overcome disruption the solution came digitize or perish thought this coils a very good motto. The ones who are able to deliver superior customer experience. Thus we made our customer transformation model that is you should be 24/7 available, you should be 6sigma reliable. When volume reaches hyper scale, you cannot do without 6sigma. Real time and quick transactions. and lastly the transaction must be safe and secure. Speed and good service is critical for customer engagement.

We focus on 3 key points, branch, mobile app and relationship manager. We need to be digital to the core; enterprise architecture. Our digital DNA has been improving every year. We have more jobs for people. The promise that we made is that no one lefts behind in this digital transformation. It is a journey that we take together. The dual transformation strategy is our roadmap. It will allow us to be hyper-competitive. Lastly we need to rally around a higher purpose. So what next for us is full throttle? The more you improve the more customers demand for more.

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Edwin R. Bautista has been discussing the new technology and how tech is important but a person is more important. He talked about the fundamental key factors that can help to build brand trust so that can lead to customer loyalty because customer are now used to better service.

Presentation 30: The logic of business consistency, from the perspective of Reputation by Elena Hurtado

Description

How are prudence and coherence for companies in a time when future remains uncertain? What is the importance of communication for companies? What is an integrated image and reputation audit model? What is the anchor that allows the development of the products and services?

Elena, while talking about what is the anchor that allows the development of the products and services says that it's called credibility. It's called reputation and it is an intangible that is built from Further she talks about the coherence between what the company claims to be, how it does it and how it communicates and like the different ones. A market and the ecosystem generate this. Another aspect of her speech is focused on messages that

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she regards as persuasive, commercial, advertising, and informational.

Transcription

Today we will talk about the logic of consistency in business management. It is true that we are living moments of uncertainty and it is true that the future that awaits us is also totally full of uncertainty in this situation. What is required and what we must do is called prudence and coherence, methods and the models that I am going to present to you today. Prudence refers to being able to provide companies with instruments and information so that they can have a logical and coherent business management, simple and efficient. The first of consistency is to return to identity, recognize again who the company is what the company does. There must be a coherence between that being and doing, how it does it work in the company, how it develops its products. How it relates the step is how you communicate it, because communication is not only commercial communication or the offer of a product service through persuasion. Communication is telling what the company does, how it does it so that this

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communication process can generate a series of structures of perceptions that have to be coherent with this first part.

Another step is the management only with a coherent, global, strategic information. With a strategic plan, this management will be able to have results. The model that I present to you is there they are called integrated image and reputation audits. Seeing nothing the single is a study of the whole, from the approach of marketing and the communication. If it is true that marketing moves markets, it develops markets. It is also true that communication develops and generates meanings.

What is the anchor that allows the development of the products and services? It's called credibility. It's called reputation and it is an intangible that is built from Let's go back to remembering the beginning from the coherence between what it claims to be, how it does it and how it communicates and like the different ones. A market and the ecosystem generate this. But this perception, then an air, an image and reputation audit integrated to the market allows to have this global vision to

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*understand how I am participating in the market or
in the markets.*

Presentation 31: Emotional Storytelling by Elia Guardiola

Description

What is storytelling and what connection does it have with our brain? What are the tips one needs to know before creating their own storytelling? Why one needs to focus to put a lot of focus in building their storytelling brand? How to transform or inspire your customers from storytelling?

Elia Guardiola, a professional storyteller focused in her speech on important points that one needs to learn to become a storyteller. Her speech had motivating energy for those who wanted to opt this profession in the future, as she shared many tips on how to become a storyteller and the significance of sharing stories. She talks about creating an inspiring storytelling brand that also prioritizes keeping good relationship with audience and the customers.

Transcription

Hi everyone firstly of all Thanks Professor Cutler and all your team to invite me to be part of the eye wall

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marketing summit. I'm Elia Guardiola. I have just 22 minutes to let you know more about emotional surgery and share with you some tips to create your best storytelling. As I always say, write the story of your run. If you don't write or tell it, you don't exist. What is storytelling? We could say that it's the art of telling stories or much better. If I ask you why do we tell stories? You are likely to tell me it's to connect to move others, acquire a reaction and so on. But in fact, we tell stories to remember our past, our history. There is a great connection with our brain and the storytelling. I'm going to give you just three reasons. The first one, our mirror neurons, it means the connection between listeners and the narrator. The second one is narrow, stories help share experiences and the last one, but not the least dopamine, and it helps you with emotions and improve memory. Here do I begin to create our storytelling? I'm going to share you share with you. Six questions to improve our storytelling or to begin to create our storytelling. The first one is why we need to create our storytelling or to share our start telling. It means the late motive. The second one is what for? The third one is who for please our client, who is our customer, who are our audience, you

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know? And another question is how you share how you share your story telling? It means the form, for example a podcast or video. Another question is when is the best moment to share our storytelling? And the last question but not the latest for sure is where do we put our storytelling in? I don't know. Maybe in our social networks in our website, in our YouTube channel or maybe in a meeting.

Other three essential questions about your brand's. Sorry, the first one is about your emotional degree when you give your storytelling. Because if you put too much emotional degree, probably you create bad reaction in your audience and your client. The second one is how much of your personal life will you include in your started telling? Too much personal life and people will think about you that you put too much personal life and they are not interested in that.

Marketing is no longer about the stuff you make but the stories you tell at this point in time. Remember take decisions and probably in one moment in your life. Good brands tell stories, great brands make history creating stories.

Presentation 32: 3 Mental possibilities that exist in the minds of most people by Francis J. Kong

Description

What are the new challenges that have emerged for leaders because of the pandemic? What are the important leadership skills and leadership development? What are the seven disruptions of modern day living? What is the future of the new pandemic generation? Why chronic instability is the new normal? What should be the thinking process of a leader in such challenging times? Why emotional intelligence is so important to be a good leader?

Francis J. Kong who has an extensive experience of teaching leadership development in the leading universities and organizations talks about the thinking process, the mindset a successful leader should follow. The new challenges this pandemic

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has brought for the leaders and how the leaders should take along this new pandemic generation.

Transcription

I am honored to be invited at this summit and I wish everyone well. Today when you google about world leaders or leadership, you will be amazed that in less than 78 seconds around 595 million links about leaders and leadership will appear. Now, since I'm going to be talking about leadership issues, I don't think we have enough time to cover all 595. So I will be highlighting some critical leadership skills and leadership development that you may find useful that we need to help us leaders and our business enterprises in our organizations that can help us manage through this very uncertain times before the pandemic business. You know well that there are seven disruptions of modern day living. So what are they one time, number two uncertainty Next complexity, next technology, next competition, next globalization. And of course the black swan events now With COVID-19, this is probably the blackest of the biggest of all black swan that has happened.

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There are series of risks that are affecting businesses and economies worldwide, cyber risk and climate risk. Next geopolitical races and then the pandemic of health races, demographic disruptions is one important key area that we need to understand as the demographics continue to change itself. It is a disruptive factor that can affect our business and our economy as well. I will be talking about this pandemic generation. This group, they're going to behave differently. They're going to think differently. They're going to consume things differently the way their values and the way they think their attitude will be totally different from the rest of the demographic set up. You summarize all of these things. What do you have you have heightened instability and number two, you have the growth of uncertainty.

Why is that? So? Because now changes happening on a day to day basis and change is no longer linear. It's going to be extremely difficult for us to do projection because change now comes It's going to be extremely difficult for us to do projection because change now comes in waves. There will be times when some semblance of normalcy is

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beginning to happen and then the spike happens so totally changes the entire picture chronic instability is the new normal.

We have to change our perspectives. We have to be reminded of the Darwinian principle of adaptation in order to survive and so forth and so on. But leaders need to understand one very important thing when changes striking so fast and the crisis has accelerated change. We may change the methods, the methods of doing things may have changed, but the mission remains the same. It is extremely important to figure that one out and to be reminded systems do not drive people. It will still be people who will drive systems.

I have been taught for the longest time that the purpose of doing business is to make a profit. Today I can safely say not necessarily, you know making a profit or suffering a loss hey are not the purpose for doing business. They are outcomes of doing business. The main and primary purpose of doing business is to be able to produce solutions for the needs that happened out there.

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Dr. Adam Grants reminds us about the thinking process a leader should adopt. Dr. Adam Grant says what is needed is for leaders to develop what he calls a scientists mindset and the scientists mindset is you know, the ability to build hypothesis and the willingness to have the views and opinions challenge and change and then look for evidences and are willing to change views. It's very important that a leader should possess emotional intelligence. A leader must continue to learn and improve.

Presentation 33: Don't let Crisis Waste by Franco F. Orsucci

Description

Has the COVID-19 brought new opportunities and potential for innovation? What are Corona containment networks? What are certain detrimental effects of pandemic?

Franco suggests that from an anthropological point of view we have been going through this new zoom revolution since the pandemic has become new reality of the world. He highlights a new dimension of coronavirus that is the roots of spreading COVID-19, which are related to network theory. Talking about how present world has been shaped, Professor Franco shares his opinion about how the society is now moving towards leaner and kind of organizations because it needs to get more flexible and adaptable to the challenges related to innovation.

Transcription

Hello. I'm Professor Franco, and I am happy and honored to present in this 2021 edition of Kotler

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Impact. My reflections and contributions will be about the crisis, the current crisis and the potential for innovation and all the new opportunities that come with this very difficult moment for all of us. There is a famous, Renaissance thinker Niccolò Machiavelli, who used to say, never waste the opportunity offered by a good crisis. This is an early indication that is about disruptive event which have traumatic impact on societies and economies. But at the same time, there is an opening, for transformation, because mutable constraints, of rigid systems are going to be broken or made more flexible, and the shock can open a window or opportunities.

We have been knowing network security to social networks, but obviously this is also related to the way the virus is spreading and the ways in which we try to contain and disrupt this spreading. So, the Corona containment networks are related to countervailing pressures of the economic pain and at the same time, containing the disease right and our no linear dynamics and complexity. Science is quite at the core of the ways we are dealing with the pandemics. We understand the pandemics and

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we try to contain and disrupt the pandemic. So vital dynamics are related as we well know, too viral means and globalizing networks, including markets and marketing.

So, there is an ongoing credit destruction in the current pandemic, pollution is decreasing. Economists have been down and now bouncing back. There has been an international shift of powers related to the pandemics and the ways different nations and different social structures have been able to respond to the challenge. Also including scientific innovation, for example, with new DNA vaccines new ways of working with flexi work. Health care has become a central A power and reserves as an army can be during the war. By the central powers of every nation, gradually and traumatically at times teaching a learning have been changed at the same time as the ways of working.

Changes in flexible working, reduced pollution, proximity and distance in sharing science and realization of crucial role of health care. Thank you!

Presentation 34: Enhancing the Post-Pandemic Digital Time by Gabriele Carboni

Description

What obstacles for the entrepreneurs and managers of today's world face when moving on a path of innovation? What is the new digital strategy that can help entrepreneurs to climb the ladder of innovation? What is the importance of visual planner? What should you know before creating content for your digital plan? Why digital communication has become so important for an organization to grow?

Gabriele Carboni shares his experience and insight that has led to a static growth among the entrepreneurs. He talks about digital marketing where everything is measurable and thus the importance of formulating strategies of success. He suggests on investing more time to your business if you plan to climb to success and consider that time as a kind of corporate trip. Carboni urges organizations to think beyond

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making profits and looking at building relationships with clients.

Transcription

We cannot solve our problems with the same thinking we used when we created them. Hello, everyone. My name is Gabriele Carboni.

Strategy is about storytelling, not slides. The pandemic has made us open our eyes to digital, as if it didn't exist on deal last year. That's because, unfortunately, many companies are still beating victims and that we have always done. The concept of we have always done it this way is an excuse that many entrepreneurs and manager used not to look for a new path, which probably makes them feel uncomfortable today.

I realize that the biggest obstacle for entrepreneurs and manager is to the final goal for communication are digital promotion activities on objective that is different from gathering followers are likes and is instead lead to concrete business goals. Since we're talking about digital marketing where everything is measurable, we to know how to analyze the strategies progress. This element of the

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visual communication planner we defined a key performance indicator. If you want to have something to measure, you need to act. This step is called channels and activities. What should you know before creating content for your digital plan? This is an essential element of to know what makes your product or service different from the competition. This is what they call marketing distinguish, which is the answer to the question. You have to have the whole strategy in mind, even one focusing on defining each individual element. Once you have established your goal, following this path will be easy. Important questions are who you are, what you do, why to buy from you, what to say, where and how to communicate, what the measure and finally you are on top. However, it should be stressed that no strategy facsimile applies to all companies. By adapting to changing conditions, its reaches its goal. It is precisely when everyday life stops that we have the great opportunity. Still, everyone who we are small and medium enterprises in particular, always busy on the barricades, and it happens that they lose sight of the original purpose of the company itself.

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Our new vision of strategic marketing is not just about promotion or communication, but also about the foundations that go beyond profit and give an opportunity to create a deeper relationship with their stakeholders, not just customers, but all those with interest in the company's performance. Defining a digital marketing strategy for the post pandemic era is an opportunity to think about the foundation of your organization and the relationship it does with the community and the environment. It is a time to go beyond the chrysalis of values built through communication, to know if the company is ready to transform itself into a butterfly and talking about both the base of the month and its summit, or rather, the goal to be achieved if the goal is commercial.

Presentation 35: Building the next new normal and creating value for yourself by Gautam Mahajan

Description:

What are lessons we can learn from the COVID-19 crisis? Is there really going to be a new normal in this world? How can the new normal look like? Will money and power remain the major motivating forces in the post-COVID-19 world? Will democracy remain ideal mode of governance?

Gautam Mahajan suggests that a ride of management and our work has to change. Mahajan talks about the possibility of new normal and how it will be like. He emphasizes that why it's necessary for office workers to concentrate in an office for better communication, efficiency or ability to manage and ensure people are working are on time at the ship. He highlights that the internet transactions will increase, because people will choose lesser physical contact.

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Transcription:

My name is Gautam Mahajan, and I am going to talk about building the new next new, normal and creating value for yourself. So my first question is, is there really a new normal? This talk will discuss the new normal, if any, will discuss how creating value thinking and help you manage the creation of a new normal, how to continue creating value and newer normal. The new normal is a moving and a changing target. It will be more take driven and more difficult to predict and more challenging. The trick is to get ready through a value creation mindset while focusing on more near term while changing ourselves. So as value creators, we have to imagine the new normal and get ourselves ready for it through baby steps where we adjust to the changing present normal and become ready for the coming normal. Money and power will remain the number one motivator and normal people want to belong and conform. We seek to go back to the old ways of thinking. The some change for become permanent, we will say get the pandemic forced new future which did not become a new normal. We started to put less stress on the environment.

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We stopped rushing around, which was for the greater good. But we have gone back to a holder way and older normal except for working from home. What it tells us is that all new and big changes do not become the new normal. We seek to go back to the old ways. The new normal is indeed a moving target and different for different people in people. Yet we know the new normal creeps up on us, and we have to start accepting them.

Internet payment and services will increase because people would prefer less personal contact. The idea of globalization modified by globalization may not be the part for the future. Globalization is more for suppliers and manufacturers by and lives of consumers are local, although they are made to feel global cursed by court made globally. Moreover, will democracy be the way to go? What will happen to global institutions, what to do with them? It's also a great time for us to rebuild and redesigned the infrastructure. We have to think more about the sharing economy. This is a global opportunity to readjust ourselves and move from value destruction to value creation. Will there be a

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*new normal, very different or will be drift back
closer to the old normal human memory is short.
Thank you.*

Presentation 36: How to change the world for the better by Giorgio Nardone

Description

How can technology change the relationship among humans? Will this pandemic change the nature of human relationships and will they really learn from this new challenge? How can humans use their experiences to shape the world into a better place?

Giorgio Nardone elaborates his thoughts on changing the current state of human society, where he suggests that if humans start learning from their experiences and put that learning into shaping a better society, it would help fight against the tragedies of the world. He believes that each and every human, especially those in power have a responsibility and can help in changing the world and making it a place where people can live together.

Transcription

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As Benjamin Franklin said it's a validated experience that the humans don't learn by experience is just an illusion to have imagined that people after pandemic and the painstaking fight against this tragedy world became better. The rich people are richer and the poor people are poorer. The powerful persons get more power. The fragile ones became more fragile.

The future of humanity seems to me don't appear as a better world. But this is my pessimistic point of view. But I have another point of view more strategic, more active based on the responsibility of each one human beings. I think that to change the world in better and to learn the lesson by the pandemic. It's really necessary to use the evolution of the world communication, the possibility to reach people over around the world, to educate people to live together.

So, my so brief contribution to this such important conference is pinpointing as an era where we have evolved superior technologies but we need to come back to human factor. Human factors arising in the last decades as the real most important and fundamental energy to introduce a better life for all

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humans. Therefore, coming back to consider human factor is overall work in stimulating people to become more responsible, stimulate people to assume the power to act. So we need to change politics and it seems to me that the first things to teach to people is to be gentle to pay attention to the others but never forget uh then states then desires, then dreams, and their attitude. What we have learned through experience with a lot of people can help to change their state as well. Thank you!

Presentation 37: Tao of Sustainability, an holistic attitude to make the seventh generation principle real and effective by Guerino Delfino

Description

Why the act of humility is required? What are the key takeaways about COVID? How global sustainability goals are important in bringing the revolution? What are the important factors in achieving sustainability? How brands are setting new narratives and stances for the world? Why is it necessary to learn market and consumer habits?

Delfino emphasizes on the importance of adapting to the ways of natural world rather than material world. He suggests that an act of humbleness is necessary which is why nature and economy should both be taken into an account as proportional to each other. Delfino highlights that COVID has taught us that we are facing same challenges which require collective progress

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towards global sustainability goals, especially SDGs. Transparency is necessary in achieving truthfulness in narrative building and marketing objectives to enhance long term growth. He further proposes that brands need to be honest with their storytelling behind their inspiration and stance building as consumers have huge role in ensuring sustainability. He further focusses that life choice must be in line with the conscience. Values combined with technology and finance regulation is the key in ensuring sustainability.

Transcription

We find predominantly spiritual text that point to men's obligation to live in harmony with the natural world to adapt to it and respect it. It requires an initial act of humility and requires also an act of faith in the scientific community. Today's sustainability is a common idea and challenge around which different experience, cultures and souls come together. COVID is also a test of how ready we are to react, I would say a big warning and the rehearsal of the world to come. There are essentially three for key takeaways from many experts, writers and economists. First, everything is

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interconnected. The social and biological worlds are intimately connected and economy is dependent upon this relationship. Second, we are faced with a common danger, the institution and big players are not ready but do have the resources to react quickly and globally. Third the common man, that's us, tends to safeguard on spaces by adopting common global solution, sacrificing privileges for the sake of a higher good solidarity, equity empathy emerged at times like this. Fourth, a general trust, the government's legitimacy emerged as key factor to get people accept curfews, social distancing, etcetera. Sustainable Development Goals with 169 targets are absolutely crucial as they address the environment, poverty, word anger, education, energy, equity, justice and so on. Institutions are seeking and defining common global goals and governments are starting to support them with new regulations, taxation, hopefully with the allocation of negative externalities with national plans and investment, so that's another key factor. Big players like any have been on the right track for years with excellent economic results, by the way consumers are starting to reward sustainability. This is again

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another factor showing that we can make money with sustainability.

We've been talking about promoting sustainable lifestyles for 20 years now. It's kind of our purpose and we all since 2015. So comes into play the market and consumer habits, marketing techniques and storytelling are all tools, tools used to sell stuff and as much as possible. The marketing objectives are always linked to growth and profitability in the very short term. That's another key factor. So the big issue is that we consume a vast amount and produce a mountain of waste at enormous cost. Yet brands do wield immense power, responsibility in shaping lifestyle, a consumption models. The relationship of trust with consumers can be swept away in an instant with the advent of social media transparency. We know brands need to move from storytelling to real story and it must be associated with the concept of shared value. The new brand narrative must focus on values for concrete action on what is actually being done to change this world. I would like to conclude with the that when faced with the choices of his life is conscience required him to ask himself if the choice that action

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*would give life to himself, would give life to others, I
would sustain the life of those to come. Thank you!*

Presentation 38: Customer Engagement & Marketing Automation by Hamad Mubarak Al Hajri

Description

In the new normal, how to engage the customer? How can businesses use digital marketing to interact with the customers in the time of pandemic and even after it? How important is it to understand customer behavior?

Hamad Mubarak talks about the importance of digital marketing and how companies can utilize it to reach their customers and interact with them. Digital marketing has become a crucial tool for the companies in the age of pandemic. For marketing it is important that companies understand their customers. He suggests that even if companies have small customer line, they need to make sure those customers are happy and engaged.

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Transcription

Good day everyone, My name is Hamad Mubarak Al Hajri. It's my pleasure to talk today about customer engagement and marketing automation in business today. Nowadays we are living in the new normal especially after the pandemic where people using the mobile phone all the time. The getting use all the services they are seeking can be done with their phone for digital business today. The main challenges how can we engage the customer all the time especially when they're next to their phone customer engagement today. It became a very important for our business. We transfer this challenge to be our strength by utilizing the digital marketing and the marketing automation with using the latest technology, marketing automation. We keep the customer engage every day. We've been inspired by the shallow bill punctual and fast and at the same time we want to be a one stop solutions from everything human want to have online with this It's very important to understand the human you are targeting customer We need to make sure we are data driven when it's come to make decisions around the design. What the

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customer love what the customer don't love those two factors. Technology and human sensor business model. This is the key factor to enable the marketing automation success. There is many definitions of customer engagement and basically customer engagement is basics how many times there was interaction between the platform and the customer and how can you maximize it with an outstanding return from the customers. So, the customer would love this interaction. Some interaction Maybe will make the customer upset or he will never like your platform. We have the digital marketing and digital marketing is something amazing to acquisition more user interact with them.

Market automation is totally about the persona. Those two factors, the customer engagement and marketing automation will not increase your sales online only, but also to reduce your cost that you invest a lot of marketing. Of course, you need to invest in those technologies, many things can be done to improve your customer engagement through the marketing automation.

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Thank you very much. It's my pleasure to speak to all of you today. And remember marketing automation is the way to save the money and the time.

Presentation 39: Rebalancing the Society by Henry Mintzberg

Description

Why is there imbalance in society and the lack of balance between sectors? What are the three sectors of power? What are the three most common ways of going out of balance? What is populism? Why getting into the marketing is a problem? Why most of the countries have their public sectors private?

Henry Mintzberg is talking about the issues our society is facing, and the most common one is being out of balance and marketing. He also talked about the problem that is related with the pandemic. He also talks about the causes of these problems. He also discussed the issue of pollution.

Transcription

I'm not sure I can accomplish it via the perspective of marketing, but, you know, the foundation of those issues is all about societal imbalance and a lack of sectoral balance. Any society in which the power of its three sectors is unbalanced is problematic. And

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today's China is about power imbalances on the state and public sector side, while the United States and the United Kingdom are out of limits on the private sector side. The influence of populism is being superseded by communal forces popular, or populist, in countries such as Turkey, Venezuela, and Hungary. So it is in Turkey, where the majority of the population is Muslim. The poor are the strength of the Muslim community in Venezuela. The right wing, particularly the extreme right wing, is gaining control.

COVID-19 functioned in nations where the government's responsibility was to defend residents' property. The plural sector refers to institutions that are not owned by the government, the state, or private investors. Co-ops are included because they are owned by their members, whether they are consumers or suppliers. When people have had enough, they rise to their feet.

And politics swings because we have a two-party system with one on the left and the other on the right. And we are in desperate need. Balance is required across three sectors, not pendulum politics.

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I believe that the concept of corporate social responsibility is good when it is taken seriously, but not when it is merely green washing or public relations. The Democracy Index classifies every nation in the world according to how democratic it is, with Full Democracies being the first category. When comparing Canada to the United States, New Zealand's economy stands out. Not just Denmark, either. There are other things that might be done, such as removing money from politics.

Presentation 40: Hidden Champions – The New Game in the Chinese Century by Hermann Simon

Description

Why China and Germany are called Hidden Champion? What are the learnings from pandemic in terms of global export and global gross domestic products? How globalization has digitalized the world market? What is the ambition of champions to acquire sustainability?

Simon highlights that China is becoming a global market leader in absolute terms. Germany and China having the same export rate makes the race to become a sole “hidden champion” interesting. In the era of hyper globalization, He emphasizes that China is in need for bigger businesses and firms. China will become a toughest competitor for Germany in playing key role as a hidden competitor for business, exports and foreign direct investments globally. Pandemic has taught the

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world that certain operations can still stay active and small intermissions will not devalue self-dependence. Simon further states that globalization has accelerated the process of business innovation and digitalization for long lasting sustainability. He advocates that investing in the development of employees and research, higher growth can be achieved.

Transcription

My topic today is Hidden Champions, the new game in the Chinese century. And it will be a truly Chinese century because when it comes to midsize companies and global market leaders, the Chinese play a very important role. What is the hidden champion? A company which belongs to the top three in the world has a revenue of less than billion dollars and it's not known so hidden in the public. So you may say billion dollars, that's not a typical mid-size firm. China is number one in absolute terms and Germany is number one in per capita terms. So China and Germany have a unique position over this decade in exports, which is the most valid measure of globalization and when we think of export success, we usually associate that to

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large corporations. When we look back at the last years, we can distinguish that we had a hyper globalization. It means that global exports grew more than the global domestic product and since we have a relative d globalization.

With respect to Corona, we come to some very important and new conclusions. Obviously we can do global business without traveling so much. We have seen that global value shades are vulnerable. The risk was underestimated Self-reliance has been neglected. That applies especially to pharmaceuticals made in China or in India, logistics is key, especially during crisis. Even small interruptions like the accident in Suez Canal have disrupted production chains and climate change will force us to rethink globalization. But to safeguard our ability to deliver, we must be able to act regionally in the future. So we see a shift from exports to regional investments and that is going to continue. So the main point of the new game and globalization are the following relative d globalization is likely to continue goods, exports will be substituted by foreign direct investments.

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The core is the ambition to be the best in your market. This is a shift through focus and innovation but focus makes the market small. How do you make it large by globalizing and all that is affected by digitalization and by a very recent trend ecosystems? The hidden champions do it through their own subsidiaries, not through intermediaries. Now, what are new rules of the game and thriving forces of course, innovation, digitalization is and business ecosystems and sustainability. The outcome is more important than Champions have five times more patterns than large corporations per employee.

The Chinese are just starting. So the global presence is still low global prints. Germans have strong global plants not in the general public but in their target groups. The Chinese prints are still very weak growth rate, Germans grow gradually but with medium rates. Various the Chinese achieved high growth rates and they finance and the large part of the capital, the Chinese invest into large numbers of research and development employees. Thank you very much!

Presentation 41: Creating Value with Values: Post-Normal by Hermawan Kartajaya

Description

What is the importance of pandemic transformation to reach cooperation? How social power is more powerful than political power? How corporate communicator and lobbyist support the organization? Why values and norms are important in marketing and customer management?

Kartajaya highlights the importance of values and norms within the organizations in the post pandemic world. He suggests that global crisis can be managed and transformed through Franklin Delano Roosevelt's 3Rs; relief, recovery and revolve as social system is more commanding and influential. Being a co-founder of world marketing for room W. M. F. Kartajaya emphasizes that lobbying provide and support companies, countries and institutions ultimately supporting the post pandemic marketing, policy making, cooperation and multi-dimensional technology. He focuses that

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that the balance between social and political power is absolutely necessary, so government, economic players and social influencers, such as NGOs, hold an immense importance in formulating the policies.

Transcription

2020 is relief government is the main actor helping all the people, helping all the cooperation and helping everyone in the country. But 2021, 2022, is recovery, hopefully 2022-2025 we can reach that immunity of the world. This is very important because this pandemic transformation is not only important but it's a mass to reach the new cooperation. Now we have been in this pandemic crisis for more than one year so we have to be entrepreneurial not only professional and then hopefully we can renew our corporation our institution in our country and have efficient to be a sustainable institution sustainable corporation in line.

What is our next model of the world? What is our next model for the company? What is our next model for the country? And what is our next model

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for our institution? Value. Technology is machine. But remember market is still human using internet values is about political legal. Rebalancing between political and social power. You cannot stop the change. Social power is more powerful than political power. We can see that the society is becoming more powerful than the government, so many arguments, so many priorities that you have to discuss before you have policy, both of them must be balanced. There are three things that you have to understand; understanding the aspect of political and social power influencer, actor output and support then elements of political power. Party. Principal. Policy. Polity and four elements of the social power sphere.

Now values is about right or wrong nor about good and bad. You can be lobbyists in the left side and you can be a corporate communicator in the right side. But both of them must support the organization, vision, mission values and goals. Marketing and selling is about tactic and product management and print surface process is valued, not values. You must ask yourself who your customers that you are targeting are. Marketing

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where the social power is now becoming more important and political power. Micro marketing is especially for the corporation. So you have to lobby the government and society but also thinking about the post pandemic environment to SDG and how powerful is gen Z in 2030 we can use to make a marketing for the government and NGO. So you can lobby the company which is playing for the economy and how you formulate your policy for the society. And if you are an NGO you are the influencer for the society. So, make a marketing not only for the cooperation, but also for the government. So if three aspect of the country, government economic player and society influencer can have the same understanding of the post wondering marketing make a marketing, I think it will be great. Greetings from Herbal Bhattacharya, Jakarta Indonesia, and thank you so much.

Presentation 42: Strategy as a way of life by Hirotaka Tekeuchi

Description

What is product development? How organizations in Japan should take benefit from digital marketing?

What is the roles and responsibility of a manager? Why it is important for a manager to be consistent?

Hirotaka shares his experience of strategy formation and project development and teaching strategy at one of the most prestigious university in the world. He talks about the stages of project development and the role of marketing. He talks about his Harvard business reviews and talks about the characteristics of a good manager.

Transcription

I want to thank Professor Kotler for this opportunity. I know Professor Kotler for so many years and I have always admired his efforts and his passion for coming up with more ideas. I would take this opportunity to talk about the importance of product

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development and what is the role and future of digital marketing. The purpose of this talk is to share my experience of working in corporations and academia.

Why can Japan's new product development take so much time while using a metaphase called Scrum? This is a treatise that focuses on case studies. Well, thanks to that, aren't you two? Picture? Grandfather of it came to be called agile in Silicon Valley, etc. Why is Scrum deployed in agile? Well, that father. It is said that Jeff Sutherland is the one who called this our treatise. That's why I thought of Scrum.

Well, there is such a background, so there are three agile kiwados. I'll have speed, and then I'll do it with a small number of people. And again, I don't know which one to fall on, so eh? It's like scrum that all of us can connect to new product development.

In the first time, I wrote a treatise in English in 1960, so recently, did you come out? It's Bungei Shunju, right? Mr. Nonaka. And I'm in Scrum. This was the feature of Mr. Naka in the picture of November last year, which is the face of Japan.

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I have to explain that with my arms crossed, isn't it? Why are those two strange? I think? Well, this means that you are building that scrum, right? About ten years later, I wrote that Knowledge 9 Reading Company and Knowledge Creation Company. What is that story picture? Maybe Mr. Nonaka last year. Well, that's the treatise, isn't it? We've both been up to that point. That program was so influenced by Bud Simon, isn't it? What is a company? Well, its information processing. That was the point of view that he was dead, isn't it in this book? We may not be, but its political time, isn't it? Well alive.

What kind of organization is it? We used to appeal in the book that the living room is a living room, and the concept is not tacit knowledge, isn't it? This is the Seed Knowledge. The Japanese have a lot of tacit knowledge, right? Well, this is probably Japan. I think this is the origin of the first theory, but this relation of converting this to explicit value and converting explicit value to tacit knowledge.

Presentation 43: Critical Drivers of Consumer/Customer Behavior in the Post-Pandemic World by Howard Tullman

Description

How new technologies will continue to change the way we work and the way we live? What is going to be the role of technology in the post pandemic era? What are going to be the changes in the way of doing business in the time of COVID-19? What are the main drivers of change? What should be the strategy of the businesses in dealing with the new changes?

Howard Tullman in his talk shares his idea of the changes that are taking place and will accelerate in the future. He talks about how technology is and will keep on transforming our businesses and lives, and how companies are incorporating technology into their business and making sure to accelerate their growth in the time of COVID. He explains that how businesses will have to think about the buying

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needs and demands of the consumers and make strategies using technology and digital marketing.

Transcription

Thank you for providing me with this opportunity to speak with you and especially I would like to thank Professor Kotler for this wonderful opportunity. I will talk about how technology has and the new technology will keep on changing the way we work and the way we live and what impact it will have on our future and especially in the post pandemic world as we confront the new normal in our business and in our lives. In this continuously evolving world the only constant is the constant change. We are seeing that many industries have been radically altered and many traditional businesses have been uprooted and the very nature of work has been reimaged and reinvented. The COVID virus has actually speed up the rate of change which was already taking place before COVID. The rate of change in our lives will never be slower. The future is not coming tomorrow its here today. I will mention the eight drivers and vectors of change that will radically alter every business and industry over the next several years.

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Several of the drivers are technological and others are psychological but they all are unavoidable. In the digital world the demands of the consumers are continuously changing and always increasing to succeed a business will have to anticipate and understanding the emerging needs and demands and create products, ideas and solutions that meet those needs.

1. The first driver is time, the businesses will have to be everywhere where the buyer is. The businesses will have to adopt smart reach approach.
2. The second driver is voice, technology in the future will be voice driven, and this year more than 50% of internet searches was by voice which leads to conversational commerce which is all about ease and efficiency.
3. The third driver is attention, attention is the new currency and every business will have to develop an attention strategy in order to catch the attention of the consumers.
4. The fourth driver is personalization and customization.

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5. The fifth driver is data and the sixth driver is constant connectivity. The seventh driver is supply chain.
6. The final driver is trust and loyalty.

Presentation 44: Marketing in Post Pandemic Age by Ibrahim A. Hegazy

Description

What is going to be the future of market in Post pandemic? How COVID has changed marketing techniques in Egypt? How digitalization has improved marketing? What is the power of social media influencers in the new marketing world? Why is it important to talk about customer experience and to address the issues in the buying of products and services?

Ibrahim Hegazy who is a marketing professor and a former member of Egypt's parliament talks about the prospects and challenges of marketing in the post pandemic in Egypt. He explains the new marketing trends that have emerged and the ways to improve customer experience and satisfaction. The importance of having good marketing graduates so they can come up with improved strategies to handle the marketing needs of today's world.

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Transcription

My name is Ibrahim Hegazy and I am a marketing professor at the American University in Cairo a former member of Egypt's parliament. Today my speech is about marketing in the post pandemic Egypt. I want to emphasize upon that why it is important to talk about marketing post pandemic. The reason is simple as Egypt has a population of 100 million individuals and 60% of them are below the age of 30 which shows that Egypt has a young population and this has brought a change in the marketing techniques as before the pandemic Egypt was following the traditional marketing techniques. Since COVID has arrived it has changed a lot of business techniques and marketing method. Now is the time of digital marketing and adopting new techniques and the use of Artificial Intelligence. This is the age of digital media influencer and their importance has increased. COVID has increased E-commerce business. Today customer satisfaction and overall buying experience of the customer is very important. The challenge Egypt is facing is the lack of training

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provided to the marketing graduated which has nowadays become very important.

Presentation 45: Customer Focus Without Budget by Igor Mann

Description

Why customers should be called Customers? Is “customers are always good for company” a myth or reality? Can companies change the focus of customers? How apology can save a company reputation?

Igor Mann highlights that companies should have customer centric focus which is why referring to customer as “Customer”, with a capital C, conveys the idea that they are highly respected and prioritized. He further elaborates that customers are not always good for the company which is why doing brainstorming with the team to decide which customer is bad for business is a crucial activity. Companies can easily change the focus of consumers to bring attention towards certain idea of concept but for this empowering the employees to create an environment best suited to them is also important. He advocates that if employee or company makes any mistake, apology should

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always be made to keep the consumer and build company's profile. Consumer should be given the true impression that the whole team supports and respects them.

Transcription

I know that to start customer focus in any company is quite difficult task because people do not know what tools to use. The most simple, most quick and most effective tools and do not require budget. First tool, Customers, not customers. We respect our customers, respect people whom we address this word. So if you write with capital customer, you start to think and act in customer way. There is a myth that all customers are good for the company and the customer is always right. This is a mistake. I give the following advice to all my customers to all my clients try to decide what kind of customers are bad for your business. You have to run the brainstorming session with your team and decide what kind of criteria you set up to decide this customer is bad or good for your business.

To change the focus of customers you have to do the following thing. You have to print posters. Put it

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at the entrance of the shops. Uh and type the words like that dear customers for your attention. We categorized all our employees into three groups. Good manners make not only manage the company, they make the company customer focused and they can choose anything from this list of activities to convert to customers in the company with the good manners but do as much things as you can see this is a very good exercise. Just provide your receptionist with the duties with the responsibilities with the budget that allow him or her to convert reception area in the area of the high impressions.

As soon as you find good ideas, try to realize these ideas quick as possible and it will be a few steps closer to be ideal. Upon making a mistake apology to the customers should be conveyed. It's very difficult to give apology to another person, especially if you're not guilty of somebody from your team can be guilty. That's why we can borrow the idea from the Eastern countries. They invented the idea of sorry coupon every time they are guilty. First. You always keep your customers in mind and then you. Second, you respect the front line and

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thought you show your front line that the whole company is there to support them. And every time you met obstacles met at the reasons you stop customer focus activities in the company, you should open this document, read it again and get the get uh infusing again. So that's it as they say, start small and build around it. Thank you!

Presentation 46: Impact Creation: Building the Next New Normal by Ira Kaufman

Description

What caused business to be only associated with profit generation mechanism? How businesses can be used to bring social change? Why trust building and transparency is necessary to be included in business practices? How business effectiveness and brand loyalty can be achieved through consumer communication building?

Ira Kaufman presents a view that business is only perceived from the lens of profitability, whereas it has the power and access to bring social change. Business and marketing facilitates in creating and promoting shared values among employees and consumers to endorse sustainability. He suggest that businesses and brands can help in developing an inclusive and sustainable society to counter injustice, racial discrimination and women relegation in all segments of life. He emphasizes that business approach should be human centric

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and not profit oriented. For business community to create an impactful campaign, shared values must be incorporated in corporate culture. He further advocates that trust and transparency facilitates communication, accountability, evaluation, integration and collaboration, which ultimately make customers to be more loyal toward the brand.

Transcription

Harvard proclaimed that the social responsibility of business was profit. That proclamation was an intention really that infected and was embedded in every business school, every business, every institution, and every startup globally. It became a mentality uh that affected business evaluation and performance and production and innovation. In fact, this mentality and the mindset two develop businesses which are profit driven uh and in some cases uh at any cost, is really responsible in part for the state of our world and our environment.

A book called "creating social change" had a little bit different intention to look at the responsibility of business and to see how business and marketing

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could facilitate and create impact and social change. It's the creation of social impact model which is the focus of creating this next new normal for leadership incorporations globally. The signs are all over from climate migration to wildfires to increasing temperatures around the world. So how do business face this urgency and to really respond and transform every business person has the responsibility to ask a very simple question. What's our plan to create a sustainable future? How many of these business people that are listening to my talk right now even entertain this question. We have to begin where all actions begin with intention. If your intention of your business is to maintain a profit centered business. The supplier depends upon corporate to provide effective, clear, open communication about how their product is going to be distributed. This necessitates open communication and transparency to increase efficiency and effectiveness.

If your business intention is to create a business model which will be focused on a sustainable future and it'll be focused and measured on what's called the quadruple bottom line where it's being

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evaluated on people in the company and the people you effect on planet, on the environment and its surroundings on profit, creating a just profit and on prosperity for all people in the community and the society. We came up with four values which really determined uh and it could be powerful inputs and catalyst into a sustainable future. They are trust, empathy, sustainability and transparency. We call these the test values and they are and represent the gold standard for corporate intention and for driving purpose and achieving the sustainable future. We gain brand loyalty and we get employee loyalty and we reduce the energy needed and the resources needed and required for change and transformation. So trust becomes a focal point and that's why it's the currency for transformation of change. So let's look at the second value empathy really, it's the catalyst for inclusivity. It empowers the company culture and it drives agility and innovation.

We look at the relationship of the values to the customer, the employee, the supplier as well as the community and the investor. The incorporation of these values into performance criteria into product

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design will create um a different kind of impact on the community and on their impact uh of the company in terms of their performance criteria. Thank you!

Presentation 47: From Flash of Lightning to Enlightening: Building on the Covid Opportunity by Irfan Wahab Khan

Description

How pandemic has created new opportunities for technology and innovation? How consumer mindset has changed after the pandemic? Why the role of technology is important in marketing? Why “digitalization” is considered the future?

Irfan Wahab highlights that pandemic has entirely changed everything in terms of innovation, connection, productivity, marketing and customer service. He elaborates that almost everything around us has become digitalized i.e. energy solutions, solar energy, electric cars etc. since the pandemic, customer demands and values have changed. Other than pandemic, the availability of new tech devices has granted access to various social media platforms that make and break the survival and marketing value of brands. He states

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that technology was there for past ten years but pandemic has brought a great shift creating many advantageous marketing strategies for businesses. Khan further emphasizes that future is for sure digital which is why it is necessary to explore and learn about new digital channels and strategies.

Transcription

Who would have thought that the uncertainty it has created can lead to tremendous opportunities around innovation, around connecting emotionally with your customers and to transform our businesses. You know if you look at history, who would have thought that innovations like invention of telephone could have been done just focusing on what was present at that time. I a postcard because this has to be exponentially different. This needs an exponential mindset and not just incremental mindset First time when during 40s female have started going to job market become effective, productive part of the workforce.

A lot of consumer goods companies have introduced solutions like home electronics products, washing machines et cetera to help facilitate and

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save time so they can focus at their work if you look at the trench today, everyone is talking about environment being going green and that is actually building up foundation for something even more awesome, which is happening around us when we look around energy solutions going solar going renewable electric vehicles just to name a few. So you need to have some sort of disruption to innovate, you need to have some reasons to transform and you know it before pandemic before COVID hit us. So tech, we all talk about tech intact is a huge strength, but we all know that potential of technology unless its exploited as little value. And this is what this pandemic is telling us as we live this day and age. People are more comfortable walking to the traditional retail channel because they used to go there every day for one reason or the other and they start paying the bill to start sending money. But what pandemic has converted or transformed much more rapidly is digitization. People who were reluctant to start experience, they have no choice.

So, if we move forward, we can see the role of technology is very important in any business. It's

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easy for me to say that because our sector is technology sector, but we I can say that with a lot of confidence uh and charity because we work with a lot of partners every day, we try to help them in a way, we try to help them go digital, we try to help go and transform their businesses and some the key trends which we see is, you know, the customers first of all is the biggest driver. The pandemic definitely has created a lot of concern, a lot of uncertainty, lot of damage at the same time has created a lot of opportunities for us and it's up to us to see whether we will we are willing to put all hands on our deck. They would like to link or communicate with the brand. And then we need to really leverage the technology where there is artificial intelligence, whether its chat boards, whether its robotics, well, it's a data science. Thank You!

Presentation 48: Post Pandemic Marketing: From Selling to Serving customers by Jagdish Sheth

Description

Has the shift from physical first to digital first become the new reality? What has been the impact of the pandemic on marketing and on consumer behavior? What does it mean by globalization of competition?

Jagdish Sheth talks about the consequences of the pandemic on marketing and how this pandemic has altered the consumer behavior. He believes that due to the pandemic the business markets have faced a disruption because the global economy got shut down. However, the pandemic has imposed changes in economy, marketing and on customer behavior that tend to be permanent. Internet and social media, he argues have had a huge impact on economy, marketing and consumer behavior. There is a new generation, which does not follow the ways of older generation.

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Transcription

Greetings. I'm Jagdish Sheth at Emory University, this presentation is about the impact of the pandemic, on marketing and on consumer behavior. This pandemic has been persistent. For more than 18 months, factories were shut down, stores were closed, complete lockdown in many countries. And of course, the customers of the consumers had to stay at home. While the focus may be on the consumer markets, which is very obvious and personal.

Actually, I'll talk about also the impact on business to business markets, which also got completely disrupted. Given the persistence and the way the world economy got shut down, I believe there will be permanent changes or shifts in consumer preferences and similarly shift in supply chain that we need to articulate, which means marketing of tomorrow. Post pandemic may not be the same as marketing we know today. So, let's go through the formal presentation. The title of condition is called the Post Pandemic Marketing from physical First to digital first, and I think the title basically gives away the main message that we were so used to going

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to brick and mortar stores or go to warehouses or go to shopping centers, go to restaurants today the store has to come to the house and we have the home delivery systems in place and therefore it looks like we will be going from physical first to digital first as a key change and our article it a little more as we go along. Now, why? This is important in marketing and the reason is very simple. Marketing is a contextual practice or a discipline context matter. We, of course, understand this very well when we go internationally, when we try to sell our products and services in other countries with different cultures, languages more is faith, religion, whatever they are. We understand intuitively, marketing has to localize it adopted. But we do not have a framework for a broader picture of context.

The impact of the Internet, which led to e commerce quite a lot and social media is clearly one context. We all understand how it impacts in changes, marketing and also the buying behavior. We also have a change in lifestyles today. A new generation does not behave the same way as the older generation. Globalization of competition, not just markets. Competition has become more and

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more global since the liberalization of trade, establishment of WTO, World Trade Organization, no tariffs or less tariffs starting of the regional blocs like the European Union, the Asian Black or the NAFTA in America. And this has increased competition coming from foreign countries, not just domestic countries. There has been a fundamental shift in post pandemic area, primarily because consumers had no choice but to go online. Those who were assisting had to learn how to use the online thing and have the delivery done at home. Thank you.

Presentation 49: The New Chinese Consumer From a Pricing Perspective by Jan Yang

Description

How are typical Chinese consumers? Why these consumers are price conscious? Why do foreign brands easily find themselves in a premium position in china? Why leading to a paradigm shifts in a commercial landscape? Why is it necessary for consumer brands to reach consumers in rural areas? Why do overpriced foreign brands find themselves struggling and faltering? What are the boundaries between information and sales channels?

Jan Yang has shared the information about Chinese consumers, how they work and what strategies they have. He also talked about the foreign consumers in china like how they used to easily get their positions in the market but now are have become less attractive. He also talked about the technology that has made marketing easy.

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Transcription

Hello everyone my name is Yang and I'm a Pricing Consultant. I'm very honored to speak at the marketing summit and my topic is a new Chinese consumer for a pricing perspective.

In the remainder of China, which we call the Middle Kingdom, the average Chinese customer may simply not exist. Consumers are price aware and always on the hunt for savings, while yet being enthralled by international brands. As a result, foreign brands enjoy a premium status in China. In the price-value connection, the new Chinese consumer is divided into numerous tribes. Younger generations have grown up more at ease and self-assured.

They are proud of their country and no longer turn to the west for inspiration. When it comes to competing for the new Trans customer, this implies an equal playing field for all companies. In 2016, Pandora's sales in China climbed by 21%, but then fell by half in 2017 and continued to fall in 2018. Pandora was unable to turn things around despite numerous rounds of price reductions. The youthful

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Chinese customer is maturing, opting for more upscale luxury brands when purchasing jewelry. The game's regulations have altered as a result. It's not about deciding whether to charge a low or high price; it's about selecting the correct consumer groups and goods. Chinese Indian manufacturers should anticipate much of their performance in 2020 to be determined by how successfully the basis surprise tactics, specific customer segments.

In China, a digital, physical, and multi-channel approach is undeniably the way to go. The balance of power is shifting online, especially when it comes to data collecting. From the beginning, brands must get to know their consumers, engaging them in product development, marketing, and even cell development. In today's China, the brand's experience is as vital as, if not more important than, the product itself. The brand experience has become a result of the product, not the other way around. Last but not least, I'd want to talk about being local, which implies both global and local.

Presentation 50: Joko Widodo, President of Indonesia

Description

What are the problems faced by world due to pandemic? How to overcome these challenges? What are the new strategies for more jobs? What are the new opportunities?

Joko Widodo discussed about the new challenges world is facing now and how we can overcome these problems with new solutions and strategies. He also said that 2022 is full of new opportunities so we should work hard for them.

Transcription

The honorable Professor Kotler, founder of the World Marketing Summit Group the CEO, Representatives and happy guests from different countries.

We all feel how difficult it is in the business and industrial world during this pandemic. It is a time of stress and uncertainty. It forces us to deal with new situations and adapt quickly. Switch to a new era with new habits. The pandemic provides

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momentum for change and acceleration to hone ourselves to be even stronger. We will be better in future to face these challenges, transform into a new force, become more resilient, and become winners. The pandemic cannot stop us. We will continue to develop new infrastructures, new businesses and strategic project development and the construction of labor-intensive projects to provide jobs for people affected by pandemic to keep the economy moving. Our agenda and our bid events can be organized in new ways. We hold trade, MSME products rollouts, international meetings virtually. We have successfully organized PON or the national games in Papua. And will hold various international events as well. Which will trigger global scale activities. During these difficulties these must be the opportunity. New challenges will lead new solutions. Dark times lead to glorious times. Therefore I believe 2022 will be a year of all opportunities. So prepare yourselves for those new opportunities, those new markets, new customers, from all over the world to drive the Indonesian economy. I hope this World Marketing Summit will generate fresh ideas introduce the latest marketing strategies. To help world and

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Indonesia rise again and improve people's welfare. I think this is all what I wanted to say thank you.

Presentation 51: Hello tomorrow: postcards from yesterday by Jonathan Deacon

Description

Can strategic behavior in business be employed in future? How pandemic has changed business models? Why companies have adopted agile marketing strategies but have not been able to change the environment? How empathy can help business leaders to have better clientele?

Jonathan highlights that in pandemic world strategic behavior in marketing is highly required. Small businesses are the most agile which is why their decision making process and implementation also never takes long. But, he argues, that businesses have been able to adapt to new trends and strategies but the environment in those companies is still the same. Small businesses are the supplest which is why adapting and embracing change needs to be the biggest part of their business model. He further adds that COVID is not going to vanish anytime soon which is why

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permanent strategies in terms of empowering business, employees and customers are needed. For small business survival, companies need to be empathetic towards the clientele.

Transcription

Much of the strategic behavior seen, I think in the last year within the SME sector is, of course, an illustration of me I marketing at the entrepreneurial interface. I can think of no time in my business or academic career that there was a time of tech, social or business sustainability. What we've seen in the last year is that that has just been accelerated. Covid, 19, has changed some things for every business and everything for some businesses. But change is a constant it's just been accelerated in the last year.

Our first choices carry on doing what we did in the past and hope that something may happen and that we don't lose our boat. The second, choice that we make or could make is we can, um pause. Everything go down below decks, pull the hatch above our heads, clip into our bunks and hope that when we come back upon to deck, the storm will

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have gone away and we can see where we are or we can do the third thing, which is we can strap ourselves in, harness the power of the storm, use the biggest sale and spinnaker that we've got and power ourselves into a very interesting but a very different future. In fact, what we've done, perhaps, is that we've been agile and we've changed our business model in the process.

But how many used it to their advantage, who were brave. Interestingly, some small businesses led the way in changing business models really quickly. Small businesses. We're the most agile. Perhaps, as my slide suggests some things that we already knew prior to Covid, 19, was that long term planning doesn't really work. So what do we know about the SME sector? What do we know about it here in the U. K. Number one is that they tend to be close to the customer or the consumer? So there's a knowledge already of their marketplace. In many ways, they're part of that same tribe.

There's a case of survival here, and there's a need for survival, and that outweighs the need for data. It's what I term as agility. Through necessity, some businesses plan to be agile. The small businesses

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that I think we've seen in the last year being agile have done so because they needed to be agile. companies have done is that they've adapted to change the changes in the company they've made, but they haven't been able to change the environment, and that has moved them into this concept of embracing change where they change the environment. So we're moving from one to the other, from adaptation to embracing change and those new business models. Those agile business models in marketing are about that embracing of change.

COVID will be with us for a little while longer. Uh, sadly. And I think what we will see are more and more companies, smaller companies leading the way with an agile view of their business models, changing it rapidly, changing it to increase value added to increase relevance, and also to look at a sustainable business model moving forward. Those innovations will carry forward, I suspect, into the future for many of those organizations. Thank you!

Presentation 52: This is not sci-fi anymore. Insights into the consumers' minds based on Neuroscience and AI by Jose Paulo Santos

Description

What is the role of neuroscience combined with artificial intelligence in understanding consumer behavior in marketing? How FmRI and E.G electroencephalogram can be used to stimulate subject's brain? How the combining method of neuroscience and AI can help counter consumption issues?

Santos highlights that neuroscience and artificial intelligence methods can assist in understanding the consumer's mindset in marketing domain. This approach provides access to the process of decision making other than the observable behavior of customers. He suggests that method of FmRI and E.G electroencephalogram presents the visual stimulation of how consumer's brain react to

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the pictorial images of brand logos. Emotions of consumers play key role in marketing, so the images help in getting to know the preferences and demands associated with brands. He states that the benefit of understanding consumer's mindset also include having an access to consumer's consumption problems in marketing analysis. So, marketing strategies infused with neuroscience and AI can regulate the risky practices and generate solutions.

Transcription

I will bring two perspectives that are not so common in marketing perspective from neuroscience. So I'm talking about neuroscientist IQ techniques and neuro-scientific knowledge also and how the neuroscience, the combination of techniques and knowledge can help us in order to understand how consumers behave. And the other perspective is from artificial intelligence. How artificial intelligence combine it with neuroscience may help us get insights into the minds of the consumers and this is not science fiction anymore.

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And along this time there have been several attempts, several approaches in order to understand what is going inside consumer's minds. For example, the study of facial expressions or for example, the study of the body mannerisms. So how mainly in focus groups, the gestures of the hands, the expressions of the face, role playing. Also pictorial metaphors or even the controversial implicit association test all these approaches. Probably the two most important techniques in behavioral neuroscience. The first one the first one fMRI functional magnetic resonance imaging and this word here is very important functional because this technique allows us to have access to the functioning brain and the other one is E. G. electroencephalogram. We use it visual stimulation in this case we stimulated with brand logos. Some of the logos are preferred by the subject, some of them are just indifferent we knew that and after that during the recording or after the recording, analyzing the data, we can get these images and we analyze these images.

So we use these kind of images in order to understand which processes are before or behind

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the decisions before the pressing the button, what was happening inside the brand. And we can guess which psychological processes were happening. Artificial intelligence with a certain group of subjects with a certain group of subjects in order to construct the model. And after we have the model we go with that model to other a different group of consumers. We also have access to the processes that gave support to the decisions to the choices. Okay and now again the take home message when you approach martin through neuroscience and artificial intelligence. Besides the observable behavior, you get also access to the process. Imagine the benefits if we could control some consume consumption processes for example, gambling, gambling is has an electronic component. So we play a bit and that's okay but sometimes gambling start becoming a problem. So marketing and neuroscience and artificial intelligence may help to control these extreme processes. So hello, better tomorrow. And this is not science fiction anymore. This is happening in university laboratories. This is happening already in the history. So this is how artificial intelligence, combined with Neurosciences neuroscience help us

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in order to uh do the insights real insights into the consumer's minds. Thank you very much!

Presentation 53: How to Increase Sales Conversion through Omni-channel Marketing automation by Kai Hong

Description

How the marketing strategies has changed in the last 30 years? How the marketing has transformed in the last ten years? How to build an infrastructural structure to support the new marketing ways?

How innovation has changed marketing in china? How China is using digital apps as digital marketing tool?

Kai Hong in his presentation at the World Marketing trends talks about the latest marketing tools and how they can be used for effective marketing. He explains how in China marketers are using apps like tiktok and WeChat and are using them to get a better understanding of the consumers. He talks about the different effective ways of approaching consumers.

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Transcription

This is Kai Hong from Jing digital based in China. My topic is about sales conversations through omni channels market automation and how it is being applied in the China Market. In the last thirty years the market has gone through a profound change starting from the initial when the market was based on postal services. In the last ten years the market has transformed into a stage where it is people based and now it is focusing on right engagement, right person, right time and right channel. In china there has been a digital expansion in the last thirty years. In 2011 we got super app which is we chat and now it has over billion users every night and the daily average time on we chat is over two hours. Another example is Tiktok which started in China but now has occupied large population of the world.

So tiktok has become a very important marketing tool which cannot be ignored. There are few trends which dictates how the marketing trends evolve in China. We chat is following the B2B model.

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There are four key component of marketing automation, the first one is data tracking, the second one is analyzing the data and the third one is sales conversion. The last component is system integration.

Presentation 54: Leadership for the New Reality by Kamran Rizvi

Description:

What is the new normal in leadership styles? How a leader can become impactful and adaptive in ever changing circumstances? What is the difference between leader brand and leadership brand? Why courage of a leader and leadership at minimal, moderate or brave level is important to discuss?

Rizvi emphasizes that reality is ever changing which is why the leadership is also required to be acclimatize actively. He suggest that leader should be a brand, established and known for his/her development, agility and present mindedness. In order to acquire good leadership skills, one needs to become an improved listener in order to build influential relationship with individuals. He highlights that leaders can only empower individual when they are empowered and inspired themselves. When leadership is empowered, it delivers what is expected by the possible stakeholders, thus strengthening the brand name of leader for

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individuals to follow. He further elaborates that trustworthiness and reliability of a leader is responsible for encouraging the shared vision of corporate and organizational culture.

Transcription:

Well, the new reality in the context of leadership is what we do in that context, how we behave, how we inspire, how we empower. Now in this I believe that a lot of people when they say new normal, that is essentially a search for another comfort zone. And hence instead of saying you normal, I have chosen to speak of new reality. Vision is at the heart of leadership to deal with uncertainty. We need to improve the way we listen, understand and empathize because it's with empathy that we form those important, connects with our constituents with our people and it's our relationship with ourselves and with others that truly makes us impactful as leaders.

In order to deal with complexity, we need to have clarity of thought and not just clarity, but at the same time the courage and the wisdom to face the complexity that we look at not only in the socio

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economic world but also in our business world. Likewise, in order to deal with ambiguity if we're not agile and if we're not adapting to the immediately changing circumstances and the change has become rapid fire. As you all know, we need to be agile and adaptive as a leader.

Leaders have a paradigm which interprets reality to their advantage, no matter how hard the times are, no matter how difficult a situation may be. One option leaders don't have is to de motivate, depress and confuse their audiences. Leadership brand is associated with your organization and it is based around your stakeholders and in particular investors and customers. When we talk of leader brand, this is your individual brand that I'm encouraging you to develop as well and to do this. They speak of integrity, they speak of trust, they speak of respect, they express the need for cooperation, and collaboration.

Human beings are prone to making mistakes and we all make mistakes, there is no perfect decision and there is indeed no perfect behavior, we will forever make mistakes. The only thing we need to remember is to learn from them and try not to

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repeat them because to repeat the same mistake over and over again, is compromising your brand as a leader, so therefore we now have awareness, vision, inspiration and responsibility, which is not to blame others, but to look for solutions to whatever problem may have arisen as a result of your action or decision. I don't wish to give you too many examples, I will simply say that with every threat that we face, never forget, there's an equal amount of opportunity and it is only your paradigm that will help you see those opportunities. No matter how big a problem we face with inspiration, creativity and indeed arrive at innovation that will resolve so many problems. Thank you!

Presentation 55: Redesign Through Marketing: a Consumer Neuroscience based reconstruction by Karla Menezes

Description

What is marketing and how is it important? How can we restructure and redefine through marketing? How can you apply neuroscience into marketing strategy?

Karla in her speech discusses what is marketing, and she gives her insight on marketing, which she considers as a kind of science. She furthers her discussion involving neuroscience and its application in the industry of marketing. Karla highlights how human emotions are at play when making such decisions, and they cannot be overlooked.

Transcription:

Hi everyone. I am so excited to be part of the E Word Marketing Summit. Marketing needs to products or services that might interest consumers.

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Marketing is art expression, a cultural phenomenon, a place of knowledge, e purposes, and vision of reality. Through marketing, we create the artistic objectives. That's always emotions and feelings as an art. It also brings together elements from various phases of time and space as it manages to look into the past into a present time and draw our future by satisfied practical needs. It tells the world what it thinks that the explorers need. Marketing is also science. For me in particular, art and science are mixed. I didn't speak before. The science that understands truth and there is no great truth than what the brown the brain tells us. Our Nero emotional behavior is what differentiators from each other. Our greatest built in this complexity that translate into the duality between reason and emotion. Reflecting on this duality is what we'll need us to Reconstruction, redesigning through marketing.

And I am not suggesting here to explore the neuro mechanism of decision in order to boost sales and encourage exaggerated conception. But to look at conception as a significant factor in human relations in quality of life conceptions is as

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theologically necessary, naturally inscribe it and the universal experience that it takes us always from the view that shopping is bed and take us to a broader theory that tries to explain or discover how people say something about the service true concept and decisions.

This wonderful universe that is the human brain made up of the same atoms that make up the stores converted to produce the change we need in this reconstruction. I am so grateful for participating the online World Marketing Summit.

Presentation 56: Beyond Progress

by Kayoko Tsuchia

Description

Why it is important to have cultural and technological innovation in the same sphere? Why should we focus on preserving our culture? What is the role of technology in the preservation of culture?

Who is a cross border value creation strategist talks about the importance of preserving the culture and how it can lead to economic benefits to the country. In her speech she explains how Artificial Intelligence can act as a dominant force in preserving and restoring the cultural D.N.A.

Transcription

I am honored and humbled to be given this opportunity to speak at the World Marketing Summit 2021. It is a significant moment in the middle of rapid paradigm shift now society has been evolving, enabling an individual like me to take part in creating social impact in that sense. It may be appropriate for me to say I represent new

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normal. I'm a cross border value creation strategist CEO of cycles based Japan, A brief intro about 2nd base. It was founded to build a bilateral open innovation platform that connects social entrepreneurs with necessary resources so they can jumpstart impact making actions by collaborating with likeminded people around the globe. Throughout my career, I have been involved in the applications of digital technologies. I have developed a deeper appreciation regarding the preservation of the culture. I will explain why it is important to preserve the culture is a core of our humanity. Technology simply stemmed out from us. Nowadays, artificial intelligence appears to be the dominant force which dictates our progress in disclaiming more than ever we need to be mindful about preserving and restoring our cultural D. N. A. It is important mission for us all to be using technologies to pass on the cultural D. N. A. To the next generations whether tangible or intangible form. But it has to be through the bodily experiments in our daily life. So today I'd like to use this opportunity to provoke your thoughts about how A. I. As in a system of intelligence and the other forms of innovations could possibly contribute to

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the restoration and the preservation of traditional culture and contribute to enhance the production of local artifacts which has been endanger due to lack of successors, populations or simply could not win the battle with mass producers. Thank You.

Presentation 57: 65+: The New Life Builders by Khalid Hassan

Description

Why recruiters, advertisers and marketers are portraying aging as a concern? How employing people, irrespective of their age, can deal with staff shortages? Why population above 65 is facing financial and psychological constraints? What can be the role of human resource companies to accommodate older employees?

Hassan states that medical science has become advanced which has resulted in increased human life expectancy. The concern is that expectancy has increased but the retirement age has not which put many senior citizens under financial pressures. He accentuates that many business models are promoting biased and discriminatory mindset against the process of ageing in order to turn their business a success. He highlights that the process of ageing is being portrayed in brand marketing as objectionable to promote anti-ageing products, especially by brain washing female consumers.

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Giving occupation to experienced people, regardless of age group, can bring more productivity, professionalism and intergenerational teamwork at workplaces. He further advocates that human resource agencies can help in countering the discrimination against senior individuals also uplifting their livelihood by giving finance based opportunities.

Transcription

Population ageing is a human success too, affected by the harassment of public health, yeah, medicine, disease control and reduction of risk of premature health and many of the developing countries. But it is now controlled by the development of medical sciences, economic and social development and prevention of injury.

Many of us might think that ageing population is that a concern and the contributing and changing the world. Let's see the real picture right? There are global change makers. I'll show you some of the good leaders all 65 plus leading the world business. But many groups created age bias artificial for their own interest for their own business model.

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Recruiters, advertisers and marketers have positioned ageing as a concern in their thought process. They also they also start thinking the same way. But in reality it is an opportunity, and it's a natural process. Therefore, we need to change our brainwashed mindset. Getting older enriches us with wisdom and their slogan. Women are not subject to display. Let's disarm women's ageing anxiety.

And only then we can use these great human resources with great experience. So what next? What we should do? We have my trust for tomorrow we will happen a little longer. By employing these experienced people over 16 or 69 there will be positive impact of economic, mental health, productivity and workplace one, and you just turned them intergenerational. Cooperation at workplace ended out of family, and it will definitely reduce financial pressure on the government. If you can hire but continue the job of the 65 plus population, they will contribute to the national economy.

Moreover, intergenerational complex that created you're a financial pressures and I think we know

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joint family culture is breaking, which is clearly much problem with the ageing population. We can think about products and services for them. As we know, there are many independent seniors, those who love purchasing on their own housing and retirement residence, another big market.

The rising agencies, human resource companies and the government. They should come forward on changing the mindsets and taking up the plan branding as getting older and reaches us. We know you don't need to change ourselves pretending as a younger brother, we should be more focused on experience and wisdom, right? Ageing discrimination only reinforces ages and Lucas um, and patriotism. As I mentioned, Human Resources Department should come forward to minimize the cultural gap and mindset organizations, corporations and researchers should continue data and analysis. Thank you!

Presentation 58: Unlimited Marketing Opportunities in the New Reality by Kozo Takaoka

Description

What is innovation? How management can be called marketing? Why marketing is more than human management? How major innovations has benefited mankind?

Kozo Takaoka in his talks explains the definition of innovation by sharing his vast experience of working as an innovation expert. He explains what is innovation and marketing and talks about the future trends of marketing and relates them to the innovations of the past.

Transcript

Hello everyone, I'm very excited to be able to participate in the World Marketing Summit 2021. What are the perspective of endless marketing opportunities? What is innovation and I want to share my thoughts with you regarding what innovation is. Well, rather than an academic

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explanation, I myself have been doing it for thirty-eight years.

Well, as we continue to do so, how do we provide easy-to-understand explanations while practicing marketing with as many employees as possible? If you share it with, is marketing activity really carried out within the company? I've always kept that in mind as a problem. Well, in conclusion, of course, marketing. The meaning of is broad, but is it very practical for me to focus on solving customer problems? Directly to marketing well, marketing is easy to understand even for those who are not involved, and what is the definition of innovation? Isn't it possible to explain?

Are you proud of that? Who is marketing as its customer? You've discovered the customer's problem that you have, right? The additions you get by solving it.

The process of creating value I think that it is in the behavior of the process. Thank you!

Presentation 59: Leni Robredo, Vice-President of Philippine

Description

How do we navigate through this unprecedented time? What will the business and marketing landscape look like in a post-COVID-19 world? What can we do to help build the next new normal one that is better, more sustainable and more humane?

Leni Robredo speaks about the unforeseen challenges that COVID-19 has presented the world, and how these challenges have become an obstacle for the global economy. She expresses that there is no certainty about how the world will be like once the pandemic crisis is over. Leni highlights that impacts of pandemic have been widespread since the world has become much interconnected. The pandemic has impacted not only the economy, but also the lives of individuals as they are faced with many challenges in daily life.

Transcription

Hello To all the participants of the E World Marketing Summit. Since the Pandemic, there has been no

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positive impact on businesses and economies, cases are still rising by the thousands every day, many businesses have been forced to shut their doors. Even the most established ones are struggling to stay afloat, and many have been forced to let go of employees. With unemployment reaching its highest rate on record, the inequality gap continues to widen, and those in the margins are bearing the brunt of the hardship. The future remains largely uncertain, and we cannot help but wrestle with some questions. How do we navigate through this unprecedented time? What will the business and marketing landscape look like in a post-COVID-19 world? And just as your theme says, as members of the industry, what can we do to help build the next new normal one that is better, more sustainable and more humane? The answers to these questions, of course, are complex and must consider that only our economic reality. But the entire social political context of today. The pandemic has made the truth even starker. We are all interconnected. Crisis such as the one we face today cannot be overcome by shrinking in the bubbles of self-interest. With the most vulnerable gets sick. The entire network of their linkages is

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affected their families and communities their workspaces our operations without people to man our workstations, we can never build momentum for our businesses. Without employment, without income, people will have little power to join the consumer base that drives our margins without lifting the last the least and the lost we ourselves will sink. The task then, is clear. The most vulnerable among us and there are so many of them must be looked into the cycle of empowerment and economic participation. If we are to rebuild our economy, we must rebuild it with inclusiveness as an animating philosophy focusing our approach towards uplifting the lives of those in the margins. The way for everyone to thrive will be to ensure that the energies of our economy flow freely and with purpose from the bottom up from the daily wage earner and the street vendor to the big and small businesses, from the margins to the center. Thank you very much. May you have a meaningful and insightful summit.

Presentation 60: Market Culture

by Linden Brown & Sean Brown

Description

How to build a strong culture of customer centric service? Why companies should be concerned about building employee and leader relationship in business during pandemic? What is the role of understanding customer retention and satisfaction to maximize business performance? Why the involvement of leaders in business is required in order to build customer centric culture? How the collaboration between departments bring resolution to customer problems?

Linden Brown accentuates that to maximize the profitability of any business, it is of absolute importance that the company has a customer centric approach. COVID has caused many companies to lose employees but for customer retention there needs to be a direct communication line between employees and their leaders. He suggest that all the companies that keep delivering great customer service are all focused on customer

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culture. Dr Brown highlights that empowering employees to assist the customers require engagement and collaboration of all departments, such as marketing, sales and finance, to create enabling environment. He further emphasizes that companies that have internal centric approach i.e. only concerned about profitability and cost saving, have trouble retaining their customers due to unsatisfied service.

Transcription

I think today being customer centric and having a culture that puts the customer at the center of your business is absolutely fundamental to success, fundamental to your ability to adapt your ability to actually meet customer needs and future customer needs and also be successful in your business in delivering a great customer experience. One of the things that we found, when dealing with organizations, is disconnect between leaders and the employees in the business. But what effect is COVID really having on our customers and what effect is it having on our businesses as a whole? I think they're around practices that help the customer as well as helping each other and

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collaborating and also developing a new methodology that enables us to be much more agile, to be more innovative to find ways where we can really provide greater value to customers.

The other three are internally enablers. So those three cover particularly empowerment of employees to do the right thing for the customer. They cover collaboration right across the business across all functions and also strategic alignment which is really about being able to have everybody in the business on the same page, they understand the values, they understand the strategy, they understand what it really means for them to be aligned around the customer and deliver value in implementing that strategy. So one of the things that was important is to be able to link them to profitability measures and business performance measures, things like customer satisfaction or customer retention, things like return on investment, things like revenue, growth, things like innovation, but nevertheless they translate into financial results So what we did was really do a lot of statistical analysis to link each of the eight disciplines and correlate them in a statistically valid way with

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different business performance outcomes, things like the revenue growth, things like profitability, things like new products, success.

One of the biggest things inside a business to really understand is it needs leadership buying. It doesn't mean the leaders have to be there all day or have to be working on it constantly. They need to be involved, they need to show up, and they need to be engaged with the employees in the business. Talking about customers, you know, another one of our best practices around collaboration. Get different departments together to discuss a customer issue or a problem. Don't just try and solve it, but give them together to discuss it, cross functionally, collaborate together to get the resolution to the problem and then share it with others.

So in any organization it can start from the top with really creating a purpose around what's important. But at the end of the day, we're also seeing them not worry about not focus on the customer. They're losing this importance around retention of customers. And many customers today are out there saying, I just don't get the service I used to

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get. Beginning with the employees, the employees deliver those experiences and it's so important to enhance and enrich and give a better understanding employees on how they can deliver a better customer experience. Thank you!

Presentation 61: Happytalism: Key to (re) Connection by Luis Gallardo

Description

How can we create a world with freedom and happiness for all? What can be the role of marketing in creating a happier world? What is the idea behind happytalism? What are the secrets behind conflict solving and connecting the people?

Luis Gallardo in his speech shares his extensive knowledge of peace keeping and conflict resolution. He talks about the paradigm shift and how marketing can play its role in making the world a happier and free place. He in his talk explains to the marketers that how can they use marketing to erase the divide and separation in the world. He presents the way forward for a more connected and happier world.

Transcription

Hey my name is Luis Gallardo and I am the founder of World Happiness Foundation and World Happiness Fest and I am so glad to be speaking with all of you. I am so happy to have Philip as part

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of the board of World Happiness Foundation. From last several months we have been analyzing the ways to how we can make this world a much happier and safer place for all and what is the role of marketing in creating this happier world where can all live with fundamental peace and this is going to be the topic of my speech today. I see a new paradigm coming and I called this new paradigm happytalism. The thesis I wrote on peace and conflict resolution was focused around the need of identity fulfillment to successfully solve conflicts. One should not loss the freedom to live with peace and one should remain hopeful of free and peaceful world. We have to hug nature and have to treat it as our best friend and I urge the marketers to spread the message of hope and peace and create an atmosphere of hope where all can fight this pandemic.

Presentation 62: Making A Better Society Post Covid-19 by Luiz Moutinho

Description

Why is it important to practice resilience in all the fields of life? How pandemic has affected the generation of today? How the crisis has created a lot of opportunities for people who seek positivity from the worst even? How the technology has aided in understanding the pandemic? How the artificial intelligence has helped mankind during the dark times of pandemic? How technology is reshaping the landscape of modern medicine?

Luiz Moutinho talks how the technology has helped mankind during the dark days of pandemic and how is it continuing to do so. He talks about how there is a shift in the generation during the pandemic.

Transcription:

I call my presentation making a better society a better society. Post Covid pandemic I'll be covering

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a number of issues like how the world has been remade the big winner, the biotechnology, the issue about digital intelligence, the issue about resilience and the need for resilience but resilience by design, no longer e commerce but more and more in the future. We want to see a commerce and artificial intelligence.

And then I was asked as well to analyze who are going to be the beneficiaries, the recipients and all these incredible society and technological transformation. Well, I'm going to talk a little bit about at the end Generation Alpha and generation Covid Well, life after coronavirus, I mean, there will be disruption. No doubts about that. There will be more and more politics will become more turbulence. There will be as well, you know, habits that were formed under the pandemic within the pandemic will persist and will be a crisis. But, my God, the crisis that creates also a lot of opportunities. Yes, all these things that are going to be staying, for instance, uh, remote working remote home working probably will be a major feature for the future as well. Uh, some kind of social isolation as well. A link with debt.

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But the role of artificial intelligence that has been playing against Covid 19 is incredible. Not just artificial intelligence, but also genetic applied sciences make it easier, faster and cheaper to understand how the virus spreads. How can we manage the virus? How to contain the devastating effects of the virus? We know already. I mean, robots have been utilized sterilizing, delivering food supplies, performing a number of tasks because they will not be affected by that. They've been deployed to complete many tasks such as cleaning, sterilizing, delivering food, et cetera above all, you know, trying to reduce the human to human contact. But we need competence in these technologies, so we need to have a wide base of competence in types of technologies that will make a difference in our future world. Things like mobile networking things like, you know, geography and also dish about, you know, uh, Internet of things, artificial intelligence, machine learning and deep learning clearly, a number of technologies are is actually paramount. You know, these distributable alleges as well, when we're talking about, you know, all these crypto currencies and these are changing the world and these clearly technologies that are

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actually becoming very, very important in the future. Block chain talking about the difference as well made by the advances in Block chain but also touch less robotic technologies. And this will accelerate in the post Covid world. Touchless technology is highly automated robots that will augment compliment co bots, human tasks. And of course, you'll see already a number of applications artificially intelligent supply chains in customer service well beyond all these areas, but also the Internet of things. Um, and we need the availability of the five G technology as well in order to have all these technological developments so clearly again, we are talking about these automatic technologies, automation, touchless technologies that will bring to a minimum the issues about human intervention and also wearables and mixed reality is not just augmented reality. Mixed reality blended reality alter reality, collaborative reality so remote business will open up to new and expected uses causes by wearable technology and mixed reality. So in terms of wearables, very, very interesting because we might see very, very soon Mind reading smart glasses. We might see sweat sensing glasses we might actually see in terms of health goggles to

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*eliminate chronic pain without any medication
gadgets that will let you listen to your own body.*

*All of that to make it a better world. So I enjoyed
being here again. I hope you like some of my ideas
and thank you once again to Philip for his great
push towards creating and building a better world.
Thank you so much to all of you.*

Presentation 63: How Digital Marketing helped Businesses and Individuals in Covid Times by Luiza Helena Trajano

Description

How digital connection has allowed micro businesses and companies to communicate widely? Why digital availability of products is of as much importance as availability at physical stores? How life with pandemic becoming a new normal has given birth to new paradigms? Why women have stood up during pandemic to serve the interests of their countries?

Luiza Helena highlights that pandemic paralyzed the world completely for a brief period. Small and micro business setups offer fair size employment which is why quick measures became a necessity. She states that pandemic introduced us to the digital connection like never before. It helped becoming micro setups to transform into sophisticated businesses. This also created a sense

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of responsibility among people to take care of their countries and eventually the world. She highlights that women started standing up to contribute and become a working force because of digital connection. They were able to work and perform their domestic duties together. It provides households with financial support and sense of equality.

Transcription

I believe that employment comes a lot from small and micro companies, together with the institute, we have a duty to retail here. We contributed a lot to the government to create very quick measures that could help small and micro companies and the measures came out and then I saw that I had a mission very clear for that, which was to disclose it in a way that everyone could understand. Cooperation of the Brazilian people is impressive, so much so that the people united because here is a country that has a lot of social inequality, this was also exposed in the pandemic. And what was positive about this widening of social equality was the culture of giving, which is still a country much more silent about the culture of inflation.

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Pandemic gave another conception that we believe and we can see that the physical store is not going to end. But it has to be changing, it has to be interactive it has to be where and how the consumer wants it, it has to be. This is something that every the government and that the entire population has to be very aware, that this is now a necessity. Action, making it happen is that in the sadness of this pandemic something will be born that cooperation between peoples working on if you win, win where everyone wins, where everyone does well. I think it's the only way out of the world and my greatest hope.

I was called to employ women and we talked, we saw that everyone who saw their country well, these forty women were transformed into ninety-five thousand women. Today, the Women of Brazil group has all the capitals on every continent and she is clear on what she wants. We don't want a political party. When the pandemic came, we were already united. Multiplied even more the number of women we can reach for society to say the group. Women in Brazil want united by the vaccine we don't want a diagnosis, we don't want blame

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anyone, we want to vaccinate the population. We also knew that businessmen and people who had money could not buy the vaccine. We want a project for Brazil not against the politicians, nor political party, but we support projects that are good for the country. You can be sure, this group will have a very strong political force to Brazil. Society is learning this, is demanding this so that companies are a committed company.

We your profit. But with Your country's profit too, we have to transform citizens of the world. That's what will make the difference. We have an obligation to make the world better today for our grandchildren, for our great-grandchildren. I don't want to end up calling you. The world needs the dialogue that connects, it needs positive attitudes, and it needs of union. Thank you!

Presentation 64: Transform Uncertainty into Bright Innovations by Maher Mezher

Description

What is the new normal causing uncertainty? Why the lack of decisions is making people afraid? How energy and creativity can shape the future? How a crisis has shaped the new human of today? How a methodology can shape an ordinary person into an innovator?

Maher Mezher shared in his speech that by looking at the bigger picture and the long-term goals one needs to have patience and a good methodology to innovate and think. He sheds light how new ideas and beliefs should be welcomed and rewarded as ideas are the future of tomorrow.

Transcription

Hi my name is Maher Mezher. Although the COVID-19 pandemic has thrust additional 50 million people around the world under the poverty line. What this pandemic hasn't done is stop creative

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ambitious business leaders from figuring out ways to fix what's broken. That's what I'll be talking about today, transforming uncertainty into bright innovation? It is expected that will be done most probably with the crisis phase by the end of this year. So, what's next? The next phase is chaos? Yes. Chaos. Will schools and universities invite their students back to the in-person experience and if they did, will you be willing to send your Children? What about corporations? Do you think they will have all their employees go back to their offices, work from home or even outsource a lot of tasks? Do you think that the next workplace is home? Do you think that the next classroom is home to me? The next word place and the next classroom is the internet. A lot of questions that we can't answer now, or the answer is I don't know when we get into chaos? The best thing to do is a set of decisions if that's the best solution. So why are people around the world afraid, anxious and depressed? Somehow it is the inability to plan due to uncertainty due to lack of information on tomorrow, the future. So, if the problem is the future, let's look at it. What is the future? Can you tell me what the future is?

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If you accept uncertainty and turn it into energy and creativity you will be shaping the new normal. And if you do not accept uncertainty, it will turn into fear, anxiety and paralysis. Few years back, I was sitting down with the chairman of the bank, I told them that I read the book with a beautiful title, as I do remember seven days weekend. That the employees can work from home any time of the do it any time of the day. The most important point is the result. The outcome.

So, are we now more disciplined? Of course, not only a crisis produces real change, but that's also what the famous economist and author Milton Friedman said years ago. So, crisis will force you to accept a lot of things that you used to refuse. We agreed that after crisis comes chaos and after chaos guns change. That's where you need to make decisions to change. That's where the new normal is created. One of the major decisions that we must make is a choice between cost cutting and productivity enhanced. Now most of us will choose cost cutting, easier, faster outcome and please this is the top management but unfortunately it is a short-term thinking, I would bet

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more personally on growing through change and how do we grow through change? Why innovating? I know that a lot of you think that only geniuses, executives and artists can innovate. Well, today I'm going to challenge that assumption and show you that anyone can innovate. There are different techniques, processes and the full-fledged methodology that you can apply to innovate. One of the techniques that can help you solve problems and innovate is the dress and one of the trees, principles of techniques is taking out. Let's take an example, it's about taking out a component of your product or service that will lead to coming up with a new line off problems.

You should be persistent in overcoming difficulties that arise in pursuit of your goal, transform the darkness of uncertainty into bright innovations to create the new normal Start by kicking off a hackathon or an idea competition where all your employees will come up with ideas, then they can improve your productivity, cut costs, or grow the business. Let your employees share their ideas with the Innovation Committee or the management and don't forget to reward ideas. Remember that

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downturn is the right time to innovate where everybody will be focusing on surviving. That's where the surprise factor will be multiplied. Transform your life, rethink your business to shape your future, create the new normal. In two words, innovate or evaporates.

Presentation 65: Post COVID Marketing World by Mahmoud Mohammadian

Description:

How pandemic has changed the future of marketing globally? Why understanding data sciences combined with marketing is important to know? Why marketing ethics are important to be recognized? What makes technology important in times of pandemic to run companies?

Mahmoud highlights that dimensions to understand marketing have changed since the pandemic. Earlier, businesses were taking decisions based on their intuitions, but COVID has increased the relevancy of data science in order to understand consumer behavior. He suggests that every problem brings challenges and opportunities i.e. technology advancement. Now businesses is revolving around data driven marketing because it helps is gather information regarding consumers, suppliers and stakeholders. He elaborates, though humankind has advanced capacity in today's

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world, we are still lacking marketing ethics. Marketing is about providing value for money which is why following legal guidelines is of grave significance. We as marketers needs to pay more attention to ethics and technology.

Transcription

As you know, the COVID-19, global pandemic has forced us to change the way we live our life. It has forced us to change our lifestyle. It has changed our consuming behavior. This is one part of the story but another part of the story when the lifestyle and the consuming behavior has changed, marketing has to change itself. Marketing has to adapt. Therefore, we can say that marketing and the way we do business has been fundamentally changed. There is a hidden opportunity in every problem as a marketing specialists as a marketing man. It is our job to find these opportunities. It is our job to analyze the problems and find the opportunities. COVID-19 has changed marketing today and also has changed the future of marketing.

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Data science is one issue that is very important in the future of marketing. I want to say that when data science is combined with marketing we just call it data driven marketing. Data science plus marketing. It is data driven marketing. I believe that data driven marketing gets more attention in the future and if the company is going to be successful in the future markets, that company has to know about data science, you may say that as I already told, data has been very important throughout the time. If a company don't collect information and data about the customers, about the markets, about suppliers, about the environment, that company cannot be successful.

I believe that ethical marketing has been very important in the marketing field. But take a look at the distribution, how the vaccine has been distributed throughout the world. I believe that in spite of this capacity, in spite of the power of the human being, vaccines have not been distributed in the world fairly. Marketing is about value. The essence of the marketing is creating value for the customers. The essence of the marketing is ethics not discrimination. I believe that these companies,

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pharmaceutical companies do not consider themselves fully responsible for observing ethical and legal guidelines.

There are some areas of technology, marketing is quite related to these technologies and marketing cannot be indifferent to these technologies. During the pandemics, these technologies had more impact on the businesses. Maybe before the pandemic, the companies didn't have enough attention to these actually uh areas of technology. But during the pandemic attention to these sites by technology, I almost mean digital technology, I believe that there is a quicker transition from marketplace to market. So it means that as a marketer's we have to pay attention to the technology, especially the digital technology. Now that if we are going to be successful in the future market, we have to pay attention to data science, we have to pay attention to creativity. We have to pay attention to ethics and technology. These are four areas, four ways that COVID-19 has changed the future of marketing. Thank you!

Presentation 66: Selling Digital Products in Emerging Market by Mahtab Uddin Ahmed

Description

Why digital products are using digital channels to promote their products? Why an individual company can't do everything by themselves? Why is it important to have a partner in marketing? What kind of distribution happens in emerging market?

Mahtab Uddin Ahmed is talking about the new trends and techniques for the growth of marketing. He also discussed some significant methods to make more money. He discussed that internet and phones are the fastest ways of increasing the growth of one industry their products in digital ways.

Transcription

In terms of opportunity, I'm talking about the 60 percent smartphone potential. There are still 60 percent of individuals who do not have smart 47 percent Internet penetration chances. Similarly,

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there is a chance of less than 40% if we talk about exist to bag. When it comes to social media, we've done a really excellent job in this area, with a 28 percent share. If we supply all of the facilities, growth may be significantly accelerated, as you can see.

One of the most successful cases in Bangladesh is being done despite the fact that they want to Camille they are offering impoverished people made with one to go for free. And, as you may be aware, there is a highly effective vaccine app that has already administered over 10 million vaccinations, and it is in perfect working order.

In Bangladesh, digital items are mostly promoted through digital channels. Those who do not have access to a smartphone or a mobile phone in general are discussing distribution. Cash on delivery is the most common method of payment for our digital goods. Mobile financial services is the next item on the list. Finally, there's the director-operated building and the director-operated building. I've touched on the issues a little here and there. But first, let's take a look at the problems we're up against.

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I'd want to discuss his digital capabilities and access restrictions. There are several institutional voices that must be addressed. And if this element is not handled, the trust factor will be absent, preventing the delivery of the convenience of a digital product. If we want to foster confidence and openness, we must consider these financial transactions because we must consider the long-term advantage, which will assure transparency. Of course, we aren't a group of gifted individuals. In growing economies, we need a lot of creative individuals to drive digital goods.

According to Prakash Chakraborty, the World Bank's top economist, the demand for digital products in developing economies is greater than ever. Digital products must provide value to everyone; this is the only way to ensure the product's success. I'm attempting to demonstrate how the digital component of producing more value in company, or even society, works. In many ways, it doesn't.

Presentation 67: Creating design value by Manoj Singh

Description

Technology enhanced education and human change in the context of COVID-19.

Countries all over the world as we are aware they have been trying to attune their responses to the ongoing pandemic and the unprecedented socioeconomic and medical healthcare challenges. There are many questions propping in our mind. What can we learn from this unprecedented ongoing crisis? How do we look at the balance of economic growth and economic development? How do we restructure or design businesses and economies? What are the challenges facing individuals, firms and governments? Is this impact going to affect globalization? Will reshoring replace offshoring? Can we actually begin to look beyond the theories of aggregate demand and aggregate supply?

Let's understand the importance of these concepts like design for sustainability, demarketing, and

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circular economy and contribute are a bit to make the world a better place.

Transcription

Hello everyone, greetings from India my name is Manoj Singh, while I'm talking to you today, celebrating the festival of lights festival, a festival of new beginning, a festival that symbolizes victory of good over evil and light over darkness. As we navigate through COVID-19 and probably have adapted our living to some extent in the new normal with COVID compliances and recommended prescriptions. We don't have to plan our future in the next new normal post the restoration of so wishing you all a very happy Diwali. As the theme goes, Hello Tomorrow Building the Next New Normal. I would like to speak today about technology enhanced education and human change in the context of COVID-19.

Let's look at what cost COVID-19? What the world thinks about it? Scientists, epidemiologist, ecologists they have not achieved the consensus on the real cause. But the shockwaves have created an alarm for the whole world to build a

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sustainable, resilient, fair, and green and dependence reducing economy. Expert's opinion also differ as to what cause COVID-19. Some see it as a consequence of mistreatment of habitat and wildlife. And some argue that the unprecedented pandemic goes to the rising global climate crisis. Now whatever be the case today's crisis has exposed future challenges that would impact individuals, firms and economies. However, some lessons that we have learned and hopefully will provide for global future belief systems, rationality and culture and as follows.

Now why we choose design and marketing? Why design? It's not that the world is not aware of the benefits of design. Be it design for manufacturing or industrial design, but its importance has grown and also during COVID-19. If you talk about UK, the design economy generated almost 72 million pounds in Roswell. 7.2% of your total gross value added. It is also found that workers with a design element to their work were 41% more productive than the average. And the research also showed that for those who invest in and use design strategically, the average output per employee is

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greater. So that's the reason we chose design. Now what's going to be the design? Is it designed for manufacturing? Is it industrial design? Is it like animation of a game? Is it design thinking, design logic, design for sustainability?

Now what is demarketing? It poses difficult choices between individual freedom and the public good. We are given the choice how much to consume. So given the choice between the individual freedom and the public good, what happens that we experience a limit on our individual freedom and demarketing works best with the highest citizen consensus that people should reduce the consumption of some good or service. So it's quite aligned with the sustainability. Quite aligned with the objective of the next generation, quite aligned with the objectives of what the world expects to be in the next new normal. as we navigate through the crisis and get ready to face the next new normal. Let's understand the importance of these concepts like design for sustainability, demarketing, and circular economy and contribute are a bit to make the world a better place. Wishing your good health

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stay safe. Stay happy. I welcome you all to the future the next normal thank you.

Presentation 68: How to Win through Innovation Management & Culture by Marc Oliver Opresnik

Description

How innovation management can ensure ones success during and post pandemic? Why the profound understanding of marketing and customer behavior is necessary? How instilling strong vision in teams better the communication with stakeholders? Why value oriented relationship is required within companies to increase collaboration?

Marc emphasizes the strategic enablers for innovation nourish the organizations to establish long lasting competitiveness. But in order to utilize those enablers and understand customer behavior, clarity of vision is important. He suggest that traditional and value oriented focus of companies creates influence on media, stakeholders, suppliers, communicators, collaborators and customers. He suggest that if teams have no tried ways and ideas before, it should not become a hindrance rather

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teams can evaluate their uniqueness and values on the basis of new concepts. He advocates that delivery of superior quality services and goods i.e. producing, supplying and manufacturing, through innovative leadership build perceptions of stakeholders. Repetitive behavior within organizations damage the strategy building and fail to create new successful business models.

Transcription

So what kind of strategic and cultural enablers do you need to nurture in your organization in order to maintain and establish a sustainable competitive advantage? Volatility is the first thing and this volatility calls for vision you need a strong vision as a company. A concise vision in order to instill also motivation within your teams and also to communicate that to external stakeholders. In addition to that, we are also surrounded by an uncertain environment, an environment which is not stable due to the volatility and where we don't know what the future is going to bring. So we need a profound understanding about the micro and macro environment of the organization. So this calls for a profound customer behavior analysis and also

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market analysis. We need to be speedier as organizations and as entrepreneurs, as a kind of a reaction.

So people are looking for orientation more than ever before and we, we are transcending from more customer oriented view. So do not seek too much for perfection as speed is a crucial success factor, don't be afraid to polarize, don't be afraid that you're not able to please and satisfy every person, tolerate failure and resist automatic naysaying. In order to be perceived as being unique and keep evolving your products don't stand still, always keep involving always keep innovative. We set the archetype of new business is also more about a purpose driven business. Because big companies and players are often encountering three basic problems. So speed matters in particular in today's world um in more and more industries, time to market is paramount. So it's better to be quick and even if your product is not perfect. Also ambiguity is one of the key pillars of the world which is surrounding us and ambiguity calls for agility. We need to be speedier as

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organizations and as entrepreneurs, as a kind of a reaction

Innovations are risky and a lot of innovations do fail, but it is worthwhile to fail fast. So there are a lot of um also those innovative companies that fail but they always try out new things and that is very, very important. And the next point is niche yourself where you are unique and valued. So use yourself where you are unique and valued and continuously evolve your products and services. We need to get to the bottom of things, to the, to the foundations and to extract value from that. So we need clarity. Um not only when it comes to vision, but we also need clarity when it comes to data and behavior of customers. In order to be perceived as being unique and keep evolving your products don't stand still, always keep involving always keep innovative. Bye, Bye!

Presentation 69: Gestion De La Reputacion Corporativa en Tiempos De Pandemia: Un Acercamiento Al Caso Mexico by Mariela Perez Chavarria

Description

How pandemic has affected the policies for the companies and altered the environment? What does it mean that new business model is based on intangible? What is the key to differentiate one company from another? Is reputation of a company synonymous to the image of the company?

Mariela Perez's discussion was focused on the reputation of a company and why is it important. She discussed how the present economy and the future of companies is shaped by reputation. The new business model she suggests is built on reputation, which is different from the image of a company. The element of reputation is as such that

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it can neither be sold nor be bought and it is specific for every company.

Transcription

Hello. My name is Mariela Perez Chavarria. I am very pleased to be with you today to talk about a subject that I am passionate about. I am going to speak about reputation, corporate reputation. How live corporate reputation and what happens in times of pandemic now what happens with this virus? Well, that causes a crisis, which in turn will generate an economic crisis and a crisis social with financial losses as we know. But above all, human losses.

We live in an economy of reputation, which means that from the especially in this century, everything we consume, what we choose, what we buy, the places where we go on vacation or where we are going to eat, as it is determined by these recommendations by that reputation. We look for recommendations. That is why it is said that we live in an economy of reputation. It is said that the new business model is based on intangibles. What does it mean? A lot of companies, the value of

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companies is transformed. The key to differentiate one company from others is reputation and prestige that companies have, it takes a lot of work and a lot time to have a very good reputation. According to one famous scholar reputation is a perception of the past actions of a company, or it can be of a product of a brand in the future.

When that company is compared to others rivals, then reputation is a concept based on perception. And it is a comparison. And is that what has happened, what has the company done in the past and how it goes to the future? Now, sometimes reputation is confused with image and also with identity debt. They are different. The identity is the culture, the values, the DNA of each company, the picture. Then it is the behavior sustained over time that is the reputation. Therefore, the reputation is one of the most valuable intangibles. Now, what characteristics does the reputation have? Well, it is multidimensional, which means that it has many faces.

It gives financial value to a company, and it is also a source of competitive advantage. Reputation produces admiration, respect, credibility, trust and

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loyalty. So, it is an intangible asset that in my opinion has a lot of strength a lot. Now, how do you build that reputation, as companies do? Well, the reputation is built little by little in the interactions that a company has with people. That is the personal experience with a brand, with the service, then that the company itself is communicating through public relations through the great of advertising and third party say.

Corporate reputation has its roots in certain components that are its trust, consistency, credibility, commitment, adequate, honest, transparent communication. Thank you!

Presentation 70: The life plan review by Marshall Goldsmith

Description

What is the project life plan review about? Why is it important to ask for help no matter on which big scale one is positioned? Why is it important to learn from the past experiences and mistakes? Why being curious can evolve one as a leader? Why one should have an open mind in listening to the demerits and flaws while living in a community? Why is it important to invest the time and energy in coaching the right client? How COVID has affected the leaders globally?

Marshall Goldsmith in his speech talks about his experiences as a coach during COVID. He further explains why is it important to coach great people who already have a motivation to move forward. He also states that it is important to stay positive and learn from others for our own good.

Transcription

Hello, This is Marshall Goldsmith. So happy to be talking to you today about living in the new normal.

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And I'm going to describe a very, very exciting project that I've been part of over the Covid experience. It's called the life plan review. And it builds on three themes that have been central to my career. And it's something that wouldn't have happened without Covid. And I think it will become the new normal. The first is feed forward now in my role as an executive coach have a very unique building system. I don't get paid. If my clients don't get better, better is not judged by them or me. It's judge whatever around them. So you can always tell us one blues what they're saying. Ask them. Do you want to bet on it? They say yes, they believe it. They say no maybe not so much. I bet on this every time and what I've learned is the key to success is having great customers. The client that improved the most that I ever coached was a wonderful man. Alan Mulally became CEO Ford and CEO of the year in the United States. The stock went from \$1 to 18 and I spent the least amount of time with anyone who ever coached with him. The client spent the most amount of time with didn't improve at all.

Your coaching process always works. You picked the wrong customer never works well. That

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changed my life as a coach and I realized I just need to work with great people. So my mission is just helping very, very successful people get even better. And part of what we do is called feed forward. In my coaching. Everyone is, everyone learns to ask for input. They learned to say I have a problem with, I want to get better at and then they get ideas, they listen to the ideas and they say thank you. They don't judge, they don't critique, they just say thank you. I'm a Buddhist. Buddhist that only do want to teach what works for you. If it doesn't work for you, just don't do it. Just say thank you.

Well that's what I do in my coaching. I'm a facilitator who helps my clients learn from everyone around them. So that's the first part of the background we uses feed forward. The second part is called Daily Questions. Now, daily questions, a fascinating idea. Um, in the daily question process, you get out of spreadsheet on one column, you write down a series of questions that represent what is most important in your life, friends, family, and health customers, whatever it is. Every question needs to be answered with a yes and no, a number and then

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there's seven boxes across one for every day of the week, Monday, Tuesday, Wednesday Thursday Friday Saturday and Sunday and at the end of the week you get a report card, Well this is something I've been doing for 25 years. And if you ever tried, I'm going to warn you the report card at the end of the week. It's not as beautiful as a corporate values black. You see stuck up on the wall when you do this every day, you learn that life is really easy to talk and really hard to live and I'll just share some of my questions by way of example, one of them is how many times yesterday did you try to prove you're right when it wasn't worth it? Not to be right all the time.

So in summary, that's just a quick update of what happened over Covid with me. I found it to be an amazing process and looking at the future. I think this is going to be something that can be replicated and give you an opportunity to work with other great people from around the world, helping each other learning from each other in a positive supporting way where you have accountability judgment, you have support. We have brilliant people who learn from. Thank you!

Presentation 71: Do you have what it takes to Increase Customer Value? Martha Rogers

Description

Why building the value of company and building the value of customer base are important? How the availability of machines and machine learning has built customer value? How technology has helped in building proactive trustworthiness? Why employee engagement is highly important for customer satisfaction?

Martha emphasizes that it is of absolute importance to build customer value. Technology is advancing and improving at a very fast pace which is why it is essential to predict and understand what machine and machine learning can do in future. She suggests that if businesses have customer centric approach, they will be able to maintain customer equity and set themselves a long lasting financial goal. She further emphasizes that technology, data science and artificial intelligence has taught many important lessons

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and utilizations to the humankind. Technology has helped employees to hold direct communication with the consumers which brings in factor of building trust and satisfaction. Trust building increases the customer experience and dissemination of information. She advocates that it empowers the customers and make them company's valuable asset.

Transcription

Now when technology is improving exponentially, it's almost impossible to predict what's going to happen to it. It's the thing that we do the most is to just sort of underestimate where it's going. But the real question is, what does it all mean?

We've got the market is trying so hard to build customer value and then we've got other parts of the company that are still going about business in the same old way. They're trying to just get products out the door. And the distribution is not always easy. And we're getting all these other things to happen and we're managing people and we're doing all that stuff. But if we don't make it, everybody's business to take care of customers,

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then here's what happens at one large enterprise that we worked with. We're thinking about building the value of the company by building the value of the customer base. So if your customer centric your long term financial goal is very simple and straightforward. It is to build and maintain customer equity.

There's no doubt that this value does exist even if we can't absolutely calculated. So that being the case then we have to look for the proxy variables, the variables that will stand in for the perfect measurement that we would like to have but don't. The actual that is the current value and also the potential, the long term projected value. Traditional measures are still going to be important even though they're not more accurate than what we're using to measure lifetime values or for that measure understanding stocks.

We're able to do so much now by just training the machines, machine learning, by getting the algorithms right by doing all the stuff that the machines can do and can do magically. It seems in fact, artificial intelligence all by itself. The simple fact of the matter is that employee engagement is

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highly correlated with customer satisfaction. We see it in company after company after company. So now I want to really ask you a question employee engagement employee all about customer experience. We need engaged employees to create the kind of customer experience that will increase the value of the customer base and therefore the value of the company. We need trust, ability.

First, number one, always talk about customers as your most valuable asset. Always number two, learn more about your customers than your competitors. Do analyze the use of data to do more for each customer's than your competitors can three engaged and enable employees will make your technology work more and you should take employee engagement seriously. Get out of their way and reward them for increasing customer value. Finally, above all, as a leader, be trustworthy, 90% of leadership boils down to a single critical requirement. Thank you, everybody.

Presentation 72: Intervista by Mauro Bombacigno

Description:

How risks and opportunities can be turned into events proactively? Why values have become more important in pandemic world? How managers, entrepreneurs and stakeholders can keep up with speedy change? Why traditional strategies cannot counter future challenges?

Bombacigno highlights that pandemic have presented the world with many accelerating themes for sustainable society. Pandemic has presented humankind with various tasks and opportunities, turning them into events concerning environment, sustainability, global warming and biodiversity etc. he emphasizes that pandemic has restarted the world which is why we need to be very careful while using resources that are not re-buildable. Financial institutions not only have the responsibility to make clientele basing upon trust and transparency, but also make world a better place. He further insists that traditional strategies

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and way of dealing will not help in countering future challenges. New times require new strategies and mindsets. For better social inclusion, we need to find better solutions.

Transcription

We are totally committed since a few years to sustainability in all these forms. So for us, this new post pandemic world is just an acceleration to the themes that we care much of. The first one is restarting. The second one is impact. The third one is urgency restarting. We have experienced in this recent past with a COVID pandemic that first of all, things happen risks, opportunities. They may turn into events. We have learned that with a tremendous effort we are all proud of with the vaccine spreading out in a very short term, unpredicted to certain extent at the beginning of the pandemic, we are able, hopefully in a relatively short period of time to resolve the problem and get the opportunity to restart the overall economy. We have to take coordinated, consistent actions over time, with huge amount of financing and money involved for decades.

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We have to learn as managers, as entrepreneurs and citizens and consumers to take care of increasing speed of change. So this leads us to different skills, different soft skills. We have to build up new generations of managers of decision makers of people impacting to, uh in all their areas to the overall situation, environmental or social. Would it be so what we have learned in this pandemic and we post pandemic? We hope now that things are not coming back. We want to have a dialogue with institutions with governments, with employees with managers, which stakeholders with present and prospect clients with suppliers and colleagues, mostly colleagues. We have to take care. And we have learned how to take care about the private lives of our colleagues, uh, allowing them to have a remote working to , uh, take care of their private situations and trying to become more and more closer, closer to their needs. At the same time, values have increased and become very, very important, more important than in the past for having also consumer decisions, buying decisions, positions.

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This is a brand new world is a brand new start. It never happened in the recent past that all the sectors, all the industries together had to reconsider their strategic plan. They're restarting, so why not? We start on a different basis on a more sustainable basis. This is a fantastic opportunity to reconsider from scratch what the impact of the activity is.

We are taking care about areas like biodiversity, about climate change, about energy, transition, about social impact. And then as a final remark, I would say we have to consider that the world has changed for us. The world has changed forever, so we cannot use the old recipes to address the future challenges. Thank you!

Presentation 73: Design Thinking role in Social Innovation by Mauro Porcini

Innovation

Description

What enables the organization and development of innovative products? Why individuals find it hard to embrace the culture of change and innovation in companies? How bringing top to down change without taking the individuals of company in confidence can turn an organization into a failure? How the scrutiny of organizations from media help them look thorough their weak areas?

Mauro Porcini highlights that to innovate a new product change must occur in the typical behavior of organizations. But, bringing change an innovation in big organizations and companies is far difficult than the small business setups. He suggests that when you innovate something new, very low percentage of individuals embrace it at first. In order to bring change and reset the culture,

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one is destined to face difficulties which is why learning from failures and success makes your vision clear on certain grounds. She emphasizes on the importance of taking every individual of the company along when choosing a top to bottom approach. This method will decrease the redundancy and build efficacy to push conventional boundaries infused with strength and design driven approach. He advocates that the right process will ensure integration and consolidation.

Transcription:

There are not many people in the market, what we call consumers aware that I don't particularly like I like to call them people human beings. we know very well that there are very few people ready to adopt a new product, a new solution and new technology in the world. They want to understand what you're trying to do, want to embrace what you're trying to do. So you need to have a very clear strategy or now too make things happen on how to change the situation.

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When you try to change something you are an anomaly in the system you're going to be perceived by the organism of the company as a sort of virus. Something that entered the system and the system is going to reject. And you need to spend your time especially the beginning letting the organism in this case the company understand that you're not a virus actually you're a vitamin you are somebody that is there to reinforce what the company is already good at and to reinforce the company overall. They shouldn't build antibodies to fight you but they should embrace you because you're really adding value and creating value. But the reality is that they will try to build these antibodies is part of the system is the organism will try to defend the status quo. So finding a sponsor, they protect the new culture from the rejection of the system is fundamental, but it's not enough.

A person that is supposed to change things and they try to push it top down and often which they don't succeed, they fail. The reason is that the push top down without taking the full organization with you will never work, you need to take the entire company with you. And this is the second

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important step that I realized it was necessary to change the culture of the company to evolve the culture of innovation and design of the companies that we have been working with and is the idea of finding within the value of the company, within the middle management of the company. Until you make things happen, everybody will look at you like an alien like somebody that lost his mind or is very naive and it's not really understanding the culture of the company, the portfolio of the company and how to operate in such a company. First of all you need to integrate your new approach within the company.

External endorsement of the media for instance, articles about what the company is doing with the new culture awards uh the feed backing conferences like this one, so many interaction and interaction. So you have with external people that somehow get excited about what you're doing within the company and endorse the effort. So the company is looking at itself like in a mirror. So you need the right processes, the right tools, the right systems. And this is not easy because often you start as a startup, you know, you're a small group of

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people. Once you start to have all of this, then you move to the you move to the consolidation phase essentially those proof points, they need to become sooner or later, sooner than later, a consistent stream of successes in market and so you need to figure out how to do is strategically your integration is not anymore on one area or the other, but it needs to be full integration. So you need the right processes, the right tools, the right systems. Thank you!

Presentation 74: Before, During & After Covid-19: An Overview of University Operations and Futures Marketing Strategy by Mazliham Bin Mohd Suud

Description

How to handle the challenge of continuation of education during the pandemic? How has the education sector changed since the eruption of the novel coronavirus? What is the importance of communication in the pandemic like situation? What are the challenges to the online education system?

Mazliham Bin Mohd. Shares his experience about meeting the challenges that COVID-19 presented to educational sector. Discussing the strategies that Malaysia adopted, he suggested that drastic changes have to be made to continue the education at all levels, and moving to online platforms was the most feasible option. He discussed the challenges in this regard, which

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required for training of teachers and students in a situation which was unknown before. He shed light on how important are educational institutions in a student's life, as it is a place where they do not only learn, but share experiences, ideas and cultures.

Transcription

Since the beginning of the pandemic universities all over the world struggled to overcome the problem caused by the pandemic. Universities operations including the teaching and learning sessions were severely affected by the COVID-19 pandemic. New standard operating procedures were introduced to stop the infection chain. Universities were pushed to practice a new norm in their teaching and learning activities.

As the pandemic was a new phenomenon to the world. In our case we have decided to introduce a plan that governs all procedures and steps that the university would be taking to prevent the spread of the disease among students and staff. The plan had the objectives of ensuring that all students will be able to complete their study on time and that the universities community were not exposed to the

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infection. This plan also served as communication tool for all students and staff of the university to understand and follow the decision taken. It has, it was proven. That communication is very crucial in this type of situation. A good communication will avoid confusion and miscommunication in the university community that's preventing chaos in its operation.

Although some of the lecturers had started using the online teaching platform, most of the lecturers had yet to explore this online teaching mode. We decided to use our existing online learning platform to continue providing the essential news learning materials. Training sessions were promptly conducted for all electorates and students during this advanced mid semester break.

the pandemic had halted all these physical interactions. It was not an easy task to operate the university during this pandemic while ensuring the university's capability to keep all its characteristics and goals. COVID-19 forced the universities to a totally new setup in which physical interactions were disrupted and all exchanges were only available through online platforms. However, the

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operation could not be stopped. New ways of online exchanges were needed to ensure that students' development would not be interrupted. Most of the physical activities, not only teaching and learning were forced to move online.

Universities are now faced with new challenges. Robot system is needed to support all these online activities from teaching and learning to the all other co-curricular activities. This new online activity needed to be supported by an online system. Due to this requirement the universities had to move from physical infrastructure to virtual infrastructure. One of the main and critical issues to solve to resolve would be the online examinations.

the education institutions need to resolve students' financial situations while they themselves are facing the same difficulties, the number of students quitting the program has increased mainly to due to financial issues faced by the family affected by the pandemic institutions need to come up with alternative way on how to assist these affected students so that their future could not be compromised. All these issues and problems will force universities to change and evolve. Managing

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this crisis caused by the pandemic to survive, it's just not enough. Universities should use this opportunity to reinvent the whole operation and come out with the transformation program that will prepare and protect them against any possibilities of the post pandemic effect. Thank you!

Presentation 75: Free-form Competition in the Digital Context: Rethink your focus, Restructure your Organization” by Michael G. Jacobides

Description

How competition is changing and what sort of competitions will emerge in the future? What are the changing dynamics of competition and innovation? How freeform competition will impact the future? How organizations should prepare for the future?

Michael G. Jacobides in his presentation compares the marketing and business competitions of the past and strategies of the famous corporations at that time. He talks about the changing dynamics of competition and innovation and how the competition has evolved over the years. He explains about freeform competition and what should be the key elements of the preparation strategy of the organization for future competition.

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Transcription

Hello and welcome to the World Marketing Summit, This is Michael Jacobides speaking from London School of Economics and today I would like to share some thought about how competition is changing.

Where we have gone from and where we are heading to? And how free-foam competition is becoming the thing of the future? Five things I would like to cover with you. The changing dynamics of competition and innovation. How it is like to compete in the 2020s and why it has changed? What is free-foam competition and how we are shifting from products to focus on experiences and the four key questions we have to think the why, the where, the and the how? What you need to do in your organization to ensure better results?

First let us start with some history in terms of the way we compete. Last century we saw the emergence of these large corporations and the people and the growth of the companies like Ford and Standard Oil of New Jersey or General Electrics who created these huge companies by scale. The created advantage by standardizing and by

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competing with the use of technologies that were internal to them. The Silicon Valley helped us to realize that innovations does not happen in the boundaries of large organizations but it happens in clusters. In the 1990s the companies realized that it is important to use ideas from others and it started the era of open innovation.

Now we have to see what the options for the customers are because the customers will not stay in your narrow options because now customers want experience. The companies should evaluate their value preposition , how well organized is the company's partnering and how well is the governance of ecosystem and finally what is the business impact you are going to go after.

Presentation 76: Country Brands & Marketing by Milton Kotler

Description

What is a brand and why marketers create its reputation? How culture is related to the reputation of a brand? How country's reputation and global standing influence the brand name? How Chinese companies are rebuilding consumer's trust in their products?

Kotler highlights that status of a country adds significance to its products. Countries such as China and U.S. have brand reputation globally. He suggests that the cultural values of a country reflect in strategy and logos of a brand to capture the hearts and minds of a consumer i.e. Swiss are considered best watchmakers, Mercedes and BMW have their worldwide capability in automobile. China is recently acquiring a place as the most sophisticated manufacturer of products. He highlights that companies in China are now working hard to gain trust of consumers in their manufactured products by building

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communication and addressing the issues regarding supply chain. In today's world, brands are not only confined to products and setups, they represent country's profile and reputation both regionally and globally.

Transcription

Sometimes the country bear brand adds value to the company of the product brand. Sometimes it detracts value. The company of Product brand. We're going to talk about drivers, country branding and the strategic choices and marketers have for aligning their company and product with yeah, the perceived regional and international perception and out of the country brand. What is a brand? A brand is quite simply, your reputation. Now, as marketers, we try to create that reputation and control that reputation with a strategy and logos and communications and advertising or even experiences. But what the brand really is, it's in the hearts and minds of the customer.

I think it's a very closely tied to, you know, culture is having a reputation in certain category of a product that's the Swiss have considered brilliant

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watchmakers. But also be on that I think next to the business practice the infrastructure of a company also matters like China has emerged, has a production leader because of we have a very strong and sophisticated manufacturing supply chains, shipping infrastructures that make China become the hub of the production global production centers.

This companies in China are working very hard to always provide a constantly high quality product with new rejects. They put actual effort into communicating and solving supply chain issues. They do not cry about being a group with others. They know exactly the historical weakness and make sure this weakness do not every apply to them. With every product is shipped, they are fighting against the distrust in brand China.

You have to realize and take a good look and say the facts, the facts and we have to now work through our brand, recognizing what those facts are. We have to be realists. We can't wish the reputation was different or wish that people would change their mind. You have to start with the facts. Country brand weaknesses that they faced and

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developed a brand strategy and an operational strategy that completely counteracted them. And it took time. But they earned that strong reputation that went against what perhaps the country brand would imply. So it was a real success and a growing success. Yeah, in China, there is a growing pride for Chinese similar products, and the companies like the one we have been talking about, they are working very hard to be worth that pride. Thank you very much!

Presentation 77: Modern 4P's for Modern Problems by Moe Kyaw

Description

Why marketing is all about providing for the needs based on people's experiences? How people will good education background are interested in catering the hopes of others? Why is it important to be surrounded with people who admire you and your hopes?

Moe Kyaw emphasizes that having a purpose of life and hope is necessary for an individual to keep going. Moving from one place to another where people admire you and care for your peace opens up doors build perceptions. Kyaw suggest that people with good edification are givers and interested in your hopes and dreams. Marketing in places that have perception of being less educated or civilized serves both value building and bonding. For those people to have hope to gain better education, better market for products and evaluation will craft better perception internally and globally.

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Transcription

You need the following peace place where you live people you live with, perceptions that they have and finally trying to give a purpose for life, in which I will give you an example of how the four p's of hope turn me mechanical engineer into marketing success that marketing practitioners can only dream of. It's great to have an environment that radiates constant energy, even if it can be a bit intense, a place that offers and promotes personal liberty to believe that you can try and do anything you want, as long as it does not hurt others.

Whatever prosperity's may mean people, a fruitful life should be people around you and not the stuff that you have. People with good education mostly turned into people who are interested in your hopes. Having created an opportunity in which you are also interested in other people's homes, try and be a giver, not a receiver, because you can't take it with you when you die. Those that make you think you can only develop with people if you give them time, especially with people that want to give you their time. So spend time with those that you love, because once time has gone, it never comes back.

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Focus on those that you admire that around you and see if the position of lifestyle those that will give you hope in being happy purpose.

So allow me to reflect the full pure folk again. I made a decision to come back to Myanmar as it was a place that has so much potential. It used to be the jewel in Asia. I came back to people who looked like me were genetically bonded to me. More importantly, they wanted to know me from the experience that I had in London. These people mostly had the position that life outside Myanmar was so much better for which it probably is. But now they have a hard time of having hope when they are constantly exposed to hatred and resentment that comes from the palm of their hands. My perception of people here was that I have to try and make them really understand, which gives me a purpose to focus my time. It all starts with being exposed to education which makes you observe, evaluate and consider what to hope for. Thank you very much!

Presentation 78: Personal Branding: practical tips to grow by Mohammed Hathut

Description

How marketing an amazing tool to reach out almost every segment? What is meant by scarcity marketing? Do you really need to define your targets for a running a successful marketing campaign?

Hathut shares three different stories in his speech to help audience understand the vitality of marketing, and how they need to be specific and target their audience accordingly to run a successful marketing campaign. He further lays down important strategies of understanding the customers, such as why are the buying a certain product and why they are not buying other products. By giving example of famous companies, emphasizes that marketing is all about influencing the customers.

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Transcription

Hello everyone. My name is Mohammed Hathut and today it's my pleasure and honored to be part of this marketing conference. The topic is amazing stories in marketing. I would love to start with a story that happened in Texas three years ago. There is a group on Facebook with the title of Heart of Texas rally stop Islamization of Texas and they start to have a snow pole of fans and followers. And then another group with the title of united Muslims of America Muslim and proud. Also, they have fans and followers on Facebook with time with paid promotion and content marketing. They started to have thousands of followers over the years. And then the first group, the Texas group said you know what let's have a demonstration against the big mosque in Houston Texas in a specific day. As a reaction to that the Muslim group said we'll have kind of another rally to encounter this. And on that day, they really did both groups. They have a clash against each other. The police were there is some damage is in the neighborhood and the community. The shocking fact is after a few months the CIA with the FBI. They concluded these two

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groups as a matter of fact was part of a Russian intelligence community and these two groups they cost them only \$200.

So, marketing is an amazing major with an amazing and unprecedented tool to reach any segment you want. But sometimes it could be ugly. It could be used against each other as a communities or other even countries. Scarcity marketing is a type of marketing technique that's based on the principle that people want what is difficult usually to obtain. It includes product promotion pricing and distribution strategy. So, you need to be careful that sometimes companies using scarcity marketing.

Therefore, the first lesson we take home from these stories, from these stories is marketing is all about influence, influencing your fans, customers, your clients. So, another lesson taken from this, that to know your target audience just, you cannot target anyone on this planet. You need to define exactly who is are you targeting by this product? There're so many ways to understand your customers and most important is to talk to your customers. One famous tool that we're using in marketing is the six W. Model. Which is: who why when where why not

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even? So sometime in market you don't need to do that. Thank you so much.

Presentation 79: Social Marketing Success Stories by Nancy Lee

Description

How social marketing influence behavior of the customers? How social marketers aid the customers in solving their problems? Which elements are involved which cause change in the behaviors? How the priority audiences are targeted by the social marketers? How barriers are overcome by the social marketers? Why education is considered a necessity?

Nancy Lee in her speech describes and explain social responsibilities and how are they driven to influence the behaviors of the people. He further explains that social marketing is basically the behavior change for the greater good.

Transcription:

Hi my name is Nancy Lee. Social marketing is a process that uses marketing principles and techniques to influence priority audience behaviors, ones that will benefit society as well as the

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individual, sometimes their behaviors. We want people to reject, in other words, not start doing like smoking something we might want to to modify, to go from 5000 steps a day to 8000 steps a day, maybe something we want them to accept putting a food compost er under their sink or to abandon, not texting and driving. A short version of what is social marketing is behavior change for social good. It's used to improve health, prevent injuries, protect the environment, engage communities, enhance financial wellbeing and support educational milestones. It was first distinguished by fill in the early seventies, along with Gerald's Altman, and one way that I like to explain it is using this curve. There are three major ways that we can get people to change their behaviors on the far left. One way to go is just there's some people. If you just ask them to put that food waste composting under their sink, they'll do it. They call that group the show bees. All they need is education. In the middle is a whole bunch of people who think, well, that's probably a pretty good idea. I can see where that would be a good thing for the environment, but they've got barriers. They need a little help. They

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need things like, well, where do I get a brute waste? Compost? And what do I put in it or not put in? So we've called out to help me group. That's a group that social marketers were born for. We will understand their barriers and the benefits they want from a behavior, and we create a strategy to maximize those. Then there's a group that won't change their behavior unless we make them. And that's a group we would use law for. So education, social marketing and law. Three major ways to change behaviors.

So here's a social marketing approach where we provide a bad and a container nearby. And the far right are the people that probably wouldn't do this unless they see a sign saying that they could get fined if they don't do it. How does it differ from commercial sector marketing? It differs from commercial sector marketing because there we typically want to increase the sales of goods and services of the company for profit to benefit shareholders. It differs from nonprofit marketing because that's their marketing to support promoting their services and support fundraising because marketing is yours. We refer to an effort to

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raise awareness and concern about a cause and because related marketing relates to a portion of sales. Go to a charity or cause and social Marketing benefit society and the priority audience.

The 10 success stories that I will share with you. I'll read quickly through here. We're going to talk about one related to heroin overdose, malaria, drinking and driving, boating injuries and deaths. Grassfires crab populations, family planning, blood donations, microfinance opportunities and education for toddlers. Quite a variety for each success story. I used the same framework. Start out by describing the wicked problem that this is addressing. What is the purpose and focus of this specific case story? Who was the priority audience and what was the desired behavior? Audience insights? What does our audience think about this behavior? What barriers do they have? What do they want in exchange for doing it? The benefit. And then we'll go on to marketing intervention tools before peace, same as used in commercial market. And then we end up with results. This first case story is about reducing heroin overdose in the United States.

Presentation 80: Marketing of Museum and art of Tomorrow by Nejat Cuhadaroglu

Description

Why brands need to focus on marketing campaigns along with maintain the quality of their products and services? Why are museums centers for learning?

Nejat Cuhadaroglu discussed his love for museums and how he would want them to grow as platforms for education. He talked about the similarities between a marketing campaign and a museum. He gave several advices to young generation if they aim to prosper in future.

Transcription

My name is name Nejat Cuhadaroglu, found of Living History Museum.

Marketing campaigns similar to museum also tell stories in campaigns. The story needs to connect with its audience and reflect the quality of the product. However, in today's world, it's not enough

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just to produce quality products or services. Why? Quality is an important factor Bringing people together by increasing memorial experiences is an important step towards the future.

Museums are spaces where we can connect with our past and also with each other, right? They should be places where we can educate people while taking them on an exponential journey. My biggest goal is to encourage younger generation to stay curious about their past so they can create a better future. I would like to thank you for letting me share my experiences with you about the world we have done at his are late history museum. I wish everyone a healthy future. Thank you very much.

Presentation 81: Imagining Tomorrow at its best by Nina D. Aguas

Description:

What is the importance of devices in fulfillment of responsibilities? How the advancement of technology has affected face-to-face interaction at offices? Why the well-being of employees is necessary to empower an organization? How availability of technology helped the operations going from home during pandemic?

Nina D. Aguas highlights that, on one hand, introduction and advancement of technology has helped in taking up the professional responsibilities more actively. But on the other hand, Aguas insists, technology has created hindrances in face-to-face communication. During the pandemic, technology proved to be very convenient in keeping the engagement, performance and operation of workplace going. Aguas emphasizes that employees and their well-being comes first because they ensure the smooth delivery of tasks

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to the customers and stakeholders. She further states that conducive environment for the employees is a must because if companies adopt harsh stance on returning to work during pandemic may cause them loss of workforce. Flexible work environment for male and especially female employees contributes in having a healthy and rewarding workplace.

Transcription

I still remember the first time City bank issued blackberry devices to me and my senior team. This device allowed me to fulfill many aspects of my responsibilities at the tip of my fingers all at once. I cherished the fact that I could be away from my office for weeks and return to a clean desk. However, for all the convenience and productivity technology gave us, I could not overstate the benefits of my face to face interaction at the office. This is what I call the language of the heart. The proximity allowed a higher level of engagement and collaboration and a degree of shared experiences at the workplace, build a culture that allowed us to serve our customers. The good part of the past two decades, so many advances in

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technology that shaped many aspects of our professional lives.

The workplace is the venue for your company's culture manifests itself and evolves most of the best practices and creating a happy workplace, involves tweaking something in the corporate culture, establishing a culture of open communication and frequent feedback, giving praise and recognition. This focus on employee's well-being empowers organizations to serve their customers better. Employees come first and if employees are treated right, they treat the outside world right.

There are some industries that lean toward getting their employees back to the office as soon as the pandemic settles because operating remotely. may slow the process and thereby hurt the team in the long run the eagerness to return to the physical workplace sims from the nature of banking, it is built on trust and relationships which are built and face to face interactions at least in some areas. Zoom calls are not a substitute for in person bonding and mentorship to security, concerns about cyber security and risk management

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vulnerabilities with home network connections, the financial sector seems to be advocating the return to pre pandemic style of workplace. The risk for these firms by adopting an aggressive stance on returning to the workplace is that they may lose employees. Big tech are doing the opposite with their leaders, decreeing that working remotely will be part of the norm after the pandemic.

One concern that I would like to highlight because it is very close to my heart is the risk that women face in terms of their career trajectory as we navigate the future workplace. I urge you to think about this as you shape the future of your workplace. Women have made great progress in terms of gender equality in the workplace, let the future workplace of your organizations contribute to this goal. This highlighted the focus of companies to invest in initiatives that make it easier to do business with customers through the aid of technology leaders and employees in their dedication to achieve their objectives. These contribute in well-being and ultimately, to the organization. That may well be a hybrid setup that supports a healthier work life balance. Good Day!

Presentation 82: How to offset impact of COVID-19 on education, using digital transformation and innovative pedagogies by Obaid Bin Zakria

Description

How has pandemic impacted the sector of education globally? How has digital transformation penetrated the sector of education? How to improve education and training within the futuristic perspective?

Obaid Bin Zakria gives valuable insights on how the sector of education has suffered due to the pandemic and how a huge number of students and educational institutions faced crisis. According to him the biggest impact was on the on the long practiced interactive teaching and learning methodology, which transformed from face to face interaction, mostly online processes, interchangeable use of distance learning with online education. This not only put emotional stress

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on the students but also affected the teaching faculty. It demanded more interactive learning environment as part of the broader digital transformation to ensure that the education institutions remain fully functional, which imply that most of the educational reforms or developments would reach out equally too much broader community irrespective of their location and socioeconomic status

Transcription

There's my honor to be actually addressing you and giving a talk on a subject which is very close to my heart and besides that it's an emerging technique and technology and is also affecting a paradigm shift in the education techniques. The topic is how to offset the impact of COVID-19 on education using digital transformation and innovative.

Very good Output of COVID-19 struck the world with an utmost surprise at a lightning speed and scale affecting almost every area of human interest. However, without exaggeration, it's a fact that field of education and training has been impacted the most with roughly 1.85 billion effective students

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across 187 countries. As for international estimates in spite of this, most stakeholders up in that the crisis brought about could well be an opportunity to put in place the transformational approaches and policies that can address deep rooted problems and issues in education. It is worth mentioning that prompt and effective response mitigated some of the serious issues including possible complete breakdown. But the main reason was that efforts in this regard, we're continuing over preceding period of time and what not new to COVID-19.

The online education was already in place and in practice though at a much lower adaptation and base but was put into top gear resulted. The digital transformation, which is also lacking in speed of adaptation, was accelerated and in turn made tremendous progress with obvious economic dividends. Some of the relevant tools including videoconferencing such as zoom, google classroom, Microsoft teams etc. They're not only penetrated the education industry at a fast pace, but also quickly overcame the initial ongoing problems and issues like security congestion and cost effectiveness through successful management

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and prompt implementation without giving a break. Having successfully absorbed the initial shock, it was perceived that the pandemic would phase out in a short period of time and all will be business as usual. How later it was realized that situation would prevail over a longer period of time. Does the term new normal emerged? The resultant lessons learned solutions provided investment of time and finances and environment compelled the educational lists and industry to continue to utilize and implement the gains for boosting the overall education sector to meet the future needs through better learning outcomes and reduced learning losses to meet these objectives. There was a need to integrate various elements like educational technologies, and network infrastructure, reduced financial impact to enable reaching inaccessible areas to balance technology and socio-economic deficiencies with an aim of education for everyone at an affordable cost and that without discrimination. Thank you!

Presentation 83: The Reinvention of Marketing by Oscar Motomura

Description

What is to be done with all the technology available to us? How the concept of marketing has reinvented in a world of crises? How pandemic has underlined the significance of global solidarity and global cooperation? Why promotion of cultural values is important in creating cohesive marketing wall?

Motomura highlights that crisis after crisis has reinvented and transformed the marketing strategies globally. Reinvention after reinvention has tarnished the value system but also has promoted integration, solidarity, sense of giving, aims and purpose. He proposes that everybody is facing a dilemma cooperation and competition. Cultural Revolution has transformed the face of marketing, it has become cohesive and integrating which, if utilized properly, can help in overcoming the challenges related to sustainable marketing strategies. The reinvention of marketing should be

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responsible for creating a high functioning promotion of humanity in entrepreneurship. Attitude of mutual help and care will lead the society towards well-being.

Transcription

I would like to reflect on the reinvention of the very notion of marketing itself transformation question this time will be around the conscious use of marketing influencing skills that could compel countries and organizations to become increasingly geared towards cooperation. This is the case of wars for example that may cause destruction on one side but on the other side leading to intense reconstruction activities On the other hand, wars also lead to further wars. A vicious circle is created. Many other visual circles appear and also six systems generating more crisis. Other crisis, even global crisis such as the covid pandemic. But what are the root causes of all those visual circles, corruption of values generated by excessive competition for material gains, power, and dominance at the same time.

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We are also living a high tech revolution. Every day we see amazing technological innovations, technology that allows the generation of miracles in all sorts of our daily lives. They are we believing in perfect means, technology providing us with outstanding to confusion as to the end. Are we using them wisely to promote the common good or on the contrary, we have been using them to generating larger crisis, more effective crisis, larger political crisis, social and economic crisis, ecological crisis even more effective wars and all these forward purposes to maintain the distorted normal, alive. But fortunately there are many inventions that aimed at healing the systems around us.

This is the crucial issue for an event such as this, a true global effort to find out how uh the discipline and practice of marketing ought to be improved to promote a new normal. That would be very distinct from the one that existed in the prey pandemic era. Today we live in one of those turning points that are full of deep questions. We will need a normal, positive, healthy state in the world. Only if there is mutual help and an attitude of totally caring

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towards the well-being of the whole, creating for the well-being of all fellow humans As we as they were members of one family, actually a family that includes all living beings leading to global cooperation and this necessary new normal.

Marketing that propel sales at the same time uh serves to promote cultural evolution, marketing that's fully ethical marketing that brings people together, integrating them in a cohesive wall marketing. That helps to deal with the challenges of sustainability marketing. That takes into account all forms of life in the planet marketing. That helps countries to overcome the inequalities that were revealed by the pandemic marketing that will work for the evolution of their clients, either business people or politicians. Thank you!

Presentation 84: Ozgul Ozkan Yavuz, Deputy Minister Tourism & Culture Turkey

Description

How pandemic being the toughest time has brought resilience and solidarity? How pandemic has impacted tourism, agriculture and biodiversity? What are the prerequisites of recovery process? What are the new trends in tourism industry?

Ozgul highlights that pandemic has changed the world in many aspects. The tourism industry has received the biggest blow alongside many other businesses. Pandemic paralyzed people's mobility which is why the safety building of hygiene, precautions and coordination can bring many solutions to the problem. She emphasizes that the revival of tourism industry is interlinked with the containment of the virus to boost the confidence of visitors. He further suggests that other than ensuring safety and security, communication and infrastructure management also holds great importance. To cater this requirement,

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amalgamation of culture, technology, diplomatic relations, cooperation and community engagement will serve as an anchor and ramp to boost the industry.

Transcription

2020 was a tough year in many aspects. We have lost lives. Many businesses shut down and we all realized economic impacts. The modern world has been facing one of the deepest crisis globally there we learned necessary lessons in some aspects. But from another aspect, fortunately it seems we only overcome such a crisis and become more resilient by solidarity, collaboration, cooperation, open communication, inclusiveness and by following more sustainable steps worldwide.

We can think that this pandemic allowed us to rethink the ways we deliver tourism activities and their impact on our societies. From now on we can focus on more ethical and sustainable tourism and its benefits. Tourism can be a leading industry for many countries. It encouraged foreign investment revitalizes the local economies and it can have a good impact on social life. And also I'm certain that

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tourism can be a very useful tool for protecting natural and cultural heritage for saving the world. By encouraging responsible agriculture and environment policies and by forcing the country's to protect biodiversity. Tourism also encouraged women and youth employment as well. It can also be a pioneer in rural development and can be effective for the development of sustainable and smart urban areas.

Recovery of international tourism depends on virus containment, widespread vaccination and lifting the travel restrictions accordingly. During that we should increase the confidence of the tourists the visitors. The virus affected the overall economic environment. The purchasing power of the people has been deteriorating. We are confident with strong diplomatic relations and explain the precautions that we have taken to our market countries, accommodation facilities, food and beverage facilities must obey all instructions and take all necessary precautions. These are the prerequisites of the recovery process.

The new era is more environmentalist, sustainability is a must for every aspect. People are more

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concerned about our planet. Wildlife wellness, healthy food, healthy life. Agriculture, small villages with fewer populations are new attraction facts like many other countries our country also has all of them to offer. But the new challenges for the tourism industry is while offering these attractions to the visitors, ensuring their safety, security and comfort.

Cooperation of arts, technology and culture will create synergy ventures for recovery. We will use the power of ecosystems, build up networks and sure collaborations among different actors, public academia, and tourism industry and so on. They should come together and create a task force. In that way each one of us will be more resilient. Community engagement at all works is a must. The public and private sectors should work within the community at all levels. To build a better future. We must work together with shared goals. Thank you!

Presentation 85: Designing Business Ecosystem in the Next New Normal for the Thai Economy by Pacapol Anurit

Description:

Is the world going to be same, like it was before COVID-19 time? How can democracy be a factor in defining political ecosystem? Should the marketing plan be aligned with the span of government? Has COVID-19 changed the marketing system?

Pacapol Anurit focuses on various realities of the market and business, keeping in view the government policies and the existence of democracy. He suggests the audience that before planning a marketing strategy they must look at the stats of conservative consumers, liberal consumers and also focus on their mindset and how expose these consumers are to globalization. On the positive note, he shared his thoughts that pandemic has moved a lot of people towards using technology.

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Transcription

Hello. Welcome to EWMS 2021. I am Pacapol Anurit. My session is titled designing business ecosystem in the next new normal for the time economy. Unfortunately, the world is not going to be the same. If you look at some countries in Asia like Thailand for example, a lot of people still have difficult access to book for vaccinations. There will be a new type of variants of COVID-19 and then the whole country will need to get vaccinated again. But then it will take 1 to 1.5 years. So, I believe that in the next year, in the next new normal the way companies do business together, or the countries do business together, it will be zone to zone for example, instead of introducing or allowing countries to do, allowing the whole country to do business with another private sector. The countries will be cluster of business, cluster of marketing. This means the way you need to customize your local um attributes of the markets. You need to customize, you need to adjust the market offerings to the consumers. It won't be nationally anymore. You need to look at not even region but perhaps market to market. The first one I'd like you to focus

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on is political ecosystem, you need to decide your political ecosystem and understand that. When you want to decide your political ecosystem, you need to look at the democracy.

Presentation 86: Changing Academic and Business Realities: the COVID Accelerant by Philip Kitchen

Description

What is the role of technology in teaching? Can technology replicate human connectivity? How learning is affected due to pandemic and distance learning methods? Are teachers and academia taking their tasks seriously?

Philip highlights that the changing realities of the world due to pandemic has left a mark in academic life as well, be it teachers or students. Introduction of new technology models, classroom shave shifted from projectors to other learning modalities. He emphasizes on knowing the extent of knowledge and learning gained through these new models. If students and academia are gaining the same experience of learning as they were when human connectivity was there. Currently, visual geographic location and space have replaced

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physical learning and teaching experience. He advocates that business school students need hands on learning of institutions and modalities and if continuous digital based practices will shape the future rightly.

Transcription

Changing realities and transitions are always going to be part of parcel of academic life for those of the older members of our community attending this summit, we all remember the experience of returning lectures where either blackboards or white boards were being used. They will move to giving presentations using a data projector and now finally, we're simply using our various integrated technologies as modalities for teaching and learning. The last we've got are currently integrated different types of screen, all of which are computers in an awful human minds. Of course we hope the same kind of development has been taking place on an intellectual level and an understanding level.

There is regulation of the change you want. A causal character is rendered both preparatory and

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instrumental or we can be, we can part with something um when we share our knowledge, our information, our experience, our research with students and maybe at some point in time in the future either become marketing practitioner or something else, but something may stay with them and maybe we can access the causal character in that particular context.

So the challenge is not really where are we today or where is the brand or the business school or the marketing discipline or where do we need to be or where does it need to be in the future? Because we know the answers to those questions and we can use our knowledge and information as a means if understanding at least being able to speculate with some degree of lucidity with regard to where we need to be in the future but the real question is how do we get there? How do we get from where we are now to where we need to be in the future? There are so many mechanisms, so many changes, so many problems, so many opportunities, so many challenges.

They want to be educated and they anticipated that business schools and higher education

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institutions are modalities. I wish they can acquire the training that they need relative to business and management, some negative criteria with the current business environment. The full web interaction was not envisaged as the future, but only as a potential partial future.

On the negative side. Perhaps the years of expansionism in higher education may be experiencing a reversal at least a cutback. It's very, very difficult to replicate Human connectivity. The three dimensional experience of teaching and learning with other people around you is extremely difficult to replicate online and in fact may not be possible. There's also a question of how do we recreate the academic community? There's no doubt we can participate in zoom meetings, we can participate in all kinds of things online. But the idea of an academic community working together, talking to each other, interacting together, visiting each other seems to be not as strong and certainly severely weakened from what it used to be recording of lectures. Thank you!

Presentation 87: Growth of Digital Marketing by Poramate Minisri

Description

How technology particularly mobile phones have contributed in the growth of marketing in the last ten years? How COVID has affected consumer buying behavior? How technology is making things easier for the businesses and consumers in the new normal?

Poramate Minisri in his talk about the increasing role of technology in the business and how it is positively impacting the way marketing is carried out by companies. He talks about the new normal and how technology is helping to connect businesses and consumers in the post COVID world. He explains his idea of how to effectively use technology for the mutual benefits of companies and consumers.

Transcription

The values of computers, internet and cellphones have contributed in many grows of growth in marketing, shipping and internet commerce in the

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past years and so for example in the year 2019-2020 marketing has grown significantly in internet sales and telemarketing.

This is because of huge innovations in product orders and many of the lockdown measures implemented during the COVID pandemic. As things are getting back to normal people are getting back to their everyday lives and work and have realized that work can be done at some capacity from home. However many other aspects are becoming common players in consumer lifestyle? People have become more health conscious.

Over the last decade privacy data has become very important for our people and one area of this is referred to as third party data, this data is used to make customized ads on social media websites like Facebook and Instagram based on user traffic browsing footprint. Preserving privacy in digital marketing is very important with the modern web. Data that is used for consumer behavior comes with privacy risks, platforms like customer data platforms or CDP which is commonly known as the modern day CIA.

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CDP is one of the areas where it is important to take a closer look and CDP should be well connected with other platforms. It is important to have marketing management team and policies that are able to understand the people who are visiting the websites.

Presentation 88: Astra Navigating in The Ever-Changing World by Priyono Sugiarto

Description

How global forces are changing the way humans have been living? How companies have changed their strategies to adopt the new dynamics in the COVID-19 world? Why is digital competence importance in present world to remain relevant?

Priyono Sugiarto briefs about the ways in which world is being digitally transformed and at a very rapid speed. Sharing experience from Astra, he suggests that companies need to make use of technology and adopt digital transformation because the world is in the phase of fourth Industrial Revolution. He further recommends to make corporate sector sustainable and integrate environmental considerations in the policy making and implementation.

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Transcription

Hello everyone. My name is Priyono Sugiarto, chairman of Astra group. It is such a great honor for me to be here and greet you all in the world marketing summit 2021. Believe in an ever-changing world that powerful global forces are changing the way we live and work impacting all countries sectors. We are also experiencing climate change, not just in Indonesia but globally. And not to forget the most challenging situation we still face today being in the COVID-19 pandemic. This unprecedented pandemic has prompted the board of directors to adapt with the situation through adjusting the business plan design that was created in the previous year. We can with heighten uncertainty and going forward will continue to be closely monitored even as the economy and business written to normal conditions. our employees should be able to face challenges in the future in the past few years, human capital development has adjusted to the digital changes characterized as Industrial Revolution 4.0 the use of digital technology which is close in the lives of almost everyone demands leader to own digital

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competence to stay relevant with the current situation. And employees at its level are always trained to be digital safety and follow developments in technology. Astra continuously trains its employees, conducts benchmarking of the industrial leaders across the globe to a certain that Astra is not left behind in technology's latest development for the executive. It is an important corporate sustainability strategy to create the balance between business interests and social environmental considerations. Thank you!

Presentation 89: Building a better tomorrow through Experience Design by Raul Amigo

Description

How values can be created through experience? How companies can become part of consumer's real life through technology? Why experiential gains of consumers can start an ideal journey? How creation of value can transform the interaction between brand and consumer?

Amigo elaborates that creating value between brand and the consumer can transform the experience. Proper value and interaction increases the association of the audience with the brand. He suggests that creating value also provide companies with the information how their consumers are perceiving the brand, their feelings and expectations. He states that it's not about companies using the technology to improve interaction and cooperation, it's about how they use the technology available to become a part of consumer's life by sharing and making memories.

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So creating value system is important if brand would want to be a part of future memories as well. He emphasizes that customers are looking for immediate gratification so any friction in relationship can cause memories to turn sore.

Transcription

I would say that as experienced designers, our main job is to create value. It's not generating good moments is not transforming your customer service area, but it is to generate value to create value. And you know, value is not a liberal value is a perception. So going back to the previous definition by creating values through experience design, you will be able to generate the proper associations in your audience mind. So let's start with the definition, I think and I am coming completely convinced that created value is an attitude before life. It's not accepting reality, just the way it comes to you but it is to assume a commitment to transform life to transform reality and to make this world a little bit better.

So, we need to we need to create to believe in this this philosophy because we as experienced

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designers, we have the power to do it and I think and I am positive and I am seeing this every single day of my working life that this is possible and it is not possible. creating value is taking this very seriously as to understand exactly how your customers are understanding and how are they feeling about um about the experience they are living with the brand creating body my friends is to trust some time. It's becoming a classic turn your brand into an important piece of the life of your customers. What I realizes that something they are doing really good something are they, they are really creating value, not because they are technological company, they are creating value because of what they do with the technology, they use technology to know you better and to serve you better and to take the friction out of the relationship creating value is being connected with the ability of generating memories, generating memories, is becoming a little part of your customers lives.

So once you decided to be a valuable brand, once you have the job to create value through a brand experience, you need to have this, this will, this desire, you need to make that dreams of the future,

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You need to make that brand part of the future, memories of your audiences. If you don't do that, your brand probably will be just a simple just a simple um good product and uh that's it in a very short time period creating value, my friends is achieving brand promise, what is brand promise? And I like to explain a little bit more um brand promises brand basically for me it's a mix of reputation and identity where reputation is the relationship between the brand Promise and the validation at every touch point which is the experience and the identity of your brand.

My friends creating value is um definitely a process of humanizing experience is transforming the interactions with the brand through collaborative design uh is engaged in your people. To provide service even from the back office but mainly to generate love. The love of your customers will be a game changer strategy. So you need to have a game, change your mindset, every person of your organization need to feel in the same way. Thank you very much!

Presentation 90: Prepare you and your team for the next decade by Rawit Hanutsaha

Description

How skills are needed to redefine the work? What is the basis of the artificial intelligence which govern our daily life? Why is it important to learn the skills which have gone obsolete? Why adaptation to new and modern skills is important? Why upgrading of set of skills is considered essential in this short life? Why critical thinking is important in today's modern world despite knowing a set of skills? Why re-thinking is an important concept? Why education and knowledge is essential in today's modern world?

Rawit Hanutsaha discusses how important it is to adapt to new skills but also have knowledge and education related to the old set of skills which have gone obsolete in this modern world. He further discusses the importance of critical thinking.

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Transcription

In terms of the people inside the organization and the mindset of the deal, I'm probably not going to go through the details of so fascinating course. But I'm going to take a look at the best. So what is the skills needed for our people, our team and notice the mindset that's stuck at the skills?

So when we're talking about re skill upscale and learn, we learn things. I think it's nice to base the frame. Okay. Yeah. Okay. So the most common skills that people think about the high, so excuse us. Anything that you can certify. So if you can test the skills this if it's a degree, this is a certification program that would be going along too. So you know, coding, um data analytics. Um language math, stuff like that would be okay. So this is a very solid thing to learn and it's changed very fast or to put it another way it's obsolete. Very fast. In the past it would take Maybe 10, 20 years for skills of the opposite these days. It goes from like 2, 3 years and those of you.

There's a new model program of any yeah, indicate you are you know, charge drive into a very stunning

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program that can clear out all the backgrounds. Just adopted one type in the past. You have to do something like this. Twice hours and hours of work, click just things that happens in our um of the environment and there's a lot of stuff in the office system two lot of coding do some things these days.

A lot of fake news, critical thinking is the tool that you use to separate them real deals fake which is again very aspect of doing business for personal last but not least. But that's still of course this this goes to something deeper. Yeah this and type when it's a tradition. Yeah present in front of the perfect I think my best skills goes deep into your values.

For example, processing adequate task types, process complexity. Think about how to operate the second or answer this kind of stuff that they didn't come from. This kind of stuff need to deal with by the system of the company not blaming in particular. Probably responsible that, but it's a system thing. So you need to change the system. But that's the type of failure that you actually need to reward even though. But on the lot of it

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rewarding. But it has to be rewarded is that it's a hypothesis testing. You know, when people have something they want to test, the rate of it is of course astronomically high goes like you have 10 things at once but that once obsessed and change the faithful. So if you do not allow any kind of testing my experiment because you do not allow baby Yes, quite guarantee that. We know you exploratory testing. It would go further view. Right? Finding a new territory. Oh no, this is again verdict high rate of failure but very much especially this very tightly right. Thank you!

Presentation 91: Continuity First, Change Second A Provocation by Richard Straub

Description

Why management has a key role in our society? How COVID has proved that our systems are fragile? Why companies are being looked at as entities and mechanics? How technology has played a significant accelerator?

Straub highlights that management holds a high place in making a society function the way it does. World has become an ever changing place, having a change or transformation is not an issue, it's the continuity of that change. COVID has turned the circumstances around and proved that our health, education, economy and social systems are very delicate. Technology has brought a revolution but it has made companies lose their status as organic entities, rather businesses are looked at as machines. He further elaborates that management during COVID has rooted the research which can be used till long term in future as well. Formula or a

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vision for a society to perform should be humane. Pandemic can be used as an example and a guiding light for societies to perform in technologically advanced paradigms.

Transcription

Management is required to make society function not only business, but all institutions and organizations of society such as hospitals and public sector bodies and nonprofits, sports clubs, et cetera. I believe that the main challenge for the 21st century management is not change and transformation. It is continuity. Sounds counterintuitive because everybody is talking about that. Everything must change all the time.

And we are still going through the COVID crisis. Um, that has made us aware of some of the challenges we hadn't really in front of us in the same way because the COVID crisis showed that we are fragile in terms of our health systems, in terms of our social systems, our economy, our culture, everything all of a sudden came to the fore. COVID seemed to have been a crystallizing event where finally, and that's what where we get closer to the

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ideas of revolution, where many think that this is now the time to accelerate drastic changes and even reset society in some way, you have heard the notion of the great reset, which is very similar to a revolutionary move.

The last decades, even for business, have shown us how hard is how hard it is to effectuate change and transformation. What we have learned in businesses that most transformation projects fail, and this is true for private sector. We are looking at companies as machines as entities that can be assembled or can be taken apart and then reassembled in new ways. Yet organizations like companies or other institutions are not machines, but they are composed of human beings and hence they are living entities. They are rather organic than mechanic

But management rightly thought about the tremendous strength that lays that was embedded in their research unit, and that was not even measurable with traditional metrics. And so they decided to keep this unit intact, and that was a decisive move for the long term future. Let me

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make one thing clear when we talk about continuity.

Organizations, ecosystems and societies at large have become more complex, more interconnected, more unpredictable in some way based on the impact of technology. Digital technology has been the great accelerator as we know. Interactive networks are everywhere and exponential developments are upon us. Will we be overwhelmed by the technology supporters and by, in some way, technocrats? Or will we be able to reassert what we call the human imperative? And the human imperative is very much connected to the idea of continuity, because human beings come out of history and built their own history. So their continuity is decisive in a personal sense and in a sense, in a broader sense for society. Thank you!

Presentation 92: Proximity, AI & the Metaverse by Robert Wolcott

Description

What are the essentials for future marketers? What is the importance of Artificial intelligence in the decision making and support for marketers? How digital technology is making an impact on the businesses? What is the concept behind the term proximity?

Robert Wolcott who has an extensive experience of management and innovation talks about the essentials that the marketers should follow. He in his speech talks about the role of technology in the marketing and how artificial intelligence and 3D printing in particular are making a positive impact on the decision making. He in his talk explains his concept of proximity and how it can benefit the future marketers.

Transcription

Hello I am Robert Wolcott, I am innovation professor at the University of Kellogg. I am so pleased to be here at the World Marketing Summit, I sincere

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thanks to the team. So I would like to share three thought which I believe are the thoughts for the future which will be essential for marketers. I spend my time thinking that how innovation occurs at an established organization and also with entrepreneurs and by comparing and contrasting them.

How technology is affecting the way we create strategies, go to market and understand customers and in the context of technology enabled change I would like to offer three thoughts.

The first is what I call proximity. Second is Artificial Intelligence is increasingly becoming decision maker instead of decision support and this will be critical for marketers and the third is metaverse.

What is proximity? Digital technology, internet of things, block chain or roof top solar generator. The all share one common factor and that is to allow us to distribute all sort of capabilities at smaller and smaller levels all around the economy. They allow us to distribute sensing, access to data, analytics, ability to make decisions and production. They are atomizing them and also integrating them and thus

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an aggregate of what digital technology do and will continue to do across all industries is they push the production and provision of value ever closer to the moment where it is actually demanded. I am literally talking about building business models that wait until the demand materializes.

In the future there will a post virtual world and finally metaverse where we create a visual world we desire to create leading to this post virtual world.

Presentation 93: Empower Business Growth Through Omnichannel Intelligent Marketing by Roy Zhou

Description

How to empower businesses through intelligent marketing? How COVID has challenged the growth of enterprises? Why good marketing campaigns have good results?

Roys highlights that digital transformation of brands empower them and improve their marketing globally which eventually leads to the growth of enterprises. Technology, data science and artificial intelligence help in designing the intelligent marketing to focus on brand and business building. But, Roy emphasizes, that approach and models needs to be more customer centric that business or profit centric. Data science can build new foundations for data gathering and understanding mindsets. He suggests that intelligent marketing help brands to become more

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integrated to give consumers pleasant experience. If the marketing campaign is designed thoroughly it will bring put best results.

Transcription

On the entrepreneurship, I was doing one single saying how to use the technology and data platform to help the business on their growth. So after COVID the Brand's come from there is a growth challenges, but not only from the industry and consumers, but also it's on Enterprise itself. So from the industry perspective, we saw there's more and more competitors with the new branding or DTC model with new channels. But on the market, the consumer becomes more fragmented.

They saw the data, silos fragmented channels, the lack of tools to do the effective programmatic buying and a marketing automation. All those all need to one result is a stagnant growth. So to adjust this challenges. So we believe like a platform data and operation can build a new Foundation. So through the data collection, then the CDP can help alike Brands to integrate a different part of the data under to better degree of consumer Journey. One

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of the ways is that I got data processing and analyzes. We're not only talking about the public domain or advertising, or the private domain on the market on vacation, Right? So actually, we had talked about the data operation Use of use, operation events, product of social content or created a structure. Also, again, I got if you want to deliver good or marketing campaign to have a good results.

One unify ID for the brands. But as I always say, all the encouragement generated by the AI, it cannot take action by to do the impeller gentle Like that. Recommendation sighs had eyes on the data under to do the intelligent of recommendation. We are the product sent to the end user. We don't have the data for through the channel under the retailers have no incentive to provide the data like feed is that back to the lady? So what we did a like is through our customers. A pothole will help them to do the fundamentally transform their business model by from the channel based product Centric model to the consumer Centric model. You can effectively reach out to the consumers by to not

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only enhance the user experience, but also help them to push for the cells of results. Good day!

Presentation 94: Sustainable Banking: Empowering Local SME to go Global By Royke Tumilaar

Description

How bank strategies can help in empowering SMEs to go global? How much growth of small businesses has taken place in last five years? Where SMEs are lacking since the COVID has grappled the world? How strategic positioning can strengthen international banking capabilities?

Tumilaar suggests that banking system can play a vital role in in empowering and strengthening the performance and presence of SME in global arena. He highlights that global banking systems have the vision to make 200,000 networks located in Singapore, Hong Kong and Indonesia. He states that businesses have been growing despite the pandemic and profit has increased globally by employing more strategic and efficient initiative. Tumilaar advocates that small businesses have seen a record growth of 13% in past five year tenure. He elaborates that although SMEs are lacking

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product distribution as compared to others in market, improvement in strategies have has made businesses to contribute 21.6% globally.

Transcription

We have more than 20,000 networks including branches and ATMs and six officer branches in Singapore, sale Hong Kong Tokyo London and New York based on its performance. Be any business has been growing despite the COVID-19 pandemic outbreak across the world. By May 2020 BN. I balance. It was still managed to record growth and I also recorded profit above its original target by developing strategic initiative to maintain the any consistency in the banking industry and respond to surfacing changes and challenges be any business process are still running optimally with the increase in net interest income and fee based income by reducing costs to be more efficient, thus decreasing our cost income ratio similar to the other bank be and I credit reserves are still optimal to anticipate in certain conditions . Until today when I loan portfolio is still dominated by with the corporate segment with proportion up to 53%.

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Therefore to deliver our mission to participate and also in boosting in Indonesian economy.

I believe this export business from micro small and middle enterprise should be more optimized in accordance with the Indonesian Ministry of Cooperatives and a semi long term planning SME are expected to compete in global market through SMEs integration in global value chain and SME. Business improvement SME of targeted to have a contribution up to 21.6% in initial export. The decrease of demand due to COVID-19 pandemic export taxes rate with impact, too costly product lack of logistics which can cause the delay of product distribution and unable to match the market.

Meanwhile there are five challenges for non-exporting SMEs to go global S. M. Is not exported. A lack of understanding how to minutes export transaction SME need more financing to help them to develop their business and increase production capacity. SME need license and export procedural information. Clearly, SME products are still conventional with relatively minimum innovation, therefore does not meet quality standards. First

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target customer is established exporter which contributes 3% Indonesia GDP and making revenue for banking with total amount 14 trillion approximately. 2nd target is new exporters which contribute about 35% Indonesia GDP and making revenue for banking with estimated Total amount 27 trillion. And the last target is export support them, However, our initial research suggest that this proposition reason as well with our customers. We conducted a positive early response from our customers as we expected before. A majority of customer belief, current exporters, we just are already sufficient.

Presentation 95: Role of Marketing in the New Normal by Russ Klein

Description

Why is it essential to critically reflect on a situation and question its existence? Why is it necessary to welcome the criticism more than the acclamation? What was the vision of Martin Luther King Jr? Why is it imperative for the companies to leave a social impact in the society? Why is America not as unified as it claims? Is America falling a victim of devalued corporation and unity? What is the benefit of intellectual curiosity to a company?

Russ Klein in his speech explains the need of common good to obtain greater good as a community and society. He further emphasized on the need to be more socially conscious and intellectually awake as a company to achieve any good in the society.

Transcription

I want to welcome you all on behalf of the American Marketing Association. It can be difficult to know whether the current moment we're all in will

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figure prominently as a historical inflection point, but with your forbearance, I'd like to share a perspective that might give it a go. The animal was obviously born in the United States of America, but our vision to become the essential community for marketers is without borders. Whatever you may think about the remarks to come here, I want you to know that your perspectives are always welcome at the A. M. A. The right to debate, to disagree and certainly welcome to think for yourself. Those who know me best know that I'm not afraid to take a position and they also know that my goal is to get them thinking not to tell them what to think. I'm going to do my best to steer clear of the political quicksand around this topic while threading the needle to hopefully broach an important discussion with you tomorrow's thought leaders and marketing. Each and every one of you It's through the eye of marketing that I want this threat to run and it's in the safe harbor of marketing as a discipline and a professional craft.

So the question of the day is unity dead America and every other country around the world is certainly imperfect. And in the case of the United

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States in the past few years have been tumultuous and we've been jarred our sensibilities on both civil rights and public health and rightly they have become the key ingredients for the public narrative. But let's zoom out, We look at our history of the 1960s, go back on the timeline. I don't imagine some of you on this call or were even born at the time. Others. Yes, it was a trying period in our history when martin Luther king Jr heroically and bravely transcended all leaders and assassinated for it. His vision for civil rights in a fair and equal society in which individuals would be only be judged by the content of their character and not the color of their skin. His impact on sweeping civil rights reforms stand to this day and while still on the journey, America has advanced forward toward a more perfect union historically. Speaking, of course, no profound change has ever occurred without a certain fed up nous that we now see in our society today and hopefully nonviolent civil disobedience. That's fine. Fight it out with civility, metaphorically speaking, any gemologist will tell you that friction polishes so long as disagreement doesn't become disagree ability. So came the change at the end of the 1960s. Shortly after that historic moment, 50

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years ago was clear. The country, the world even needed to heal.

We romance America as a mosaic. A cultural fabric anchored and universal inalienable rights where differences made us more resilient and stronger together. My remarks were inspired by the current online edition of marketing news that features an article by Duke University's esteemed Chris Mormon on the current disposition and mindset of senior marketers across the country, on the topic of national unity from her highly esteemed CMO survey, Mormon and her coauthor, Duke MBA student, Queen Garber uncover some profound takeaways and what is arguably one of the most important issues of our time. Let's stipulate that Chris Mormon didn't do this study and ask the questions that we are going to address without the intention for the rest of us to examine and understand and the findings with an eye toward the implications and indicated actions. We know that in America today, 83% of Americans, Americans are either worried or very worried about the division in our country. I was shocked wide awake to read the findings of the CMO survey where a

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disproportionately low number of marketers have an inclination to use their brand, their resources, their platforms to promote national unity versus the population at large. Hesitancy to play a role in uniting our country, our institutions and citizenry, basic complex that a cross currents today

The thesis is simple Why unnecessarily divide your addressable market with social hardball into something smaller? The math alone, from my standpoint is irrefutable. The opportunity to grow a brand is maximized when many differ minded people are brought together, who collectively can be satisfied by a powerful and unifying solution for their lives. Something that becomes a standard for everyone. It's this orientation that allows products and services and platforms to become standards in our culture that serve everyone. Broad consumption is the mother's milk of Western economies between the Tribalization of brands. Playing social heart ball and negative consumption trends driven by conservation behavior and negative population growth. The pie is getting smaller, not larger for brands. It's antithetical to me that we have properly placed such an emphasis on

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inclusion when many brand owners are telling us, But not you. If you don't agree with our social views now, please don't mistake or twist my words to imply. I don't feel strongly either. Affirm needs a moral center and a duty to comport themselves according to universal values of decency. But social impact is not a strategy. It's a responsibility unless your organization was born from it or is expressly a social agency devoted to it. Avoid playing social hardball is my advice. The calculus is simply different. Social impact is a moral imperative a mark, not a marketing plan.

Presentation 96: Life without liberty is like a body without spirit by Saad Andaleeb

Description

How capitalism and globalization has impacted the business globally? What changes and betterment the capitalism promised initially and what it delivered today? What was the impact of the World Trade organization in the business sector? How the injustice prevailed today because of the negligence of the rich? What are the customers looking for in the products and companies they opt for? How globalization and digitalization is evolving the modern-day consumer? What is the connection of injustice with the marketing sector? How is it justified? What is the notion behind the fair tree idea retributive justice? How brand activism or social activism can be the answer or solution to the injustice?

Saad Andaleeb in his speech talks about the injustice of the marketing sector and how the injustice is prevailing in the world without any

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outcome. He further explains that having a purpose which serves the environment, its common people is very important. Only in that way the injustice could be eliminated.

Transcription

My topic today is justice and I'm not going to be sympathetic, theoretical or even empirical. I'm going to basically relate to my experiences. The intent is to provoke, the intent is to motivate, sensitize and energize scholars, practitioners and students to address this notion of justice and make it more central to our discipline. I think it has been ignored for too long and it needs to become much more mainstream. We need to address this topic much more vigorously, much more comprehensively to be able to contemplate some implications and I think it has very, very deep implications for years. I've been talking to CEOs, executives, front line workers, scholars turn up. If you talk to the front line workers, they'll talk to you about their lives about the squalor, about the low wages.

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We'll talk to you about the health, health issues. They'll address the notions of lack of education for their Children and so on. At the list is long. If you talk to the ceos, I'll tell you about the razor thin margins and how their hands are tied. They can't do much for these workers. And if you talk to the global managers, the global brand managers for whom they work. They'll tell you that they are responsible to the boards and the board is one profit. So in a sense, if you analyze this whole issue that I discussed, just injustice is deeply embedded in the system. And this injustice is the crux of many else. So let me share my presentation very quickly so that we can move on topic, as you can see is justice. Marketing in global challenge.

I think we need to introduce the narratives of others who have been routinely ignored trend to enrich our simple. Now we'll all agree probably that the attendance in marketing is to make things look good to make them look positive. There's a lot of excitement and energy and extravagance and fanfare in the system. But the reality is that we don't live in that perfect world, we don't have this perfect world that is depicted by the advertisement of the

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textbooks, the journal articles and conferences and so forth. We actually live in a world of capitalism and globalization, a very harsh work that impacts business. So I'd like to begin by examining these two ideals there capitalism, globalization and examine their consequences because they have they have impacted business. Capitalism for example, um has been ah all over us. It was supposed to bring about a much better world, it was supposed to raise standards of living, increased choices, get government and bureaucracy off our backs. Reality on the ground is actually different. Capitalism has led to more exploitation of the workers, tremendous in equality has been generated. The erosion of human values, corporate concentration of power has been imperialistic inclinations and so on and so forth. In fact, in the wake of capitalism came globalization in the in the 80s and the 90s with the establishment of the world Trade organization. Globalization also promised us a lot. It promised us jobs, it promised efficiency, promised economic growth, more competitiveness, uh capital and technology transfer and so forth. But the reality again is very different.

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So we need to tread this ground very carefully. We've always heard that migrants about creating a better world. I think in a sea of suffering too many people, the focus of marketing on a rosy positive world is really material, superficial and important. Justice is what they're looking for. Justice. Is the watchword and justice may begin within the company. Why do CEOs earn 400 times more than the front line worker? These need to be addressed, then they can go on to support other causes. Marketing must join hands with other disciplines and work at the intersection. What that means is that we don't need to reinvent the wheel. Others have already looked at these issues. We now bring in our lands and work with them to create a better word. I think the metric of success needs attention from profits. If you can move to changing the human condition, I think we'll be doing justice the values and standards by which companies drive the economy lives and livelihoods. This must change. I think this is marketing its new Challenge in the 21st century to further broaden the marketing concept with justice as an important piece of Thank you very much.

Presentation 97: Building a Exponential Organization by Salim Ismail

Description

How do you build an exponential organization? Where will be the technology after years ten years considering the doubling pattern? How do you turn your company into one of these hyper growths, fast moving adaptable companies?

Salim Ismail gave several suggestions to both big and small-scale companies on how to react in the emergency situations like COVID-19 and build up for future challenges. He shared his experiences and talked about other companies who have managed the new challenges in a time when the technology is growing at an unprecedented speed. Moreover, Ismail also talks about handling the organization of a company that does not become detrimental to its growth. He emphasizes on adapting to the new changes in the market, which will eventually help to perform well in the market.

Transcription

I'm Salim Ismail and I'm the founder of OpenExo. My topic is how do you build an exponential organization? It's clear that we are living in a very disruptive time. Corona has completely changed the game on how we think about building organizations and running organizations of any kind.

How do you scale an organization? The jury really starts here where Peter Diamandis and Ray Kurzweil as part of singularity recognized that Moore's law. The question that was asked when Ray Kurzweil first put this chart together is why this curve is so smooth and so predictable. He came up with the fundamental observation that once you take a domain or discipline or industry area or product area or technology and you power it with information technologies, the doubling pattern starts and once it starts it does not stop. So, with computation, we've been through multiple technologies and this is a profound new model. The world has never seen this kind of consistent acceleration and technology before.

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We can see the world leaders that dealt well with that early on and the ones that were dealt badly with it. But the magic around the doubling pattern in technology. We have all of these technologies moving very fast and this is causing several major dynamics happen. We're digitizing the world very quickly. That's leading to a very disruptive environment. It's becoming much demonetized and much democratized. Right? Maybe the most important recommendation we have is if you're a big company do not do disruptive innovation in the core organization, you'll evoke an immune system response.

So I hope I've given you some sense in this in this short talk as to how to think about the world because we have a world today that's um moving into a very exponential phase, right where we are operating in a very disruptive environment and in today's world your ability to adapt will drive market performance. And we have a lot of data to demonstrate that we've talked about how do you that we have a dozen technology is now accelerating at unbelievable speed.

P r e s e n t a t i o n 9 8 : T h e **transformational power of TRUST.** **Building Business for the next new** **normal by Sandra Sotillo**

Description

How the incorporation of trust management can cater new demands? How citizens should trust the companies? Why is it important to incorporate the importance of customers and stakeholders to do business? How trust generates positive recommendations?

Sandra highlights that when you learn about marketing and communication, trust comes first. So companies that lack the relationship of trust with their consumers and stakeholders lose the capability of competitive advantage. Since the pandemic, investors are urging companies to manage and sustain the relationship of trust and certainty with consumers. She advocates that few companies are not embracing and adapting the change responsible for effective management and

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clientele building. Trust building helps in making better decisions and establish long lasting relations. This also helps in contributing the planet and society.

Transcription

If we talk about trust, we have to start talking about uncertainty because when a couple of years ago, before the pandemic, we took a look at the trend reports, what all the experts were telling us, that they agreed that there was only a variable that was going to be constant in the future. It was the change in its speed. However, it is not change, but uncertainty that really affects our lives, not knowing where it is going changed. . That is why in this moment of uncertainty, those companies that are capable of generating and again, the trust of their clients, the trust of their society and other stakeholders who will win those companies that are capable of generating trust, they will have a great competitive advantage and an opportunity.

Customers ask us to leave a transactional focused relationship in product of the service, exchanging money for a product or a service and pass a

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relational environment where it is the relationship between the customer in the low brand, which is really decisive important. Hence, in recent years, the importance of the brand experience and the management of that experience have grown so much and that it knows how to be more is evolving towards participation, what the client is asking for in the construction of the brand, the construction of the service product, even the story that is where it is evolving.

The investor is asking organizations to be more and more responsible because they want to invest in companies that when managed in a responsible, sustainable way, guarantee these investments in the medium in the long term, and the regulator is regulating so that responsible management of effective and is not only a good decision that can be taken or not from the organizations.

Some of our clients are not changing and they continue to do business as usual without incorporating into the equation what is important for customers, what is important for society and for other stakeholders? Well after working with many managers of or that the head of them many times.

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Fortunately not all there is an equation that is wrong.

You also know that trust generates improves the life of the client and the boat over time. It also allows you to pay a little more, charge a little more for certain products and services. And we also know about customers. There are quite a few more laps left to find us because he really wants to make that deal or that that exchange with companies they trust and not companies they don't trust.

Presentation 99: Distinguishers- Next new strategies to win customers at speed, scale and lower costs by Sandra Vandermerwe

Description

How the pandemic has opened new ways of innovation and countless possibilities? How COVID has shaped the latest trend of reaching to the customer? How resilience is playing an important part for the business as well as the customer? What is the similarity in the global trends observed during the pandemic? How the pandemic has changed the perception of the customer of the new normal? Why innovation is an important part of pandemic? How can waste be converted into an asset?

Sandra Vandermerwe talks about how pandemic affected the global trends of business. She further sheds light why innovation can be a solution to the many problems which took place during the pandemic.

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Transcription

Hi my name is Sandra Vandermerwe. We've seen unbelievable changes in consumer behavior, unprecedented rate. Some of this was forced. But a lot of this was because consumers were finding new ways of doing things and we're responding to innovative ways of doing things and we know from history from other tragedies like World War Two or SARS or uh 9 11 that a good deal of these behaviors will stick in a good portion of the population, particularly if customers get superior experiences and their outcomes are better. We also know from other tragedies uh and other crises that brands that respond appropriately will get the halo effect. So a colleague and I um David Erickson got together or rather zoomed uh and decided that we wanted to try and interrogate these new trends in these new behaviors that we were looking at. It was not technology that was doing it, consumers were actively seeking new ways of behaving during this lockdown period and over this covid period, the technology was facilitating it, but it was the consumer behavior that was changing it was causing the innovations and trends that we're all

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witnessing. We wanted to investigate this and see whether we could find a conceptual frame that could make us understand what are the underlying deep values and needs that had shifted that were causing these new behaviors and why were these going to perpetuate which we believe many of them are and we tried to capture this in a conceptual framework so that we can offer it to marketing people to examine and to discourse on and to think about so that they can incorporate them into their strategies um in the future that is already upon us.

The other thing that I want to talk about is the fact that what we've seen of course is that irrespective of where you are in the world is universal. That because two out of three people have mobile phones, the ability to get access to services has become completely possible. And this has become an equalizer to a large extent. And the mobile phone has now become the delivery mechanism of the future and a lot more than that. So moving up now from this contingency, which is what we've called it from safety, uh the feeling secure to resilience. Resilience is about consumers feeling

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prepared consumers feeling that they are managing their risks, consumers feeling that they have the information that they require to be safe, not just physically safe, but emotionally and psychologically safe. And they will deal with corporations that make them feel that way. They're not interested in fine print, they want authenticity, they want transparency and trust is the key issue when it comes to dealing and choosing brands that they identify with and that they want to do business with. Moving up love and belonging, which was always about the feeling close to a group is pretty much now about the affinity groupings and the people that share our interests and the ability to get to these people online, increasingly obviously networking and knowing that you have a network of people that will support you and will enable you to function and function either at work or at play or in all aspects of your life that you are connected to a network that will enable you to optimize all aspects of your life.

So all of this in order to make people feel that they're contributing and that they're contributing not just commercially but they are contributing to

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the community, to their city, their country and also to the cosmos, just a final word. And that is to say that I don't know whether you know this, but Maze devised his theory, developed his ere is pyramid at the end of when World War Two was coming to an end because he felt that something had changed and it needed a new model. We feel something has changed dramatically and needs a new model and we hope that you can use it and we hope that it is useful in your marketing planning and in your strategies for a new era that is happening as we speak and is already upon us. I thank you for listening.

Presentation 100: Shift vs Drift, Digital Collaborative Activism will be part of everyday lifestyle by Sesh Sukhdeo

Description

How COVID has shaped the new norm in the modern world of digitalization? How the global change has affected the modern man? How shifts have taken place in the pandemic era? How the information is perceived and intercepted in the pandemic era? How the mobile phone applications are being modernized to adapt with the new shift globally? How the pandemic shift has shaped the behaviors? How hyper local communication allows to engage with the customers? How mobile learning is helping us in our daily life? How one's emotional intelligence can influence other people in times of pandemic?

Transcription:

Hi, my name is Sesh Sukhdeo and I'm based in London. It's a great pleasure to be presenting to you

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today to all the listeners. I've been asked today to talk about what's going to happen. Post Covid. What does the new norm look like now? There are many thought leaders. I'm coming up with their view. What's going to happen? Post Covid. Is there going to be a new norm? Well, if anyone had that answer, you know, it will be a really, really interesting answer, because how can we tell what the new norm is going to be when we haven't really experienced the new norm? We're going through a change, a change that's happening globally. We can make some predictions. There are some assumptions that we may want to consider. Before I really talk about those shifts, I want to perhaps maybe set the scene from my perspective. We've been in a state of drift, shall we say, for many years we've got used to technology. We've got used to new services, like a restaurant. We've been drifting with the times.

What's happened through Covid is a shift, and that shift has been transformational. It's impacted, not just me and you. It's impacted your family members, your coworkers. And those shifts have been eventualities that none of us could have

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predicted. There was no assumptions that we could have used. We've all heard about pandemics, but the new norm is going to reflect the following. How prepared are you to continuously shift, shift your thinking, shift your understanding and shift away, in which you engage with others? My title is shift versus drift. You see, whenever there is a shift, it has an enormous impact, and we all take note of those things that make the biggest difference. So you see today the shifts that I predict are ones that we're all currently engaged with, but we're going to have to consider the way in which we engage in very, very different ways. So I'm going to outline three main areas of this drift. The first is we're going to shift the way in which we use and access information.

I predict that hybrid apps or shall we say, one app, app platforms will rise where collaboration through technology will mean that we gain access to the services through integrated access with your thumb print. I don't have to sign into 15 different logins. So the shift that's going to happen is instead of using perhaps, maybe 15 or 20 apps on a monthly basis, we may use five. Why? Because we don't have the time. We simply don't have the time

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or let alone the patience to continuously look for information. We want information to be available to us and accessible to us real time.

So the shift that's happened is we could emerging behaviors. The context and the experiences that we require are very different. We're having and were expected to look for something new. Just as we've been working from home, we're now experiencing the high Street in ways that we've never experienced before. That personalized service that personalized experience is one which creates a tremendous opportunity for sponsorships. Why? Because the audience is there and those brands

Can now place themselves in a position to influence, Shall we say, the brand values of the organizations they represent? Brands are going to be, in my view, shifting more and more towards that brand activism. And just in case you're not familiar with that term, it's where brands moved beyond just words and a few actions. But they take part in driving new initiatives and changing the way in which we live, and they make a difference through their actions. I'll give you an example. Look at the number of brands today that are focusing on

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sustainable or ecological development, whether it's products or services.

I've shared with you. Yeah, a few different points deliberately because none of us think the same. And our thoughts are certainly not unified. As a thought leader I've shared with you what I believe are important considerations for the future. Take the time out and research. Get ready for the next shift. Thank you very much.

Presentation 101: Getting through the pandemic together Is there a human connection at the core of your brand's story by Shahin Fatemi

Description

Why rebranding is important for the evolution of a business? Why is it imperative to know the needs of the customer? Why is it essential to find the roots of the business? How can a brand influence the lifestyle of a customer?

In the speech Shahin Fatemi talks about how adapting to the change brings positive changes to the business and how it enables the brand to grow. She further explains that a business should always remain close to the roots and not forget its origin. Staying close to ones origin helps gain confidence of the customers

Transcription:

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Hi my name is Shahin Fatemi. Its strange phrase to start with building the new normal and changing fundamentals of functioning business, developing it into the different aspect and operations of a brand is not something that any business on air would like to face in his or her carrier. Yeah, especially when you run your business in one of the most challenging market places of the world that no one is making it easy for you to survive. I'm sure there are many paths to success for the brands of the world. But in the next 20 minutes or so I will walk you through how one brand in particular fund its path to go beyond the reasons and limitations and works

Its way to create a brand operating system powered by all the new normal of the world.

I'm co-founder and CEO of Dorsa group which is an Iranian rooted fashion and lifestyle brand with 30 years of history and more than 8000 sq. in production. Today we have four segment brand in our group currently our products are distributing in 30 brand shops all over the country. And in the past four years we were the exclusive partner of the global brand Sorosky in Iran setting their luxury

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crystal in the heart of our product passed off the future. Started five years ago for us where we realized that after about three decades of focusing on production, branding and quality. We have to work our way into the new lifestyle of all audiences and the status quo of all brand was not compressive enough for that. As the customer generation was shifting seriously in the whole world from X to Y and Z. It was the age of a new generation a day where and they they're redefining all the values and the elements of our industry. Beauty style, harmony, emotions, functions, colours and textures. We could see that everything is having new definition and outlooks. We believe that we believe that digital world some change the meaning of many aspects of our business expression likes to be as vibrant as it gets and we needed to be much more adaptive to fulfill their expectations were at the point of no return, we had to better push truth this transformation or we could no longer remain the leading brand that not only grows itself but helps the whole industry to grow as well. And that was not the future we had in the heart how we did it, how we created a different future.

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I'm going to work you through the steps, we too can share that. The story video, I hope it somehow inspired other brand owners and marketers who need to change their future to defy the barriers and make their own authentic way to success classify those steps into nine headlines. Why dream bigger than your reality? Never grow. You will you will remain in the comfort zone of your business and maybe if you are lucky you will just survive the wind of change that is blowing heavily towards the human way of living endorser, endorse a and instead of having an export line of a business, we decided to go behind the borders of our homeland and become a global brand to create local penetrate global the time for globalization has passed nowadays, if you are just another player who is practicing the global methods you will have no competitive advantages to offer to your global customers who are thirsty for a new or original and authentic solution, understand your global customers but instead of following other footsteps, find your own way of being and create the value propositions of your brand with local roots and based on local unique values of your homeland, penetrate them into the global markets and you will

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always have fresh and college original offering to your global X and Z. Generation of customers who always seek unique net. Instead of working on the line of other global brands, we chose to take the authentic roots of our Iranian brand and take it all the way to the global markets. Three have the courage to get back to your roots, find authenticity to the new generation of fashion and luxury customers. Thank you!

Presentation 102: Creating a Global Brand by Shalin Balasuriya

Description

How to build a connection between the brand and the customers? What are important factors to consider when designing a brand and product for the locals? How to make your brand authentic and customer friendly? How to integrate culture into your brand to make it authentic and a unique identity for the brand?

Shalin Balasuriya who owns a local Sri Lankan brand, went international, shares his story of how he along with his family started a brand and how it went successful. The strategy of this success which he shared while addressing the Summit was that they kept in mind the purchasing behavior of the customers, what they were looking for and what other options they had in market. Considering many similar factors, and variables like customers demand for sustainable, environment friendly and authentic products, they designed their brand.

Transcription

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Imagine if our brands had the strength. If our brand stories have the strength to make people feel something, how much better it would be to retain their attention? My name is Shalin Balasuriya. I'm the co-founder of Spa Ceylon and I'm going to share with you today how we told compelling stories about our brand and how we've gone across the world with it to resonate across cultures across nationalities and create that connection with our audience.

At the time when we were trying to get things moving, the economy was slow. We wanted to look out and see what we could do, what we could do that had international legs to take something away from this country and grow. We started looking out at the cosmetic industry because that's what we knew. We looked out and looked at the consumer and we looked at the industry and at that point, the big, big thing that was happening was this wave of green. The consumers wanted green alternatives to their cosmetics they wanted sustainability in the way companies acted. They wanted a holistic sense of wellbeing in the products they used. But at the same time, they wanted luxury.

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Having looked at the industry and the consumer, we came back and looked back into our country where we came from, and we found four amazing things. Amazing holistic science, deep rooted in the culture of island, a healing science that had so much to give, if only presented well enough. So we had to work on functionality. We had to work on making our relatable. But most importantly, we also had to make it luxurious because that was a target we were trying to hit. So we went in and started doing that we took the humble sense of our weather, and now we needed to elevate it to a luxury status. We created the benchmark of luxury.

However, things changed after coronavirus and now consumers are looking into retail therapy. That is exactly now what my brand aims at giving them. Thank you!

Presentation 103: Sheikh Hasina, Prime Minister of Bangladesh

Description

How does the future of Bangladesh look like? How has Bangladesh responded to the impacts of COVID-19 on economy and livelihood? What lessons can other developing countries learn from the growth and success of Bangladesh?

Sheikh Hasina, the Honorable Prime Minister of Republic of Bangladesh addressed the participants about the remarkable growth of Bangladesh and how despite the challenges of COVID-19, the country took measures to sustain its economic growth. Talking about new normal, she shed light on how the pandemic has not only challenged the economic system globally but also the health system. She remarked on the valuable contribution of the WMS in preparing the world for tomorrow.

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Transcription

I thank organizers for inviting me to this year's World Marketing Summit (eWMS) 2021. Back in 2012 we had the privilege to inaugurate the first ever World Marketing Summit in Dhaka. It was jointly hosted by the government of Bangladesh and Professor Philip Kotler. This time the theme for WMS 2021 is Hello Tomorrow. Building the next new normal has been most appropriate in the backdrop of the COVID-19 pandemic. This pandemic has battered the health systems and economies of many countries across the world. The world is not liking to return to the life as it existed before. Our life will change in many ways. I hope the WMS 2021 will prepare people for the new normal and prepare them to sustain economic growth, reduce poverty and ensure social justice. Bangladesh is no more the country of hunger, poverty and natural calamities. It has undergone in the past decade admirable transformations in all socioeconomic spheres. We have been working hard and progressing towards fulfilling the desired goal of a 'Golden Bangladesh', as dreamed by the father of the nation, Sheikh Mujeeb-ur-Rahman.

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Today Bangladesh is among the five fastest growing economies of the world, ranking 31st in terms of GDP. We have reduced the poverty rate from 31.5% in 2010 20.5% in 2020. Our per capita income jumped threefold in just one decade, as compared to our other South Asian neighbors. Our exports earnings have risen from US \$18.47 billion in 2010 to US \$46.36 billion in 2019. In the same period impressive progress has been achieved in child development and women empowerment. The infant mortality rate was reduced to 23 per thousand, while maternal mortality rate to 273 per hundred thousand live. According to WEF in political empowerment of women, Bangladesh is ranked 7th. In the recently published Global Hunger Index, Bangladesh is a ranked 76th and elevated from serious to moderate status.

Bangladesh's ready-made garments have earned worldwide fame and also recognized in the world market are our other products, which include pharmaceuticals, jute, jute goods, leather and leather goods and agro based products, engineering and ICT products. The branding of

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Bangladesh is now as one of the land of opportunities for foreign investment.

Dear participants, despite the pandemic our economy has been seamlessly growing and is expected to achieve GDP growth of 6.8% in the current financial year. Bangladesh has success in achieving MDG goals. According to the Sustainable Development Reports 2021, Bangladesh has been ranked the 1st to achieve the SDGs since the initiative began in 2015.

At present due to the pandemic the world is on hold. Precious lives have been lost, economies of many countries battered and jobs of millions gone. However, our timely and prudent measures were able to strike a balance between lives and livelihoods. We channeled more than US \$15.4 billion as stimulus packages to manage the impacts of COVID-19 on economy. At the same time, we have rolled out countrywide free vaccination program. So far hundred million vaccine arrived the country and over 70 million jabs have been inoculated. We have a plan to bring all eligible people under vaccination program by the middle of next year.

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Professor Kotler is the most reputed scholar in marketing. His writings on democracy, capitalism the common good, image building of nation encompass also critical social and economic issues. Such a broad approach to business is urgently need it today so that enterprises integrate social responsibility in their business models. I wish the EWMS 2021 all the success in preparing the wall to the New Normal. Thank you all.

Presentation 104: From Talent to Impact in Pakistan by Sohail Naqvi

Description

Why education is the subject of paramount importance in Pakistan? Why is Pakistan still apart of developing world? Why the productivity of Pakistan has not increased? Why basic health has to be a priority and is it a sustainable path towards development? Why is higher education not a luxury in Pakistan?

Sohail Naqvi is discussing the problems Pakistan is facing as an under developed country. In which education is on the top. He talks about building a higher educational system for the young entrepreneurs, so that innovation can be brought in Pakistan.

Transcription

Pakistan is a country with abundant mineral resources, beautiful countryside, and pleasant weather. It is in every kpi measurement, clearly a part of the emerging world. This session will tell the tale of its development and how it came to be.

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Pakistan must prioritize the welfare of its citizens. Education is essential for developing human capital and ensuring that you have an educated mind capable of comprehending local issues. It enables a country to take control of own challenges rather than relying on an external agenda.

The great equalizer is technology. You now have access to cutting-edge information, and your workplace is no longer constrained by physical constraints. The knowledge economy is concerned with whether knowledge workers are capable of performing and responding to the issues that are presented to them. Pakistan's universities were awarded medals at the Olympics and Paralympics, however they were not among the medal winners. It began in the year 2000, with the publication of a World Bank report on Pakistani higher education.

There are a few crucial factors to keep in mind in this situation. Reform is impossible without financial backing. The introduction of a four-year undergraduate curriculum and the development of a higher education environment were critical. There are no local norms in higher education in Ghana. You must meet international criteria or you will be

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eliminated from the competition. This was not a revolution limited to a single region of the country. It had a far-reaching influence that was not restricted to major cities.

Pakistan has risen to the top of the list in terms of research publications during the previous several decades. The country's approach of focusing on higher education paid off. It cultivated local leadership, instilled optimism in the populace, and ushered in economic success. Will this have an influence on the country's per capita income? This is something that will take some extra time.

Presentation 105: The New Normal: Cambodian Business Perspectives by Sok Siphana

Description

What is the effect of pandemic on the economy of Cambodia? How the economy and Livelihood can be recovered? How Royal government in Cambodia helped in the aggressive vaccination program? Why is merchant of Delta variant complicating the situation? What are the factors that will help in diverting the attention of the world towards Cambodia? How the two major Political and economic events will help in shaping the future of Cambodia?

Sok Siphana talks about how to improve the social status of Cambodia. He talks about high-level technology, innovation, R&D, digital infrastructure, and innovative manufacturing to add value to goods logistics, supply chains, and industry to support regional and global value chains. He talked about different trades that Cambodia is negotiating with different countries. He talked about

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young and women entrepreneurs to take advantage of these new upcoming opportunities. He also talked about NATO startup center.

Transcription

Hello everyone, good morning afternoon, I would like to send my greetings to Dr. Kotler for inviting me to speak on this topic, my topic for today is the post pandemic for the Cambodia.

The epidemic has had a significant impact on the economy, particularly in Cambodia. And now we have to figure out how to get back on our feet. We also have to commend Cambodia's royal government for implementing a vigorous immunization campaign. In the next two years, I envision a few occurrences that I feel will raise Cambodia's profile. Cambodia's recent ratification of an investment legislation, as well as its chairmanship of the Asean Economic Community, are two key milestones that will help define the country's post-pandemic future.

The country is also a participant in the ASEAN summits, which occur every ten years. I believe the administration is doing an excellent job of

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identifying the key sectors that will be most favorable to the new post-Cold War climate. High-level technology, innovation, research and development, digital infrastructure, innovative manufacturing, and energy are all topics on my mind.

Cambodia has entered the World Trade Organization process, and the benefit will be the ability to strengthen our industry. The European Union and the United States are our main markets, but we also sell to other countries. Cambodia's e-commerce law is just a couple of years old, but the government is working hard to develop the correct policies. We're all a little nervous about the idea of new businesses joining the market, but I believe we're well positioned to prosper from the new age.

Presentation 106: Sharkonomics, How to attack and defend your business in today's disruptive digital waters by Stefan Engeseth

Description

What do we learn from the nature when it comes to survival of the fittest? How digitalization has shaped the modern marketing techniques? Why future is more important than learning history?

Stefan Engeseth talks about the modern ways of strategies and marketing in today's world which he has discussed in his book. He takes inspiration from the nature in describing the modern techniques of marketing especially the way sharks surround and attack their prey. He also explains the attack and defense in the marketing world. As per his observation it is important to develop strategy first before making any important decision for the business.

Transcription

Stefan Engeseth describes about the attack and defense. He spent three years of Research doing this. And what I found over the years studying strategies for 20 years is that there is an equal level when it comes to competition and two strategy. So by starting it, I realized that business level in strategy is this level.

But the level above that was coming now is digitalization and that's why we released show economics to, so digitalization is making competition more globally because we're all in the same waters and there's no business fields to hide. And we got digital sharks moving around the world as Google, Amazon and Alibaba. They were in every business field. There is, there's no way to hide anymore. And this is increasing competition a lot. For instance, in Sweden, we've been safe over the years, retails and banking and so on. But now there's digital sharks coming here and that makes us much more vulnerable and makes us more creative. We want to change more. And that's the evolution around the world.

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We start to deny the need of change. And I call this stage at a titanic stage when you feel more secure inside of your corporations than dealing with the reality outside. And that changed the game a lot by doing interviews. Also, we educate people to talk about history and all languages more about history than future. And this is dragging corporations to, to be a museum and that makes them vulnerable. I developed a tax strategies but I also developed defense strategies. Today is we're going to focus because we don't have so much time going to focus on that tax strategies to get you going with your marketing to attack. Attack the market and attack is also good defense. So that's very important. So if you flash it market leaders many times you have more to lose than to win. So it's also important to have good defense strategies. And I will say that I'm probably the only one in the world holding workshops in defense.

So on the global market, you need speed, you need evolution, and you need to never stop always moving forward. It's so important. And this shark was coming a bit too close to me, but I did get a good photo. It was it was worth the risk. So to say.

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But what shark does they get no hand. So, they what they do is they move in, they take a test bite and that's what apple did with Motorola and the mobile industry. And they back off from the killing zone. That's what you call it in shark language.

And thank you so much Philip Kotler for impressing my book and giving me this opportunity to swim with you even from Sweden with shark. Thank you so much. Thank you!

Presentation 107: Diversity and Inclusion by Stefania Pertusi

Description

What is diversity and inclusion? How Tetra Pak interprets diversity and inclusion? Why it is important to talk about diversity and inclusion and how important they are for an organization?

Stefania Pertusi in her speech talks about the importance of diversity and inclusion and how her organization incorporates that. She explains that it is a matter of conscious marketing and it is matter of interest of public opinion and what are its implications on the overall performance of the organization and how the organizations are benefitting by adopting this approach.

Transcription

Hello and thank you for providing me with this opportunity to speak at the World Marketing Summit. I'm Stefania Pertusi and I work in Tetra Pak as vice President Product portfolio management. In

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sharing the views about how to build the next new normal, I will share my views regarding diversity and inclusion and how do we interpret it in Tetra Pak and what is our road map to get there. We do we need to talk about diversity and inclusion? Well, first of all, because it is a matter of conscious marketing and it is a matter of interest of public opinion and of companies more and more compared to the past, the implication that this team has on society and on organizations is huge and the reality marketing is what drives a company strategy. So it cannot ignore socially conscious themes as this one

For some years, diversity and inclusion has really been something that companies had to do in order to look good in order to maintain a corporate social profile in line with the values of their consumers and the values that society expected them to fill. But now more and more securing that the proper diversity and inclusion strategy is a place is also a matter of tangible benefit to the companies on top of being a virtues approach. That's why companies have understood that an open minded approach guarantees them a broader access to talent, for

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example, a stronger employer branding, employer loyalty and a considerable benefit on creativity and experience. So DNA is not only a strong value and the good social and moral duty.

Diversity means not only differences or different approaches, but it means equality in a sense, equality of opportunities and equality of rights. So that means that once we have created a diverse population in our organizations, we need to make sure that we give every piece of the puzzle of this diverse population the same chances to make a career, to create a path in the company, to make an impact and to have the same rights that is achieved through inclusion and inclusion means that every voice is heard, every voice is listened to. There is not one opinion that is less important or less relevant than the other if it is linked through diversity prejudice bias.

How has tetra pack embraced this challenge? What is our journey? First of all, we want to make sure that we see our people seeing our people means that we make sure that everyone is engaged in the journey. Not only the HR function, not only the top leaders, but a truly pervasive experience and

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initiative that should last and that should permeate every level of the organization and every geography. We want to make sure that the work environment is inclusive so that everyone can speak up knowing that he or she will be hurt and that everyone's personal life is respected with the needs and with the particularity that every one of us has and that shouldn't impact or affect the opinion and the judgment that the company has on the individual. With this, it means that accepting a culture of diversity and inclusion we see and value the benefits. The benefits are related to the success of the business, to the fact that customers see us as role models and to the fact that we can measure these benefits. These added values and communicate them outside. And this is part of that journey.

Presentation 108: Narrative of SDGs - Lotte Xylito by Takaaki Ogawa

Description

Should brands aim for perception change? How to overcome the competition in the market environment? How can narrative be developed in the world? What does narrative and narrative script in the world of business and marketing? Has the influence of Corona changed the behavior of our customers significantly?

Takaaki Oagawa talking about narrative says that fact that narrative will be released also means that the company has announced in the structure of the narrative and has begun to develop it. The important thing she says is how to draw the narrative in the script above and all communication marketing communication activities are consistent in their participation. She further says that how even now, the future is uncertain. Such an unstable situation continues.

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Transcription

My name is Takaaki Oagawa. I think that it is a brand that can contribute to society through their products. In other words, how did you overcome the competition in the market environment? What? What kind of research and development results will occur? That is to say, but narrative is a value and story shared in society, isn't it? In the sense of the stage, this is the whole society, the whole world. So, to put it a little differently, I wonder if narrative can be said to be a superordinate concept of the story, right. However, only one Well, there is a common point, what is the starting point? I'm going to contribute to the next step, and what about that? In the next 100 years of the project, that narrative needs to be actually developed in the world. Hey, advertising activities are also important, but the actual activities need to be real.

I'll give you a quick introduction to the various marketing activities that will take place. Yes, yes. It's in line with the narrative script. Actually, this is Pia Driven, and the first announcement was made in Fukushima Prefecture. It was Aizuwakamatsu City, but I will start with this kind of publicity activity, in

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which Lottie's President Mutual Aid will also be on stage to announce with the mayor. After that, the narrative means that it is important that all of the path advertising product development is ideally linked. For example, newspaper advertising is also in line with the narrative. Thank you for listening to that precious time today.

Presentation 109: Lead in Sustainability as a Competitive Advantage by Tatsuhiko Fukatani

Description

How can sustainability be changed into the competitive advantage? How can community contribute in the business? How is Nestle contributing to the betterment of the environment? How can innovation help grow a brand such as Nestle? Why is it important to keep in mind the preferences of the customer in a populated country like Japan?

Tatsuhiko Fukatani explains in his speech how it is important to have a methodology or strategy to grow with time and adapt with the latest challenges. He was of the view that the next big thing is sustainability and how it can profit any company.

Transcription

Recently, the word "sustainability" has been very popular. However, how can we change this

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sustainability into a true competitive advantage? We are taking on the challenge in Japan with enthusiasm.

So, I'd like to talk about that point today. Yeah, today's agenda is here. As you can see, we have three points, but first of all, Nestlé. About Papas and Kuri Fighting Shared Value After that, I talked about Nestlé Japan's strategy, and then I would like to talk about how to pull sustainability. Do you want to? First of all, it's a company called Global Ness, but it has a history of more than 100 years and more than 2,000? Lots of eh? We have a strong brand 33,000 people? Employees sell products in more than 186 national stones. We have 376 factories in 81 countries every day. It is said that customers are purchasing products with billions of sounds. Next, let's take a brief look at Nestlé's performance last year.

I would like to let you know, but since it is CHF 840 billion, the sales will be a little over 10 trillion yen. So, excluding exchanges and selective fluctuations, its nick growth, but it's a growth rate of 36 percent and then an operating profit, isn't it?

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Is it the performance of 2,000 years that the situation is such that the number of basis points is improved by 20 basis points from the previous year by 17% and 7%? Yeah we class. It is divided into what is called a triangular zone, and it is in charge of the Americas, Europe, North Africa, and the middle list. And we, Japan, are in Asia, Oceania, and Africa. Please divide the area and operate! The products we sell. There are a wide variety of product categories, such as leveraged beverages, pet care nutrition, and confectionery. Nestlé is a company that sells products all over the world. It is a creative shared value that I mentioned first, but this creativity worldwide. We position Nestlé as the foundation of our business. In order to grow as a company, we, Nestlé, have no choice but to grow. In order to grow over the long term in the future, not only us but also various stakeholders, or eh? With local communities.

I'm hoping that I can do that, isn't it? What is sustainability? Well, I don't think it's easy to do something in a short span, but I'm doing this today, isn't it? It's the World Marketing Summit, isn't it? I'm

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*with everyone who is engaged in marketing, right?
Earth*

It's such an interesting sustainability that our business activities can create a competitive advantage for our competitors while having a positive impact on the environment. I would be thrilled if the initiative came out of the world, and I would like to imitate what came out in various places, so I would be grateful if we could work together. Thank you for your attention today.

Presentation 110: Marketing your business in Thailand through conversational commerce by Thannithi Apichaichotrat

Description

How do we marketing business using conversational commerce? What is the idea behind conversational commerce? How we are using social media for our marketing? What is the role of digital marketing in the success of our business? How is the consumer behavior in Thailand?

Thannithi the Co-Founder of Small World for Kids talks shares his experience of running the business. He started his journey nine years ago and now he explains how he used digital marketing as a tool for the growth of his business and why it is important to study consumer buying behavior. He shares his idea of conversational commerce and provides tips for the marketers to successfully implement it as marketing strategy for their business.

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Transcription

Hello everyone my name is Thannithi and I am the co-founder and CEP of small world for kids for Thailand. I am honored to be here at the World Marketing Summit 2021. I know a lot of people wonder how do we use conversational commerce to market our business so today I am going to explain you that.

I started my business in the year 2012 and now it has been nine years and I choose Facebook as the first online platform to connect with my clients. Now my Facebook page has more than three hundred and ninety-thousand followers. The reason I choose Facebook was because of the Thai consumer behavior based on the report of Boston Consulting Group the conversational commerce is the next generation of E-commerce.

Conversational Commerce is very popular especially in Thailand as we have the highest percentage of people engaging with conversational commerce. The January 2021 report about Social Media Behaviors of the Thai people shows that majority are using social media and especially

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messaging application and on average they are spending almost three hours every day. The reason conversational commerce is popular in Thailand because Thai people love to chat and share

The tips for success in starting business with C-commerce Speed is the key of success, prepare for the back of house team and sales materials. Add a human touch and after sales services plays a very important role.

Presentation 111: Retailing in the AI and post-covid era by Thomas Foscht

Description

How can retailers avoid or minimize the negative experiences of the shoppers? How online shopping can become automated to help the customers? What are the few recommendations for retailers to improve shopping experience? Is Artificial Intelligence becoming the future of shopping? What is the future of subscription-based business model?

Thomas Foscht is focusing on the retail industry discusses how the relationship between customer and retailer has evolved. The central theme of his talk was how the retail industry can enhance the experience of customers. Moreover, he emphasized on how the future retail stores might look like, either they will be equipped with no personnel or with a huge training staff.

Transcription

How can retailers avoid or minimize the negative experiences of the shoppers? There are a lot of applications which human beings cannot do at all because there are two small items to handle for example or which robots could do much better quicker and more reliable. So how about this idea being transferred to the retailing industry? If you think consequently about automating in retailing, then this would lead to subscription models. Nowadays we already have all kinds of subscription models to stream music and movies for example. How should the web shop know what they like? Until today I hear from consumers that they are still surprised or even impressed what a retailer like amazon recommends them and how well the recommendations meet their taste. So, with other words, this means that amazon knows the customer or the preferences of the customer better than the customer himself.

The retailer has to know the preferences and the taste of the consumer better than the consumer. This would be convincing then the consumers would not be interested how the retailer came up

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with the recommendation and there will be no doubt about whether you can trust the retailer or not. Consumers will even look forward to the next recommendation or delivery. And ideally there will be surprised but also impressed to sum up scenario a we can say that all aspects of retailing which consumers perceive as negative, boring and or demanding will be automated and become smart based on huge data sets and artificial intelligence. The solutions have to be convenient, easy to use and to configure reliable and of course they have to be also cool. This would also mean that online food retailing will become the new normal.

Retailers do not have to avoid something negative, but there is still a lot of room for improvement to make things even more entertaining and exciting based on new technologies and applications based on big data sets. The next level of experience could be reached by applying artificial intelligence, for example, regarding face recognition interpretation of emotional states and different communication offers based on that. Perhaps in the near future there will be also more stores without any sales

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personnel on the one hand, like the stores of amazon Alibaba. On the other hand, there will be also more stores with very well-trained sales associates who can make the difference in the customer's experience. What is the relationship between the customer and the retailer? The relationship is built on trust, an essential element in the retailing industry. The retailer in its classical understanding is the gatekeeper and always has the direct contact to the customer.

To conclude the pandemic just accelerated developments which already had been identified, these developments will lead to heaven on earth for retailing customers. All negative and boring aspects of shopping will be taken over by technology and all retailing aspects customers enjoy will be extended. This will be the new retailing normal in the pandemic era. Thank you!

Presentation 112: ABEMA", our Internet TV and Video On-Demand Service and Meeting Marketing Challenges by Tomohisa Nomura

Description

What kind of concept we have in marketing the promotion of a beam TV? How can we think in line with recent media trends and user ecosystems? What do we want to challenge in the future, as a marketing organization?

Tomohisa Nomura discussed the new trends in the world. He also discussed cyber in marketing with new features to improve it. Tomohisa Nomura also discussed how it can be improved with new and innovative ways and how we can make the future better.

Transcription

Hello everyone nice to meet you. My name is Nomura from cyber agent. We are particularly focused as a firm on the introduction of a beam in TV and internet TV service, as well as the marketing

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idea we have for the promotion. I'd want to teach you to anything as simple as internet shopping or how to get started in the digital world. A 24-hour live streaming service that lets you to view things you couldn't see on the broadcast via overlooking.

The volume of content available is skyrocketing, yet the messages and information we want to convey to consumers as a service. Nor as a company are tough to absorb. There are even among them. Even though there are limitations on the format of creative expression, we can do our best by ourselves. Marketing is essential in any era and in any environment, I'm wondering if it's essential in this one. Marketing is an organization that always thinks about how much better is than it is. And we are now doing marketing while creating people who think. So I myself and now that very feel the importance Question mark I'm taking on challenges with the members. The on-site service itself is a big challenge.

Presentation 113: The Future developed by Loyalty Marketing and Market Creation by Tsunehiro Fukushima

Description

What is going to be the future of marketing? What will be the new Digital marketing trends? What will be the revolutions in the future?

Tsunehiro Fukushima, in his speech differentiates the past innovations and trends with the innovations and trends of the future. He is sharing his vast experience of marketing and talks about the past marketing trends and ideas that changed the way of living and is guessing about the future of marketing and what is going to be the impact of digital marketing in the future.

Transcription

Today, I would like to thank Professor Kotler and his team for providing me with this opportunity.

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Well, you guys know where I am today, right? Actually, it's been two or twenty years. New commentary by Tran's cosmos. It is one of the offices. In fact, the commentary project of this office started in January of 2020, and immediately after that, the spread of the dwarf Ninety was global. It all started on a scale. Exactly when the members of the project started working from home and when did this work at home end or not? The work that precedes the spread of this corona infection. What kind of style should one be? It was a very difficult task, and I was forced to give an answer to a task that no one had given.

In this way, the new office will change dramatically against the backdrop of digital transformation! In the same way, marketing will change significantly in the future.

I think it's easy to predict that. Well, I would like to talk about that today at more than 70 countries and more than 170 bases in the world to which I belong.

I would like to think about this. I think that the most basic thing in the marketing environment is not

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demographics, isn't it? I would like to say here in the 21st century.

I would like to talk about the fact that the trend of population is to be prosecuted for mobile phones and for some countries, and for some countries, the trend is declining. As you can see in this figure, the population of the world is twenty. Until the first century and the beginning of the twelfth century, it was supposed to continue to increase, but that tendency still continues to slow down, and in some developed countries.

In Japan, it is expected that the population decline has already begun, or that in the near future, the population decline will change from a stagnation to a phenomenon.

In the spiritual countries centered on Europe, it is expected that the population will start to decline at the beginning or the first half of 2000, when a picot is reached. Is there only the United States in this? Due to immigration policy, it is expected that population growth will continue even after the 22nd century. Now that the population is declining from the stagnation, we would like to focus on what we

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should do and be aware of the environment. Professor Kotler said this year. Published in February of the year, February 21st, in the marketing fifty-zero? Digital Marketing Trends Digital Society Marketing Must Be Distinguished

It is stated that it should not be done. In the name, human beings have learned the technique of farming, and when farming has taken root, it has been separated from hunger. It has changed to a lifestyle of settling in some land. What kind of impact did the Industrial Revolution have? The technological innovation of the Industrial Revolution is the steam engine. Is that so? This steam engine was a powerful force that was unthinkable for humans until now. This has a dramatic impact on lifestyles in terms of productivity. The quality of life has improved, and the value of human beings has shifted its evaluation to the aspect of intellectual productivity rather than the so-called physical power.

As you can see, there has been a major shift in population from the primary industry to the secondary industry and the tertiary industry. So what kind of revolution will we face now?

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Did you bring it? With the latest spa computers, which are now able to perform calculations at speeds that humans cannot imitate, 41 alerts per second, which is a billion.

Presentation 114: CMO Power in Globalization by V. Kumar

Description

What is operational discretion? How does the value and growth of a company translate into marketing objective? What are the important functions of CMO? Why is internationalization important?

Kumar talks about the power of CMO in globalizing the firms and the need for internationalization. He highlights the role of CMOs and how they serve as the best source to integrate with the external stakeholders. Another focus of his speech was operational discretion. He emphasizes on traditional advertising versus digital advertising.

Transcription

Thank you, Prof Kotler, for giving me this opportunity to speak at the Summit 2021. The question now is why internationalization is important. There are two major reasons for that. One is that there is continuous decline of business growth in international markets. You know, that's because of the demand saturation and the preference for local

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products. The second thing is rising nationalism, which makes internationalization very difficult. Therefore, if you take the practitioners perspective, every professional associations and consultant organization says that a CMOs function is to develop the relationship with external stakeholders, which means that they have to deal with their employees, they have to deal with the suppliers, distributors and so on and the community and the environment and the local government also.

So CMOs role is such that they are the best conduit, they are the best source to integrate with the external stakeholders because their role is much broader. In terms of brand management, customer management, a market entry and pricing product, every aspect of it. So therefore, the CMO can be really used effectively for globalization and is that possible. So, the challenge that you see here is at least as a few years ago until two years ago there's complete like a focus of CMOs towards internationalization because they are given short term goals and their focus was on domestic markets and then on top of it the power of the discretion given to the CMOs were very limited. So

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even some of the principles that you see here and they're all drawn from the internalization theory which basically focuses on firm specific advantages. So, what are the types of discretion that a CMO can be given? You know you have clearly that first is a strategic discretion, you know focuses on incorporating marketing objectives.

Operational discretion is about how much latitude they have in selecting activities, communication or a personal communication. If they are producing products it should be a mass production or customization or personalization. If there is a message that they are communicating to a customer, should the message vary across each customer's meaning personalized messages or is it a common message? This kind of decision is called the operational discretion for the CMO Many other financial discretions which is how much to invest in each of these activities the CMOS involved for example how much should we invested in traditional advertising versus digital advertising? How much should we invested in intensive distribution or the path followed through that or

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should they go for investment in selective distribution. Thank you!

Presentation 115: Building the new normal through values by Velimir Srica

Description

The world is broken. We all feel it. This is what we're going to talk about. Why? Because the values are broken. How to deal with that problem, we should fix the values and who is going to do it? Leaders catalyzers first of all, when we talk about new normal as a very bad term describing our present I like the job that you can see here.

Let's search for win, win whenever we can. Let's forget that winning is so great because there are losers on the other side. Let's look at the winning, being great because we can all win together. And one of the last ideas from our book is let's build a network, new catalyzers and leaders must bring people of goodwill together. They have to be fighters for strategic harmony. They have to engage all of us on transformation journey changing ourselves in our actions to contribute to our sustainable future.

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Transcription

Hello, my name is Velimir Srica and I come from Croatia. The topic of my discussion is building new normal with values. I have participated in E World Marketing Summit last year and I'm really pleased to be here one more time.

The last couple of decades. Everything changed dramatically. For example, a couple of decades ago, only 15% of kids were born outside of the wedlock in the most liberal countries in the world. Today in Iceland, it's 70%. We used to trust our governments today. We don't trust our governments. We used to trust business leaders and the trust in business leads have dropped dramatically. We have no trust in media as well and you see the three main categories that have impact on our life, business leaders, government leaders and media are distrusted completely. And this is not a good environment in which we live. Changes accelerate in recent years. V. I Lenin who is not a popular person to quote but I like this particular sentence. He used to say that nothing happens in decades and then a decade happens in a week. This is what we experienced. Basically, in

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parts of the last year, the decades took place in only eight weeks. For example, e commerce penetration. It's took a decade for annual increase in 1% per year to reach a certain level of penetration of ecommerce and then in eight weeks, it basically did the same in eight weeks we had 10% increase as in the last 10 years. Online education penetration is another example pandemic took us all into that world and we started working from home in the dramatic pace and dramatic environment and circumstances.

We all know that digital rules the world. It took 42 years for Apple to reach the value of \$1 trillion on the Wall Street, but then in only 20 weeks the value doubled and this is unprecedented. Today we can see the fact that Amazon, Apple, Facebook, Google and Microsoft control 25% of the value of the New York Stock Exchange Market. It never happened before and maybe never again will happen. Only Zoom is worth seven top airline companies, which basically reflects the fact that traditional industries are in trouble and digital industry is growing fast. Algorithms are altering the behavior of 1 billion workers we cannot do anything without algorithms

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supporting us. The digital world is also filled with garbage and this is well reflected in the fact that 270 million Facebook profiles are fake even though Facebook claims to be removing most of them on a daily basis.

Passionate people are energized by any challenges that stands in their way and that's why we need to passionate people who can really put their energy and effort into changing the world. Passion, enthusiasm, appetite for life, engagement and commitment, great causes determination to make a darn difference in appetite for change. Everything should be ignited by our leaders catalyzers otherwise why bother? Why do we live if we don't do it with passionate approach? And if we don't really fight for that and wants to use transformational love and power.

Also they have to be able to teach us how to behave in a win fashion. We are living in the world with win lose. We don't want to lose therefore we want to win and we don't care about how to win and what laws to break moral laws. Other types of laws. And this is where the world has come to and this is why it's broken and the moral compass

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distorted and we need to restore it. When I have a problem with my wife. For example, she wants to go dancing and I want to go to the dinner. If we don't agree then I say I give up on my idea of please give up on yours and now let's discuss what we want to do together. And this is a simple sentence that allows us to build win win. Give up on your idea I gave up on mine and then we can search for a solution that is probably better than either of our proposals. And let's do it all the time. Let's search for win win whenever we can. Let's forget that winning is so great because there are losers on the other side. Let's look at the winning, being great because we can all win together.

And one of the last ideas from our book is let's build a network, new catalyzers and leaders must bring people of goodwill together. They have to be fighters for strategic harmony. They have to engage all of us on transformation journey changing ourselves in our actions to contribute to our sustainable future.

Presentation 116: Building the Next new Normal Education Refresh by Vinnie Jauhari

Description

How to make the field of education accessible and sustainable? What should be the key priorities to focus on during the pandemic to foster the continuation of education? How teachers should be encouraged for innovation in the field of education? What should be the professional development approach for teachers?

Vinnie Jauhari talked about the significance of training teachers, especially for important programs such as Microsoft, because they are directly interacting with peers, therefore they need to be well-informed with modern technology and have up-to-date skills. Jauhari focused on how the pandemic has changed the face of education delivery. Moreover, it is the need of time, that despite challenges, teachers continue to work with passion in educating children, thus their efforts must be recognized. Apart from focusing on the

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teachers, she suggested to open more learning opportunities for the students and give them credentials that will help them realize the importance of their skill.

Transcription

Greetings to all, and thank you Professor Philip Kotler for allowing me to share my experience at the Summit 2021. I will be sharing my thoughts on how education can be made, accessible and sustainable. There will be some insights and lessons from education interventions in India, and also there will be insights on how various stakeholders can contribute. And what are the key priorities that we must focus as we move forward during the pandemic crisis there have been multiple emotions at play, which range from hope to our resilience to wellness, to kindness and despair as well, and there's also been a renewed focus on health and wellness and also on with the multiple interventions that we have witnessed in schools and universities. What is more striking is the resilience of the schools, leaders and teachers. There has been through the interventions are learnings around how transformation has been embraced by these

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institutes and in conducting the remote classes. We have seen schools overcome the barriers of language, our economic disparity and geography as well. Also, we have seen a lot of public private partnerships that have been fostered by multiple boards and universities to drive educational opportunities for students and to maintain the continuity of teaching as well as assessments.

For professional development approach of teachers, they need to be recognized for the efforts that the teachers make. So, if there are badges, there are forums for a national and international recognition that's a very powerful motivator for the teacher community. There's also lot of merit and fostering academic industry partnerships and when industry comes in and brings in the global experience, teachers who are willing to innovate can take these innovations to scale so scale comes in, global perspective comes in and then creating personalized learning experiences very powerful. The world needs to empower every child on the planet to be able to learn, depending upon the competencies they have and overcome any barriers to language, to economic disparity, to

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access and technology can really be a true facilitator for the same.

It's important to have happiness enough in our student community so that they are more balanced individuals, they are good citizens and are aware of sustainable development practices as well. we will have to build competencies in our students and if we have to build those competencies, then certification industry credentialing will be very important because that will assure that no matter which part of the world that you work in, your competencies are up to global standards and would be valued by the employers. Thank you!

Presentation 117: Lianhua goes to the world to benefit mankind by Yiling Wo

Description

Why china is suffering from infectious diseases? How has crown pneumonia played an important role in controlling epidemic pneumonia? Which three prescriptive drugs are being used as prevention and control in china? How medical industries have played their role in maintaining the control?

Yiling Wo has talked about different diseases spreading in china and what preventive measures were taken in controlling those particular diseases. He also talked about the important role of medical industries in providing the vaccines and capsules and how these medicines are now being used worldwide.

Transcription

Respected Mr. Kotler and all the dear guests, first I would like to congratulate Mr. Kotler on the

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successful convening of the World Marketing Conference.

China has a long history of notable placements of respiratory infectious illnesses. For more than two thousand years, the Qing Dynasty has gathered a lot of theory and experience to avoid this sort of infectious sickness from breaking out in China's new royal pneumonia in 2020. The latest crown pneumonia outbreak in China is being controlled with one week of therapy for a population of 130 million individuals. We want to invest more than 450 million Yuan in the market by 2020. Pneumonia was the chief executive in 2009, when China's influenza crisis was at its peak.

Not only has the Youth Capsule helped to prevent and manage the new crown pneumonia epidemic in China, but it has also been employed in more than 30 nations and areas. The country's ongoing development will boost the clinical cure rate and the rate of improvement of northern water bodies. The entire effective rate of therapy for acute bronchitis has risen, and clinical symptoms have improved, thanks to a patented Chinese drug. Taiwan's yearly promotion is reduced as a result of

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the page creation, and she must also be fired. Everyone knows that the small bronchial tubes are the most common cause of new cardiac pneumonia.

Zhong Ke has the ability to raise the city's pneumonia virus rate to ninety-nine o'clock. One phrase had a 99.9% success rate against microorganisms like Escherichia coli and Staphylococcus aureus. Consumers in China welcome and use Zhong Ke's goal to immunize one sentence hand sanitizer and other products. Because of the respiratory tract, a mask comprised of excellent medicinal plant fibers and microcapsules has a higher protective function. Women can be adequately protected against nuclear waste using the agar ointment, and there is no risk of viral transmission. In China, a good goal brand is already well-known. Thank you!

Presentation 118: Make a difference with Customer Centric Marketing by Yoshiharu Hoshino

Description

How can the resort industry recover in the time of COVID? What are the reasons behind the success of hotel industry in Japan? What are the marketing strategies behind the success? How the branding is impacting the growth in the tourism sector in Japan?

Yoshiharu in his speech talks about the marketing strategies that are required to restore industry in Japan that has been badly effected due to the pandemic. He shares the success story of his resorts that have been operational since the last 107 years in Japan. He explains the marketing strategies that are being adopted to increase tourism which will directly benefit the hotel industry. He talks about the importance of branding for the success of business and what new marketing strategies should be incorporated in the plan for the revival of the business.

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Transcription

Hello this is Yoshiharu and I am the CEO of Hoshino Resorts and today I am going to talk about Make a difference with customer centric marketing – A wake up call to the hotel industry in Chaos. Hoshino Resorts is my family business and it is been operation since the last 107 years in Japan. It was founded by my great grandfather in 1914. In 2021 we are operating 51 facilities, 47 facilities are in Japan and 4 are outside of Japan. We are just expanding our business outside of China, we have just opened in China and we are managing one in Hawaii. We have five sub-branches.

The time of COVID is an opportunity to review our marketing strategies and develop mechanisms that can help us to maximize our business and in this we will have to involve digital marketing into our strategies. The role of branding is very important as it shows the customer experience and the demand of the customers and you can work on it to improve.

Presentation 119: Hidden dimensions affecting the garments industry of Bangladesh by Yousuf Abdullah

Description

What is the impact of textile industry on the environment? How the textile industry is paving the way for an unhealthy and hazardous future? What are the responsibilities of the global marketing leaders?

What are the new business models that are needed for a greener planet?

Yousuf Abdullah in his speech presents his thoughts on global climate change and textile industry. He explains the detrimental impacts of environmental pollution and what approach should be adopted to prevent the climate catastrophe. He presents the way forward for a greener and healthier world.

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Transcription

Hello everyone my name is Abu Yousuf Muhammad Abdullah and I am a professor at Bangladesh Army Academy and an Entrepreneur as well but today I am talking to you as a concerned citizen. Today my speech is about global climate and the textile industry. I hope my talk will awake the global leaders who can save the planet from the dangerous consequences of climate change and how the textile industry is fueling that.

Yeah, I want to describe the detrimental impacts of environmental pollution happening around the world due to unplanned and desperate the expansion of the textile industry which is risking and degrading the world climate as a whole. Climate change has indeed become the most discussed international topic these days. By 2030, climate change costs are projected to be \$700 billion annually. Textile productions alone is one of the most polluting industries, reducing 1.2 billion tons of carbon dioxide for an hour and is estimated to be responsible for about 20% of global clean water pollution from dyeing and finishing products. A single laundry load of polyester clothes can be

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charged 700,000 micro plastic fibers that can end up in the food chain. According to the European environment agency Textile purchases in the European Union in 2017 generated about 654 Kg Carbon dioxide emissions per person. Europeans alone used nearly 26 kg of textiles and discard about 11 kg of them every year. Most importantly, Less than 1% of clothes are recycled as clothing because of inadequate technology and initiative. This is really alarming. The textile industry serves as one of the largest industries in terms of employment engaging almost 75 million people worldwide other than the oil industry, textile happens to be the most dominant polluting industry in the plants. The first person industrial textile contributes to 10% of global greenhouse-gas emissions as per the United Nations, climate change news. Another important factor by the World Economy Forum Washington releases 500,000 tons of microfibers into the ocean each year, which is equivalent to 50 billion plastic bottles. It requires an astounding 700 liters of water to produce a single pair of objects. Such astonishing facts makes the textile industry the second largest polluting industry in the world, only to be outrun by

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the oil industry. See we all need to wear clothes right? But the massive production and mindless consumption of clothes have left a disastrous

Mark on the environment exhausting Mother Nature. The question is, will this industry keep polluting our environment for eternity.

Marketing people have enormous responsibilities for a cautious move here. In the last 20 years, A single

European citizen has increased its clothing consumption by almost 40% because of cheap, fast fashion sources. Europe and America, the largest buyer and consumer of the apparel sector are now strategically shifting their focus from production based economy to a knowledge based economy. With the rise of the fourth Industrial Revolution, 5G, artificial intelligence, Block chain technology. Western world are making human and money investments in these service oriented sectors, whereas laborious physical jobs are being shifted to the shoulders of countries like Bangladesh, Vietnam, Cambodia, Indonesia India and emerging African nations. However, developed economies are

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in fact fooling themselves thinking that the shift in manufacturing factories will subsequently shift the environmental pollution to the third world country as well. In fact quite the opposite the global climate is holistically exacerbating at an exponential rate irrespective of the source of pollution. Now, let's get into some key sources of pollution. The most polluting process in RMG industry come from washing, dyeing and finishing. Textile and cotton plantation uses around 93 billion cubic meters of water worldwide. These accounts for almost 4% of the global freshwater excavation. The total water used globally for washing cloths is estimated to be equal to almost 20 billion metric cube per annum. So, global freshwater will be finished by next 20 years if you don't stop mindless users of water right now. And that's why we say the pure water will be the reason for 3rd World War. Another impact in the environment is Air whereby textiles production religious massive amounts of nitrous oxide and sulfur dioxide into the environment contaminating our respiratory systems, annually 98 million tons of nonrenewable resources are used across the globe. The production of synthetic fibers requires an estimated 342 million barrels of petroleum oil each

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year. The production of cotton alone requires a total of 200,000 tons of pesticide and eight million tons of fertilizer annually. A significant amount of chemicals around 43 million tones are required for dyeing and finishing of fibers and textile around the world every year. However, the deadliest of them all is the pollution resulted from plastic. The usual wash can shed 700, 00 fibers from acrylic sweaters. Studies have found 1900 fibers can be released from a single synthetic garment and about one million fibers can be released by washing polyester clothes. Nearly 73% of fish from Northwest Atlantic have been doomed. Micro plastics regularly, which was found in a recent studies, almost 60% of the fibers used in the textile industry today is plastic fiber. Scientists now find micro plastics in in everything they look into from oceans to our food and drinks. According to a study, an

Average person consumes 5800 tiny plastic debris per year. Most of it comes from plastic fiber. Now coming to Bangladesh, the new emerging tiger of South Asia. This country is heavily invested in a single textile export economy. Even COVID could not desist Bangladesh's 6% GDP growth last year.

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Global bodies like the world Bank, United Nations, IMF, European environment agency must work together to help this plot in supplying countries to follow circular economic process to control the existing catastrophe.

Presentation 120: The brand of Creality By Zongbo Han

Description

Creality was founded in Shenzhen, b the capital of technology in China. We focus on research, design and production with products like FDM/Resin 3D printers, 3D scanners, filaments and so on. All in all, the way of marketing is to release human nature and win the hearts and minds of people. Business methods and strategies are soft powers to read customers 'mind and escort the company in such a competitive environment.

Transcription

Hello, everyone! I am Han, Zongbo, the head of Creality brand, China. It's my honor to attend the 2021 World Marketing Conference and share our opinions about marketing. Today, "New Exploration of Global Digital Marketing for 3D printers" is the topic that I would like to share with you. We hope to convey the spirit like an evangelist-let thousands of families enjoy the convenience brought by technology, and provide efficient and affordable 3D

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printing comprehensive solutions for individuals, families, schools and enterprises.

1.0. 2014 to 2018 Emphasize on Product, Make profit with Wisdom

In April 2014, we founded our company in Shenzhen and developed our first 3D printer in a small space of only 20m². At that time, to sell the products to people in need is our original aspiration. Creality has attracted a large number of KOLs to share interesting contents. At the same time, we cooperated with professional 3D printing media such as ALL3DP and Nanji Bear, and participated the offline exhibitions and summits about 3D printing both in China and abroad to build a diversified marketing structure. We successfully joined the first echelon of global 3D printers. In 2018, Creality's product shipments reached 270,000 and employees have exceeded more than 500 people.

2.0. 2019–2021 Brand Upgrading, Users Prioritizing

In 2019, Creality celebrated the 5th anniversary in Huizhou, Guangdong Province, and started the ceremony of global brand upgrading. “Morality, Product, Quality and Taste” were defined as

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Creality's brand images. We aim to provide service globally and have thoroughly improved the visual images of products, like VI, etc. Creality continues to explore new ways for marketing. To extend our gratitude for our users, we try to release new products on crowd funding platform, like CR-6 and CR-30 are two products on Kickstarter. CR-6 SE has attracted 10401 supporters with crowd funding more than 4.3 million dollars. The number of supporters and funding have ranked Top 3 on Kickstarter till now.

3.0. Future: Integrated Marketing, Globalization

Due to the homogenization of products and service, marketing operations has become the key element for the success of a company. We are experiencing an era where the marketing situation is ups and downs. Facing unpredicted changes and unavoidable impacts, we diversified our marketing ways and aim to get a big increase.

3.0.1. Branding

Since we successfully transformed into have our own brand in 2018, we have been committed to improving our brand's strength, seizing the windfall

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of the consumer-grade 3D printing, and working to be an international brand. In the future, we will upgrade our brand, output a brand identification system, which will be more contemporary, differentiated and in line with business development needs. We will spare no effort to meet consumers' needs and become a representative of consumer-grade 3D printers.

3.0.2. Experiential Marketing

In a user-oriented era, experiential marketing is crucial, especially for black technology such as 3D printers. Due to some bias, many people are still believing that 3D printers are large, expensive and mainly used in industrial production. At a result, experiential marketing is important.

3.0.3. Interactive Marketing

Interactive marketing has four main benefits: increase repurchase rates, improve user loyalty, possess complete user data, and maximize user benefits. Therefore, Creality has been building its own global social media matrix to establish a close connection with users, channeling them from the traffic pool to private domain traffic, thus forming

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user conversions. All in all, the way of marketing is to release human nature and win the hearts and minds of people. Business methods and strategies are soft powers to read customers 'mind and escort the company in such a competitive environment. That's all I have to share today, thank you!

Presentation 121: To improve customer experience by Zulkifli Zaini

Description

What are the three main challenges faced by the PLN? How innovation along with the latest technology can shape PLN? How the social distancing in the pandemic has created new challenges for the business?

Zulkifli Zaini discusses about his business model to shape his company and make it the best in the South East Asia. He also explains how the modern technology along with the mobile applications can make life easier during the pandemic era.

Transcription

Hi my name is Zulkifli Zaini. Now I would like to start by giving a brief explanation about there and well and its Indonesia State owned electric utility company wholly owned by the government of the Republic of Indonesia through the ministry of State owned enterprise. In the meantime, we are and

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continue to improve its preparedness and regions in maintaining electricity supplied to customer all over Indonesia. We have been awarded as one of the largest archipelago countries in the world, located in the southeast among two oceans and rank for highest population in the world. Sometimes it's your critical condition give us benefit as On one side and complexity on the other side, fully supported by government policies and stakeholder man can increase the electricity ratio from time to time Compared 2014 that around 85% of the population has access to electricity nowadays, 99.3% of Indonesian already access electricity. We have said a target to accomplish the noble past of providing electricity to all Indonesia, including the most challenging and remote areas. Today, the installed Power capacity is 62915 megawatt and the transmission line of 61,660 kilometer circuit. Our customer reached 80.4 million

in the first quarter of 2021, 1 of the biggest in the nation with an increase of customer coming to the household segment for the more we have minutes more than 53,000 employees Consisting of 44,000 employee of the holding company and 9000

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employee of the subsidies. Meanwhile, whereas total asset reached almost 1600 trillion rupiah in 2021 well and has challenged because of assisting in customer value towards surface equipped quality, increase awareness of environmental sustainability and the development of several technology platform. Therefore, I would highlight the three main challenges that we account which drive the transformation of Pln. The first is the present of new technology. As we know solar panels are getting more and more popular these days and people are getting more aware of them. The second is the emerging preference to what energy efficient modern product. And lastly, the uncertainty come from independent power plan, which can be a competitor. On the other hand, also cooperate with us to provide electricity even though we must increase electricity sales to avoid the take.

The meaning of the tag line is to make energy more long lasting beyond generation and maintaining payroll and sustainability as a sound cooperate entity parent is that the man to realize the vision of to become the leading power company in

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Southeast Asia. And the number one customer choice for energy solution Where and transformed has four expiration that we call green lean, innovative and customer focus. #one Green aspiration. We are increasing the use of green energy for future power plants because it's environmentally friendly and the cost of new and renewable energy. Number two, innovative aspiration we create an innovative business model in the electricity ecosystem that contributes to paper and non K W eight sales revenue.

In 2021, we received the renewable energy market an easier awards. This success was achieved by our effort to Seoul leadership in green energy procurement in ASIA through renewable products services that we have named the renewable energy certificate. R E. C. I would therefore like to end my speech Thank you!

Presentation 122: The Age of Paradox: Realities of the Consumer's market space by Imad Baalbaki

Description

How new realities are shaping the future of consumer market? Why customer satisfaction is necessary? How communication and relationship building have empowered consumers to have power over providers? What is the role of technology in making people more aware?

Baalbaki emphasized that customers are the main force behind business management, marketing and philosophy. Technology has assisted consumer realize the control and influence they have over businesses. Customers now demand satisfaction and value for their money. He suggests that we are in the age where the power is invested in technology because it has introduced consumers with plenty of opportunities i.e. business models and mobility. He further states that on one hand

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technology has introduced flexibility, but on the other hand it has reduced the human face-to-face interaction. Innovation in technology has enabled consumers to progress from conventional practices models to more value oriented models. Businesses and companies still sticking to old models are more likely to lose customers and market leadership.

Transcription

The trouble with our times is that the future is not what it used to be. Recent trends are shaping our consumer markets in which we live, interact and operate a thorough understanding and appreciation of these new realities is key to our abilities as managers to properly react to them, interact with them, refine them and, most importantly, define them. The first of such realities is that we are living in an age of personalization largely characterized by the power of the consumer. Customers have always been at the heart of marketing, thought and practice as business management perspective moved from predominantly being concerned and driven by a production to the product itself , to the sales

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function and ultimately to marketing as a philosophy, business focus.

Businesses have helped customers realize their power. Businesses did that as means of differentiation, powerful, powerful ammunition to use and their competitive battles against each other. Consumers undoubtedly now feel that they have much greater power in the ongoing fight for control of the exchange process. And this power is by no means confined to that tug of war between business providers be the business entity or their personnel, their staff and recipients on the other side. Rather, consumers are realizing that they have an influence over other players involved in one involved in one way or another.

Needless to say, technology has brought people together for mobile telecommunication, the Internet, satellite technology, GPS email, SMS messaging and social networking. Technological advances have created a lot of opportunities to people from all walks of life from all around the world, opportunities as well as challenges. And with new sectors and industries being created. Pandemic has changed lives and how we go

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around conducting our daily business online portals, online payments, reduced human interaction, component servicing and delivering value at the distance. There are innumerable examples of the decline of business firms do this a failure to keep up with changing customers' wants, needs and tastes, changing technology and changing competition. That decline is a failure of two basic functions of any business enterprise, as identified by trucker, the entrepreneurial functions of marketing and innovation.

Technology is both a villain and a hero. It's the curse as well as it's the blessing. And it's today's you know, buzzword is the virus as well as the cure. It allows businesses to have access to detailed customer knowledge and information and provide businesses with the flexibility. Value innovation model challenges the conventional practice of aiming for final segmentation to better meet existing customer preferences, not only by focusing on the differences that separate customers but by building on the powerful commonalities. Thank You!



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