

Future of Marketing

4th Workshop: 23rd November

1. Objectives

a. Corporate

- It is critical to identify marketing and promotional platforms and trends. As banks and financial institutions think scale, they need to think tech and not banks.
- The marketing agenda and tools are fundamentally changing to address our new reality and challenges

b. Individual/SME's

- Looking at empowerment and financial freedom utilizing the plethora of tools available which we are aware of, however are unable to implement.
- **Siddharth Rajsekar (Founder of Internet Lifestyle Hub - #1 Fastest-Growing Community for Digital Coaches & Mentors)** is a leading example of using digital marketing for personal development and growth.
- He will provide methods, insights and structures for young companies and SME's to use those tools to build their businesses and tap into financial freedom.

2. Speakers

- **Siddharth Rajsekar** (Founder of Internet Lifestyle Hub - #1 Fastest-Growing Community for Digital Coaches & Mentors) <https://www.linkedin.com/in/siddharthrajsekar/>
- **Inass Farouk** (Marketing Director, Microsoft)
- **Peter Klimes** (Global Head of Marketing, ADIB Bank) (TBC)
- **CMO** (Mashreq Bank) (TBC)
- **CEO/Digital Specialist from an agency** (TBC)

3. Special Topics

- Building scale in this new environment.
- Rise of chinese apps like ant financial & wechat impacting economies such as Africa
- Digital banks, super apps and cross over with fintech
- Financial inclusion and the impact of marketing and branding
- Using ar/vr and voice in a touchless economy,
- Inculcating hyper empathy, agility, collaboration, consolidation & transparency in brand values

- Tech & innovation key digital investments for frictionless commerce & interaction with brands.
- Blurring of lines between finance and related industries. The marketing challenge to get customer attention and engagement
- New thinking, new mindset & new methodologies to pivot in this new environment.

4. Target Audience

- C-Level marketing professional working banks and related industries
- PR/media companies
- Product manager and brand managers
- Digital strategists, community manager and platform specialists.

5. Session outcomes

- Innovative marketing toolkits & methodologies to innovate in COVID 19.
- New promotional trends & platforms for banks/financial institutions to scale
- Immediate execution & benefit