For the first time in 80 years!

"With Brand Dharmna as the theme, we've decided that this Congress will be a wonderful platform for leaders to come and hold forth their grand vision for the future while leaving the august audience enthralled for three days."

Welcome to Kochi!

This is one of the biggest global summits that India is hosting in the marketing and media space. While it is an excellent opportunity for us to get up close with some really high-quality speakers. It also makes it a great global event setting to connect with old friends and make all-new set. I look forward with pleasure to meet you all at the IAA World Congress. Thank you, IAA Global and staff for standing shoulder to shoulder putting these three packed power-packed days together and creating a platform for some of the biggest names in Advertising."

Over the last six months, we've been seeing a big build-up to the IAA World Congress. So how much has gone into that?

Yes, a lot of work has gone into putting together this event. Getting them to fit the World Congress dates into their busy calendars and then working out the topics with them. It's been good, hard work but it's been well worth the effort. It's been a wonderful experience for all of us, IAA and theRK Swamy-Sansa Group.

RHYSDEE GOLE
Chairman, International Advertising Association
IAA World Congress

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The IAA World Congress is hosting the IAA World Congress for the first time.

On Day 1 we'll have Kerala food and entertainment. Day 2 will be for Indian fashion and food, and Day 3 will be for international cuisine. With a variety of activities planned throughout the weekend, we hope to keep things interesting and entertaining for everyone.

I hope that you enjoy the Congress and find it memorable and enjoyable. Thank you for your support and participation in this event.

LINDSAY PATTISON
Chancellor, The Advertising Federation
IAA World Congress

IMMEDIATE COMMUNICATION TO AHEAD OF THE CONGRESS

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Co-Founder of Skype
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Visit us at the IAA World Congress in Kochi, India! We're excited to host the 44th edition of the IAA World Congress and are looking forward to reconnecting with old friends and making new ones. It will be a great opportunity to learn about the latest trends in the marketing and media space and network with industry leaders from around the world.

Thank you for your support and participation in this event.

JACQUES SEGUELA
Co-Founder, RSCG & Vice President, Havas
Fix the Future Congress
IAA World Congress

I am absolutely thrilled to be joining you all in Kochi. I am a great believer in the power of advertising to create positive change. I am hoping that we can come together to discuss ways in which advertising can play a role in solving the biggest challenges that we face in the world today.

After three decades of research, I have come to believe that the future of advertising lies in using data and technology to create messages that are truly effective at changing people's minds and behaviors.

I hope that you enjoy this event and that it inspires you to continue working towards a better future for all of us.

ANDREW KEEN
Author, speaker, and CEO of brandstream
IAA World Congress

I'm excited to be coming to India to share my thoughts on the future of advertising and the role it plays in creating positive change. I believe that advertising has the power to influence consumer behavior and drive social change, and I look forward to discussing these issues with you all.

I hope that you find the event informative and engaging, and that it inspires you to consider new perspectives on the role of advertising in our world.

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**The Making of a Blockbuster**

* By Ramesh Narayan

The first stumble was when we knew we shouldn’t have held the Congress as planned earlier in Mumbai. The revised venue in Kochi on the west coast of India was a first for the IAA World Congress. My staff and I had seen the venue and we both thought it was outstanding.

I said to Dr. HS Baskar Das, Group President, Hungama Digital Media, “I don’t think we have any choice.”

He replied, “It’s worth it.”

I also told my staff, “We have to make the best use of the IAA World Congress 2019.”

The Congress speakers have written. There’s a lot of toil happened here. But the time is possibly just right. India is an amazing land. And if you are from within the country, you should have come for. And I seriously thought about it, in all honesty, had to sound clichéd when I said, “you must be there for all three days.”

And the final result is there for everyone to see. These are the names that are worth their weight in gold. it is a wonderful combination of very well-known people like Makan Mandia, Sir Sri Ravi Shankar, Amitabh Bachchan, Deepika Padukone, Anup Agarwaal, Ravi Shankar, Amitabh Bachchan, Deepika Padukone, Anup Agarwaal.

And some hidden gems like Jonas Kjeilberg whose work is so inspirational and transformational. An elevated ‘Brand Dharma’ for all business leaders to a stellar global experience. From the India’s inspiring culture and cuisine, fashion and films. And the final result is there for everyone to see. These are the names that are worth their weight in gold. It is a wonderful combination of very well-known people like Makan Mandia, Sir Sri Ravi Shankar, Amitabh Bachchan, Deepika Padukone, Anup Agarwaal, Ravi Shankar, Amitabh Bachchan, Deepika Padukone, Anup Agarwaal.

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Governing Council Members

THE LEADING LIGHTS OF THE IAA WORLD CONGRESS LEADERSHIP

Mukesh D Ambani
Chairman, CMD, Reliance Industries Ltd.

Ayush Prasad
Chairman, Data & Digital, Wunderman

Arvind Mahindra
Chairman, Mahindra & Mahindra

Pawan Munjal
Chairman, MD & CEO, Hero MotoCorp Limited

Sanjay Goenka
Chairman, Dentsu Creative India

Navneet Mikewar
Chairman, World President, National Advertising Association of India

Chanda Kochhar
Chairman, Managing Director, ICICI Bank Limited

Prof. Opack C Jain
Chairman, WPP Group, Dentsu

Sandeep Maheshwari
Chairman, CEO, Bennett India Limited

Shrinivas Sastry
Chairman, CEO, International Advertising Association

Vinod Jain
Chairman, WPP

Punit Goenka
Chairman, MD & CEO, Zee Entertainment

Uday Shankar
Chairman, India

Ajay Piramal
Chairman, Piramal Group

Vineet Jain
Managing Director, The Times of India Group

Nandan Nilekani
Entrepreneur and Thought Leader

Sanjiv Goenka
Chairman, MD & CEO, RP-Sanjiv Goenka Group

Mukesh Ambani
Chairman, Managing Director, Reliance Industries Limited

Anand Mahindra
Chairman, Mahindra Group

Paul Polman
President, Chairman, Unilever

Robot Sophia
Social Humanoid Robot

Dr Shashikant Thakor
Managing Director, Unique Identification Authority of India

Sanjay Mehta
Chairman, The Times of India Group

Uday Shankar
President, 21st Century Fox

Marc Pritchard
Chief Brand Officer, P&G

Prof. Dipak C Jain
Director, Board of John Deere & Co.

Pranav Mistry
Head of Think Tank Team & Global VP Research, Samsung

Paul Polman
President, ICC, Chairman of the B-Team, UN Global Compact, CEO, Unilever

Vineeth Srinivasan
Editor-in-Chief, Zee News

Sir Martin Sorrell
Executive Chairman, S4 Capital

Shampa Aiyar
Managing Director, Infosys

Chris Tung
Chief Marketing Officer, Alibaba

Sri Sri Ravi Shankar
Spiritual Leader

Sanjeev Mehta
CMD, Hindustan Unilever Limited & Executive Vice President, Unilever South Asia

Amitabh Bachchan
Brand Indian Icon

Deepika Padukone
Actress & Social Influencer

Alexandra Deschamps-Sonsino
Interaction Designer, Product Designer, Entrepreneur

Rumman Chowdhury
AI Developer, Speaker, Accenture Applied Intelligence

Marc Pritchard
Chief Brand Officer, P&G

Prof. Byron Sharp
Professor of Marketing Science and Director, Ehrenberg Bass Institute

Hod Lipson
Professor of Engineering, Columbia University in New York

Anand Mahindra
Chairman, Mahindra Group

Simon Kahn
Chief Marketing Officer, Google ANZ

Pranav Mistry
Head of Think Tank Team & Global VP Research, Samsung

Ahmedabad, Bengaluru, Bhopal, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, New Delhi and Pune

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AGENDA - DAY 1, FEBRUARY 20, 2019

10:30-10:45

Inaugural Ceremony

10:45-13:30

Robert Scoble, Chairman & Managing Director, Reliance Infrastructure Ltd.

Anu Rattan Sahai, Associate Publisher, The Statesman

Sri Ram Shankar, Founder & Spiritual Leader

World President & CEO of IAA, Global & India

Lunch Break

14:30-14:45

Debra Davis, President, USA Chapter

14:45-15:00

Presentation - World Congress 2019, Reliance

15:00-15:15

Scott Bedbury, CEO, Brandstream Inc. Building Superhuman Brands for the Future

15:15-15:30

Andrew Keen, Internet of Things Thought Leader, Entrepreneur and Digital Strategist

15:30-15:45

Paul Polman, World President & Other Officials of IAA, Global & IAA India

15:45-16:00

Jonas Kjellberg, World President & Other Officials of IAA, Global & IAA India

16:00-16:15

Munish Varma, IMF

16:15-16:30

Rumman Chowdhury, IMF

16:30-16:45

Penny Baldwin, IMF

16:45-17:00

Michael McQueen, IMF

17:00-17:15

Jacques Seguela, IMF

17:15-17:30

Alexandra Deschamps-Sonsino, IMF

17:30-17:45

Amitabh Bachchan, Indian Actor, film producer and television host

17:45-18:00

Anuradha Sengupta

18:00-18:15

Vijay Amritraj, Former World No. 1 Tennis Player

18:15-18:30

Nandan Nilekani, World President & Other Officials of IAA, Global & IAA India

18:30-18:45

Ralph Simon

18:45-19:00

Scott Bedbury

19:00-19:15

Abraham George

FEBRUARY 20-22, 2019

AGENDA - DAY 2, FEBRUARY 21, 2019

9:30-10:15

Paul Polman, President of the Rio 2016 Olympic and Paralympic Games Committee (2016) and CEO of Unilever (2009 to 2018)

10:15-10:30

Sudha Kaul, Chief Marketing Officer Google LLC

10:30-11:15

Michael McQueen, IMF

11:15-11:30

Andrew Keen

11:30-11:45

Chinu Tajudeen, Chief Marketing Officer, Travails

11:45-12:30

Mark D’Ang, VP of Global Business Marketing and Chief Creative Officer, Facebook (in conversation with Mark Neale)

12:30-13:00

Lunch Break

13:00-13:30

Prabha Dasgupta, Professor of Marketing Science and Director of the Ranchi Business School

13:30-13:45

Kerala in southwest India where one can soak in a fascinating mix of traditional eateries, cafes housed in colonial era buildings and high-end dining places to visit in Kerala.

13:45-14:00

Globus, EVD Digital Transformation, Unilever

14:00-14:15

Lincoln Potter, Chief Digital Officer, WPP

14:30-14:45

Jooumin Seo, CEO of Cheil WW and President of House Media

14:45-15:00

Edward Page, Managing Director, WPP Asia Pacific

15:00-15:15

Prachi Patel, Chief Creative Officer, DDB Mudra

15:15-15:30

Winding Down

15:30-16:00

Tina Tandon, Director – Intersight Tours

16:00-16:15

Vivek Jain, Director – Intersight Tours

16:15-16:30

Partho Banerjee, President & Founder of Asia-House of Immer - St. Joseph Thomas - Digani, Partheni-Semioter and Immer Under Secretary General of the United Nations

16:30-16:45

Dinner

16:45-17:00

Sita Rana, President and CEO of Cheil WW

17:00-17:15

Poonam Kaur, President, Dubai Fashion Chapters and Father of Indian Women's Ministry

17:15-17:30

Lunch Break

17:30-18:00

Tarun Seth, Chairman, St. Joseph Thomas - Digani, Partheni-Semioter and Immer Under Secretary General of the United Nations

18:00-18:15

Jyothi Subramanyam, CEO of Unilever

18:15-18:30

Tina Tandon, Director – Intersight Tours

18:30-18:45

Vivek Jain, Director – Intersight Tours

18:45-19:00

Abraham George, Partner, Softbank Investment Advisers

19:00-19:15

Deepa Doshi, Chief Creative Officer,McCann

19:15-19:30

Bijay Narayan Singh, Secretary General of the United Nations

19:30-20:00

Guest of Honor - Shri Jagdish Singhania, Chairman, The WPP Way

20:00-20:15

IASC Wealth Creation

20:15-20:30

IASC Wealth Creation

20:30-20:45

IASC Wealth Creation

20:45-21:00

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23:55-24:00

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