## Day 4: 16 December 2016, Friday

### Workshop on Social Media and Analytics

**Timing (9:30 – 05:30 pm)**  
**Venue: Juniper**

### Tentative Agenda

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