

Day 4: 16 December 2016, Friday

Workshop on Social Media and Analytics

Timing (9:30 – 05:30 pm)

Venue: Juniper

Tentative Agenda

10:00 – 10:30 am	Keynote Address Sehraj Singh <i>Country Head, Public Policy, LinkedIn India</i>
10:30 – 11:00 am	Practice of Social Media Analytics Sameep Mehta <i>STSM & Manager, Knowledge Engineering and Encrypted Analytics IBM Research India</i>
11:00 – 11:30 am	Networking over Tea
11:30 – 01:00 pm	Technical Session – 1
	Chair: Jitendra Wase, <i>Co-Founder and Director, SpadeWorx</i>
11:30 – 12:00 pm	Impact and Influence in Social Media Meeta Sengupta <i>Social Media Evangelist and Independent Consultant</i>
12:00 – 12:30 pm	Analytics for Learning Content Management Danish Contractor <i>IBM Research India</i>
12:30 – 01:00 pm	Social Networks Uncovered Mr Vivek Singh <i>Solution Architect Pre-Sales, Teradata India</i>
01:00 – 02:00 pm	Networking over Lunch
02:00 – 05:30 pm	Technical Session – 2
	Chair: N Madhavan <i>Senior Editor and technology columnist</i>
02:00 – 03:00pm	How to develop a successful CRM strategy and its implementation and utilization in an organization? Sheshadri Chatterjee <i>Asia Pacific Business Programme Manager, Microsoft Corporation</i>
03:00 -03:30pm	Networking over Tea
03:30 – 04:00pm	Digital Marketing Trends to look forward to in 2017 Mr Prateek Shah <i>Founder of Digital Defynd and Lead Trainer, Digital Vidya</i>
04:00 – 04:45pm	Pratham Hegde* <i>Head of Analytics and Measurement, Facebook India</i>
4.45 – 05:00pm	Summing up