**IndiaAffiliateSummit 2015**

**The Lalit Hotel, New Delhi: 8th& 9th October 2015**

**Day I – 8th October 2015**

0930-1100 hrs: Collection of Badges

1100-1700 hrs : **Affiliate Street**

**Day II – 9thOctober 2015**

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| **Ballroom** | |
| **0930-1020 hrs: Opening Session**  ***The Influx of New Marketing Paradigms with Focus on Performance, Affiliations, Referrals and Networks!***  0930-0945 hrs: **Opening & Welcome Address**  **Parul Bhargava,** Co-Founder & CEO**,** vCommission  0945-1000 hrs: **Leadership Talk**  **Patrick Hearron**, Director of Global Sales, TUNE  1000-1015 hrs: **Special Address**  **Anurag Gupta,** Founder & MD, DGM India  1015 -1020 hrs:Q&A | |
| *1020-1025 hrs : Change Over* | |
| **1025-1125 hrs: Panel Discussion 1:**  ***Importance of Affiliate Marketing For Lead Based Marketing Campaigns***   * How integration of affiliate marketing in a marketing campaign can help brands generate more leads? * What is the effectiveness of affiliate marketing in such campaigns * Traditional marketing v/s Affiliate marketing – the wiser choice? * Role of analytics in Affiliate Marketing   **Moderator:**  **Pradeep Lamba,**Vice President - Client Relations, ZenithOptimedia Group  **Panelists:**  **Radhika Binani,** Head Online Marketing, Policybazaar.com  **Robin Samuel,** Vertical Marketing Head, NIIT  **Kumar Awanish,** Associate Vice President- Strategy & Innovation, Kenscio Digital Marketing  1115-1125 hrs: Q&A | |
| *1125-1140 hrs : Networking Break* | |
| **1140–1240 hrs: Panel Discussion 2**  ***Expansion Strategies For Affiliate Marketers***   * Expanding Affiliates Business by Acquisitions: Buying and Selling Websites * Best Way to Monetize Leads: Partials vs. Buyer Data/ Cost Per Lead Vs. Cost Per Impression, understanding commission split in retailers * Finding products that add value to the site’s readers and have the potential to increase the site’s revenue by an order of magnitude   **Moderator:**  **Siddharth Puri,** CEO, Tyroo Technologies  **Panelists:**  **Shaan Raza,** Country Manager, Optimise Media Group  **Daniel Neumann,** VP Business Development & Strategy, ClicksMob  **Robert Bu**, Vice President of Business Development, UC Web India  **Vikram Chande,** Director Performance Marketing, GroupM  1230-1240 hrs: Q&A | |
| *1240-1245 hrs: Change Over* | |
| **1245-1330 hrs: *Traffic Monetization and User Acquisition in India: UC Open Platform 2.0***   * Launch of UC Open Platform 2.0 * How to overcome the problem of Traffic Monetization and User Acquisition * How to help app developers and affiliates grow   **Speaker:**  **Kenny Ye,** Managing Director, UC Web India  1325-1330 hrs: Q&A | |
| *1330-1430 hrs: Lunch* | |
| **Ballroom Part 1** | **Ballroom Part 2** |
| **1430-1530 hrs: Panel Discussion 3**  ***Affiliate Marketing – The First Pick For Cost-Per-Sale Campaigns***   * Why is Affiliate marketing still not the first choice for CPS campaigns * What needs to be adopted to make Affiliate Marketing the first choice * Networks – What is required from them   **Moderator:**  **Anurag Gupta,** Founder & MD, DGM India  **Panelists:**  **Ankit Kathuria,** Head Digital Marketing SouthAsia, OLX  **Manish Saini,** VP Ecommerce, Ferns N Petals  **Rajat Girdhar,** Head Online Marketing, MakeMyTrip  **Manmeet Singh**, Director-Online Marketing, Flipkart  **Swati Bhargava**, Co Founder, Cashkaro.com  1520-1530 hrs: Q&A | **1430-1500 hrs:Workshop 1**  ***How To Construct A Good Affiliate Program? ( For Merchants)***  **Speaker:**  **Parul Bhargava,** Co-Founder & CEO**,** vCommission |
| **1500-1530 hrs: Workshop 2**  ***Workshop: Cost of user acquisition***  **Speaker:**  **Venkatesh C.R**, Chief Executive Officer, Adatha |
| *1530-1535 hrs: Changeover* | |
| **1535-1635 hrs : Panel Discussion 4**  ***Impact of E-commerce Enablers on Online Buying***   * Impact of coupons, cashback, review & comparison sites * Importance of content for such websites * How do mobile coupons factor into the affiliate space? * How to generate more ROI for the brands   **Moderator:**  **Parul Bhargava,** Co-Founder & CEO**,** vCommission  **Panelists:**  **Nitin Purswani,** Founder, Zepo  **Prasad Shejale,** Co Founder & CEO, LogicServe (Couponraja)  **Mehul Jobanputra,** Co-Founder, Parity Cube (DesiDime. com)  **Aman Jain,** Co-founder, GoPaisa  **Devanshu Bhatia,** Chief Revenue Officer, Digital, India Today  1625-1635 hrs: Q&A | **1535-1605 hrs :Workshop 3**  ***How Bloggers Can Make Easy Money Through Affiliate Marketing?***  **Speaker:**  **Harsh Aggarwal**, Blogger, Shoutmeloud. com |
| *1635-1650 hrs : Networking Break* | |
| **Ballroom** | |
| **1650- 1750 hrs : Panel Discussion 5**  ***Mobile Marketing: The Next Big Thing In The Affiliate Industry***   * Role of mobile in the affiliate marketing industry * Opportunities for the affiliates to enter into the mobile apps ecosystem * What are the different business models available for the affiliates in the mobile app ecosystem? * What are the latest mobile marketing strategies that the industry players need to adopt * Role of affiliate networks in mobile Apps   **Moderator:**  **Deven Dharamdasani,** Co-founder, Seventynine  **Panelists:**  **Avinash Gupta,** CEO, Bookmycab  **Patrick Hearron**, Director of Global Sales, TUNE  **Manbir Singh,** Country Manager, Cake India  **Akila Jayaraman,** Head of Performance Business, Madhouse  **Viraj Sinh,** Co-founder & Director, Affle  **Sandeep Mirakhur,** Founder and CEO, RationalHeads  **Neeru Sharma,** Co-founder and Director – CorpDev, Infibeam  1740-1750 hrs: Q&A | |
| *Conference Ends* | |