



INDIA EVENT TECHNOLOGY FORUM

24 May 2019

Shangri-La's - Eros Hotel, New Delhi

Indian Exhibition and events industry is on rise, therefore the right time and platform for you to make your visit at this Inaugural edition of **India Event Technology Forum**. A “show for shows” to bring out the advancements and challenges in the Indian exhibition and event industry. At IETF you will become current with the technology trends that are driving this industry come a long way, meet and learn from the thought provoking industry leaders at the networking grounds and education sessions.

Conference Agenda 24-May-2019	
09:30-10:15 Hrs	Registration & Power Networking Tea break
10:15-10:30	Conference Hall Opens- Welcome Note by Anchor
10:30-10:45 Hrs	Opening Keynote: “Event Tech and the changing landscape of events industry” Anurag Batra, Chairman and Editor-in-Chief, BW Businessworld
10:45-11:45 Hrs	[Inaugural Session] Catalysing Digital Transformation in the Indian Conference & Exhibition Industry: Vision 2020 This Session will bring together the top leaders across exhibitions industry in India to discuss how digital Transformation is reinventing this industry, What should decision makers do to go further and create digital ecosystems that encompass all the stakeholders in this business. <ul style="list-style-type: none">• Speeding up the registration lines~ Facial recognition, self-service kiosks are in the talks• What are the emerging formats of business fairs, conferences, exhibitions and events that are coming up but with challenges?• Disruptive tech: AI & IOT Building real time connection between organiser, things, and attendees?• How will the "Internet of Things" remake existing industries• Tickets go mobile-Giving customers a fully integrated mobile experience during events• Engaging experience before and during session breaks i.e concierge apps Informing attendees what’s coming next• Selling early bird passes~ offering special discounts to past delegates or friends through in-built social selling and referral in the registration software• Creating excitement about the keynote and fill up the room i.e push notification or SMS alerting attendees of the happenings in order• Track traffic to trade show booths i.e Tracking Mats or Camera to measure footfalls, location mapping etc..



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	<ul style="list-style-type: none">• Adapt with AR & VR technology~ connecting on a immersive level with the target audience i.e innovative display posters or exhibitions stand graphics and bringing large scale products to life• Virtual Trade shows getting familiar ~how can traditional shows can collaborate with VTS –a hybrid between the two?• Logistics and operations at the show~ leveraging the benefits of AI, Robotics and Automation etc <p>Co-Speakers:</p> <ol style="list-style-type: none">1. Raghav Khosla, Group Editor, Exhibition Showcase2. Manish Gandhi, Director & COO, ABECL3. Yogesh Mudras, Managing Director, UBM India Pvt Ltd4. Anuj Mathur, COO, Reed Exhibitions India5. Sooraj Dhawan, Director, Falcon Exhibitions6. Ashita Marya, CEO, Franchise India
11:45-12:00	<p>Presentation- Amplifying the Power of Live Events</p> <p>Siddharth Sharma, Regional Head – India & Africa, Cvent</p>
12:00-13:00 Hrs	<p>The Wedding Effect: How technology is changing the way we plan the Wedding and experience events</p> <p>Spending on wedding is a new normal in India. But what is changing is, it is getting more organised and professional, this session will bring together young Celebration makers on a single platform to share their insights on wedding industry technology trends and challenges:</p> <ul style="list-style-type: none">• Virtual wedding planning-Millennials want to be able to plan their wedding on the go and have access to all the information they need there and then – right at their fingertips• How to be creative while playing with Technology at Wedding, what it takes for a planner• Helping couples and suppliers work together throughout the planning stage without having to actually visit the venue in person.• Indicating a shift toward incorporating social and tech into standardised wedding packages i.e integrating custom snapchat geofilters• Increase in popularity of 3D printing technology i.e 3D Wedding Cake and wall projections•Drones on the horizon- Camera drones are becoming an incredible technology and the event space is one that will soon take full advantage, fly for thought?•Digital Drama-innovative technologies used for stage performances. <p>Co-Speakers:</p> <ol style="list-style-type: none">1. Gunjan Bansal, C.E.O, L'amore Weddings



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	<p>2. Prashant Dubey, Founder & MD at Elite Group- Elite Biz Associates Pvt Ltd and Elite Weddings India LLP</p> <p>4. Jasleen Kochhar, Director & Creative Head, Bougainvilla Designs (Co-Moderator)</p> <p>4. Shravana Sachdeva, Founder, Witty Vows (Co-Moderator)</p> <p>8. Divya Chauhan, Co-Founder, Divya Vithika Wedding Planners</p>
13:00-14:00 hrs	Networking Lunch Break
14:00-14:15 Hrs	<p>Presentation: How can BTL marketing be seamless with innovative tech integrations ?</p> <p>Rahul Khanna, Director, Marketing, Barcode Entertainment : Strategic Brand Solutions</p>
14:15-15:00 hrs	<p>Starting from scratch vs the turnaround- learnings from the leading Event organiser with Innovative event Formats.</p> <p>This session will discuss the key trends that are transforming the events and festival organiser ecosystem using technology</p> <ul style="list-style-type: none">• How do technologies and startups impact and change industries in general? What does the future hold, as they intersect more with the event industry?• One Size Does not fit all- what worked best and what did not?• Matching Technology with the innovative formats of events- What it takes to experiment with technology• Sensor integration and wearable technology i.e RFID Wristband to accept cashless payments, connect to social media accounts, and replace paper tickets-what's the success story?• With the access to the data and technology, giving a personalised experience can be a new normal soon?• Event Technology Adoption Will Continue to Rise but is cost still a Barrier?• Organiser vs Executor- Emphasis on experimenting with new business models, seeing what works, stopping what doesn't and do more of what does —hearing from the organiser on what form, function, and functionality they would like to see in the future events and how event management can achieve this <p>Co-Speakers:</p> <p>Arati Singh, CEO, Goodtimes TV (Session Leader)</p> <p>Sanjiv Agarwal, Founder & CEO, Fairfest Media</p> <p>Anurag Sinha, Region Head-Central & South India, OYO Events & Weddingz</p> <p>Chaitanya Mathur, Global Head-Events, Zomato</p> <p>Digant Sharma, Founder & CEO, So - A Local's City Guide, Horn OK Please Food Festival, So Share - Coworking Spaces</p>



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15:00-15:15 Hrs	Networking Tea/Coffee Break
15:15-16:15 Hrs	<p>“How technology can drive attendee engagement in BTL events keeping experiential marketing at the heart- Opportunities and Best Practices for Brands to Grow Globally</p> <p>Over the last few years, brands have begun to focus on BTL event campaigns to create engaging, branded content to drive the audience-brand relationship. The latest technology trends in experiential marketing are taking forms in many ways and reaching audiences wider than ever before, with the likes of augmented reality and live streaming. With the digital and real world blurring, this session will break down BTL marketing for today’s planners, as well as show how they can use technology to make the transition from experience to experiential.</p> <p>Session Highlights:</p> <ul style="list-style-type: none">• Where next for technology in BTL -How we can push experiential marketing and be savvy in our approach to engagement?• Raising event awareness and strengthening audience’ loyalty-what are the latest technology trends which have captivated both marketers and audiences alike?• What it takes for a marketing head to recognise the relevant technology-It can be too easy to get lost in the dazzling lights of new technologies, but for it to really work well we need to identify “how to stay relevant”?• Possibilities are all set to grow-How technologies like AR,VR, Live streaming, etc.. are becoming new normal in BTL event settings- where have we reached?• Creativity & Time investment- how technology is upgrading BTL events consider in <p>Harshvardhan Chauhan- Head of Central Marketing, DLF Shopping Malls Shanu John, Head - Digital & New Media, Procam International Pvt Ltd Abhijit Das, Head of Marketing, Delhi Duty Free Manu Verma, Director - Meetings and Events, MCI Group Ankur Kalra, Founder & CEO, Vibgyor Brand Service Ruhail Amin, Deputy Editor, Business World Applasue & Everything Experiential</p>
16:15 Hrs	End of Conference followed by Drinks & Reception