

All ICDL 2016 conference participants are welcome to attend the special events.  
For special event on “**Smart Ways to Publishing and Digital Marketing**”,  
please [\*\*Register\*\*](#) here.

**Day 3: 15 December 2016, Thursday**

## **Smart Ways to Publishing and Digital Marketing**

**Timing (11.30 - 1.00 pm)**

**Venue: Silver Oak**

### **Background**

*According to Digital Trends Report 2015 prepared by Adobe, over 43% of the companies consider digital marketing including social media marketing as an integral part of organizations marketing strategy. It is the increasingly digital nature of the world that has been the catalyst for propelling marketing into an even more elevated role within the organization, and it is unusual now for digital marketing to be treated in silo. In the strategic digital marketing domain, marketing content preparation remains the core issue - the size of words indicating the frequency of mentions, anticipating possible search by customers using key areas in which organizations plan to experiment most heavily in the coming years are likely to take central stage. Social, mobile, content and personalization were most commonly used avenues in digital marketing. These avenues supplemented by data analytics have become a powerful tool for making high value investments and also facilitates decision making process in marketing.*

*This session will highlight digital marketing from different perspectives which will include academic scenarios, corporate scenarios including innovative approaches to customer engagements using web and social media platforms.*

### **Chair:**

**L Subramaniam**

*CEO, Trivone & Former Editor, Data Quest*

### **Tentative Agenda**

### **Lead Speaker:**

**Heather Devereaux**

*Sr. Director of Customer Engagement - Marketing, R&D Solutions, Elsevier, The Netherlands*

### **Panelists:**

- **Adam Koszary**  
*Project Officer, The Museum of English Rural Life & Communications and Social Media Officer, Bodleian Libraries, UK*
- **Seshadri Chatterjee**  
*Microsoft Corporation, India*
- **Dinesh K. Gupta**  
*Prof & Head; Director Research, Varthaman Mahaveer Open University, Kota, India*
- **Pradeep Chopra**  
*CEO of Digital Vidya*