



CME

Centre for Marketing
in Emerging Economies

Centre for Marketing in Emerging Economies

Presents

Two-day, Two Parallel workshops on

DATE: MAY 25-26, 2018

Venue: Indian Institute of Management Lucknow-Noida Campus
B-1, Sector-62, Institutional Area, Noida-201307 (U.P.), India

- 1. Analytics for Social Media Marketing**
- 2. Tools and Techniques for capturing voter's insight and Political Marketing Strategy**



Dr. Arun Kumar Sharma
IAS



Dr. Lipika Dey
TCS



Dr. Laura Oswald
MARKETING SEMIOTICS INC.
CHICAGO



Prof. Satyabhushan Dash
IIM LUCKNOW



Mr. Subhash Chandra
CROWD WISDOM



Prof. Moutusy Maity
IIM LUCKNOW



Prof. Pradeep Kumar
IIM LUCKNOW



Dr. Raghava K. Rau
VMWARE



Mr. Hari Kasula
PRAMANYA STRATEGY
CONSULTING



Mr. Pratap Vardhan
GRAMENER



Ms. Ami Shah
INTELLIASSIST



Prof. Manoj Kumar Dash
ABV-IIIT, GWALIOR



Mr. Mrutyunjay Mishra
INDIA OPEN DATA ASSOCIATION



Prof. (Dr.) Triveni Singh
UP POLICE



Mr. Mohan Krishnan
CME BOARD MEMBER



Ms. Shreyanka Basu
CONSULTING STRATEGIST-
QUALITATIVE RESEARCH



Mr. Chanana Dixit
KARVY INSIGHTS

Workshop Objective

To familiarize participants with usefulness and application of contemporary tools and techniques for capturing consumer insight and devise effective social media and political marketing strategies respectively. The entire volume of unstructured and structured data created by digital world required new approach for deriving value from data. In the emerging competitive scenario and massive amount of data being generated, organizations are struggling to figure out newer ways of getting data, scrutinizing it and use it for effective social media marketing.

Political marketing is a modern and dynamic field that seek to understand citizen behavior. Political marketing research with emerging tools and techniques has made significant progress in recent year as evidenced by dedicated journal, special issues and conferences and special research interest groups. Political marketing research usage, diverse advanced tools and techniques which explores range of political behavior including past, present and future voting pattern.

This 2-days program will provide a unique platform where participants can interact with data and marketing experts, get their expert advice and build appropriate data driven marketing strategy. CMEE's offering this program would be aligned with CMEE's goal of bringing state-of-the-art consumer understanding methodologies to the Indian market and raising the quality standards in the practice of consumer insight and marketing in India. The workshop objective is to familiarize participants' usefulness and application of data driven marketing tools and techniques and facilitating collaboration among leading emerging markets research professionals, academicians and industry practitioners.

WORKSHOP OUTLINE	
ANALYTICS FOR SOCIAL MEDIA MARKETING.	
Session	Speaker
Concept and Role of Analytics for effective social media marketing An introduction	Prof. Satyabhusan Dash
Hadoop based Analytics solutions development <ol style="list-style-type: none">1. Introduction to Big Data and Hadoop Technologies2. Map Reduce paradigm of big data processing3. Various data processing paradigms on Hadoop<ol style="list-style-type: none">a. SQL/No-SQL Processingb. In Memory processingc. Complex data processingd. Stream processinge. Machine Learningf. Graph data processingg. Text Processing4. Hadoop tools for analytics processing (Spark, PIG, Hive, Storm, Solr, Presto, OrientDB etc.) Case Study - Log Analytics for complex event processing, clustering and anomalies detection	Dr. Raghava K. Rau
Social network analysis using different Gephi Online social networks provide platforms for individuals to connect to websites and to form groups. SNA provides a visual and a mathematical way of examining these connections. Findings obtained from SNA may be applied to formulate marketing strategy. SNA illustration will be made using Gephi .	Prof. Moutusy Maity
Recommendation system for Social Media Marketing In today's digital world with the abundance of data over internet Recommender systems are among the most popular applications of machine learning. They are used to predict the "rating" or "preference" that a user would give to an item. Almost every major tech company has applied them in some form or the other for example, Amazon uses it to suggest products to customers, YouTube uses it to decide which video to play next on auto play, and Facebook uses it to recommend pages to like and people to follow. Recommender systems can be classified into three major types namely content based, collaborative filtering and knowledge based. In this session we will briefly touch on recommender systems and its types. We will also discuss how recommendation engines are designed.	Prof. Pradeep Kumar

Data Mining Tools for Pattern Discovery Data Visualization This session provides you the opportunity to learn skills and content to practice and engage in scalable pattern discovery methods on massive transactional data, discuss pattern evaluation measures, and study methods for mining diverse kinds of patterns, sequential patterns, and sub-graph patterns. Key aspects of mining text and links will also be outlined and major strength of leading commercial software tools for data mining will be compared. This session will help to participants to understand the contents like visualization design work flow, Data Representation, Annotation, Interactivity, Color and Composition will be discussed in this session. This Tableau session provides a deeper understanding of Tableau Architecture and concepts of Filters, Parameters, Graphs, Maps, Table Calculation and Dashboards. Software: Tubule Software and VoS viewer	Prof. Manoj Kumar Dash
Use of Social Media Analytics for detecting Cyber Crime & Fraudulent activities	Dr. Triveni Singh
Sentiment analysis for monitoring consumer generated social media data Consumers today leave their footprints on blogs, forums, chat rooms and all other forms of social media as they express their beliefs, desires, opinions and thoughts freely as never before. Organizations are exploiting text mining techniques to analyze the content for insights about the consumers. In this session we shall look into existing methods of text mining and other semantic technologies that can extract information components like market structures and competitor insights from user-generated text.	Dr. Lipika Dey
Social media data for key business insights: A practitioner's perspective This session will focus on how marketers can make use of online data to gain interesting business insights. Participants will learn how to use basic tools for scraping Twitter and YouTube data and analyze the content using a natural language processing tool. Further, how to treat data output and how to delineate insights will be discussed. The session is a combination of presentation and live demonstration.	Ms. Ami Shah
Round table discussion by industry speakers on: 'Power of analytics in strategic social media marketing'	
TOOLS AND TECHNIQUES FOR CAPTURING VOTER'S INSIGHT AND EFFECTIVE POLITICAL MARKETING STRATEGY	
Session	Speaker
Usage of traditional Marketing tools in effective Political Marketing Strategy Analyzing voting patterns in past election at booth level, Tools for Segmenting and Targeting voters, Joint space map to understand perception and preference of parties among voters, Analysing voter behavior and developing blue ocean strategy for alluring non-committed/hostile voters	Prof. Satyabhusan Dash
The political market and political consumer, Scope of Qualitative and Quantitative research, Challenges and opportunities of political marketing research in India, How political market research is used for effective political marketing	Prof. Satyabhusan Dash
Meaning and concept of Political Marketing in India Political Marketing, whether it is the application of marketing concept in capturing the 'power' ____ the ultimate aim of any political outfit. The conventional 4P's and fitting those to the political campaigns strategies or issues. Positive and negative campaigns. Media impact and role of Opinion Polls and in the ultimate Political parties are sellers and sellers create and satisfy new desires in consumers.	Dr. Arun Kumar
The Application of Strategic Semiotic Research to Define Political Strategy and Align the Message with the Diverse Voter Landscape. Successful political systems depend upon clear, strategic, and relevant communication between the political party or candidate and the voting population – not unlike the expectations we have of marketing communications. I am here to discuss how semiotics, a hybrid of communication science and anthropology, can strengthen political campaigns by means of a three-step process that includes 1) research, 2) strategic analysis, and 3) creative development for media planning. The presentation will include a brief overview of semiotic theory and its application to political positioning strategy. Oswald will bring the presentation to life with examples and case studies drawn from marketing and political discourse in the USA and India. The presentation will underscore the value of semiotics for aligning in-depth insights about the cultural landscape with a clear, consistent, and distinctive messaging strategy.	Dr. Laura Oswald

<p>Maintaining Voter Loyalty, identifying swing voters, Marketing strategies to retain and swing large number of voters</p> <p>The Session will focus on various methods used by practitioners to deliver favorable results in an election campaign. The emphasis will be strongly on using data driven insights to swing voters towards a particular party. The emphasis will be on understanding the various tools at one's disposal and a case study on how those tools were used in a single election</p>	<p>Mr. Subhash Chandra</p>
<p>Psychological aspects of voting, Behavioral aspects of voting, Emotional aspects of voting</p>	<p>Mr. Hari Kasula</p>
<p>Visualizing Electoral Politics of World's Largest Democracy</p> <p>The explosion of open data, especially government data has made it easy for us to see our own governance in a better light. More data will be generated in the 2019 elections than any other Indian election cycle in history. This session will introduce you -- how to gather open datasets, generate reproducible insights and ways to visualize election data.</p>	<p>Mr. Pratap Vardhan</p>
<p>Strategic use of Social Media to Connect and Communicate with Electoral</p> <p>This session will focus on the creation and positioning of party brand and personal brand. Participants will appreciate how brand purpose and brand personality are distinct concepts. Fundamental principles of brand building, social media marketing and electronic word-of-mouth (eWOM) marketing will be discussed with help of case examples in the Indian context.</p>	<p>Ms. Ami Shah</p>
<p>Open Data: A game changer for politics, political parties and politicians in India</p>	<p>Mr. Mrutyunjay Mishra</p>
<p>Leveraging Qualitative Research to Discover Voter Segments & Their Worldview It is said well begun is half done. We cannot measure what we do not know and that is where qualitative research comes in. This session focuses on the use of primary qualitative research in the context of identification of voters & their concerns, mapping of their everyday reality and context, evaluation of their perception of different political parties and their candidates etc. The session is divided into 4 segments to deep dive into specific areas of enquiry. So come and learn how to -</p> <ol style="list-style-type: none"> 1. Discover the person behind the voter(profiling, personification) 2. Map the living context of a segment of voter (day in the life) 3. Identify issues that matter to these individuals(mind maps & clusters) <p>Evaluate how they perceive different political parties and their candidates (brand world & SWOT)</p>	<p>Ms. Shreyanka Basu</p>
<p>Visualising electoral data for insights</p> <p>Various methods of representing electoral data from using simple & elegant representation of information to complex coding of multiple data sets using open source visualisationsoftwares including GIS maps will be explained in a DIY workshop format. Software: QGIS, Tableau and R</p>	<p>Mr. Mohan Krishnan</p>
<p>Poll related researches in India (Add this is workshop outline of political marketing)</p> <p>An overview of poll related researches in India and its end users, Scope of Qualitative and Quantitative research in poll related work, Challenges and opportunities for pollsters, Sampling and coverage considerations, How political market research is used by different end users</p>	<p>Mr. Chanana Dixit</p>

Round table discussions by Political Strategist/Research Professionals
Tools and Techniques for capturing voter's insight and effective political marketing strategy



ABOUT THE SPEAKERS

Dr. Arun Kumar

Dr. Arun Kumar Sharma, IAS, is a public servant, in Himachal Pradesh. Having worked very closely with the political executive for over a decade, he did his Ph.D in Political Marketing in India; perhaps the first doctorate on the subject. A degree in Law, and Mass Communication and Journalism only helped him in a little better understanding of a subject as fathomless as politics. Apart from Political Marketing in India, Dr. Sharma has co-authored 3 quality books on tourism. Dr. Sharma is a story writer dabbling both in English & Hindi.

Prof. Satyabhusan Dash

Prof. Dash is working as Professor in the area of Marketing Management at IIM Lucknow. He is also the Chairperson, Centre for Marketing in Emerging Economies at IIM Lucknow. He has also been the Founder Chairperson of the Executive Fellow Programme in Management at IIM Lucknow. His area of interest includes Marketing Research, Consumer Behavior, Services Marketing, Product and Brand Management, B2B Marketing, E-Marketing, International Marketing, Rural and Agribusiness Marketing Management, Health care marketing, Sustainable Marketing. His research has appeared in leading International journals including European Journal of Marketing, International Journal of Market Research, Academy of Marketing Science Review, Marketing Intelligence and Planning, Journal of Product and Brand Management and journal of Consumer Marketing etc. He has co-authored the Indian subcontinent adaptation of Marketing Research text book titled 'Marketing Research: An applied Orientation' with Prof. Naresh K. Malhotra.

Dr. Triveni Singh

Dr. Triveni Singh is currently working as Additional Superintendent of Police, Cyber Crime, STF, UP Police. He has done his Bachelor's from Allahabad university; MBA (Finance) from IGNOU; PhD in 'Financial Cyber Crime Management' from Amity University, Uttar Pradesh and is a certified CEH (Ethical Hacker) and CHFI (Computer Forensic Investigator). He has served in different government departments including Jail, Rural Development and has worked in different capacities in Vigilance, Economic Offences, Anti-Corruption and District Law Enforcement wings of Police. He is a resource person to many organizations such as CBI, NPA, ICAI, NCRB, State Judicial Academies etc., He has been honored with several distinctions, notably President Medal for Gallantry by The President of India, Certificate of Honor by Director, CBI etc.

Dr. Laura Oswald

Dr. Laura Oswald is founder and president of Marketing Semiotics Inc., a brand strategy boutique located in Chicago, Illinois, USA. The company led successful projects related to strategic planning, new product development, creative design, and corporate reorganization for Fortune 500 companies and NPO's since 2000. Clients include Coca-Cola, Author of two books on brand strategy* and numerous articles in peer reviewed journals Oswald divides her time between consulting to industry and academic research and writing. Her books, Marketing Semiotics: Signs, Strategies, and Brand Value (Oxford University Press, 2012) and Creating Value: The Theory and Practice of Marketing Semiotics Research (Oxford University Press 2015).

Dr. Raghava K. Rau

Dr. Raghava Rau is a Data Scientist with 23 years of rich experience in developing innovative advance analytics solutions for large scale business problems. Dr. Rau is an Edelman Laureate for his contributions in Dell's channel transformation story (with \$140 Million Business Impact) that helped Dell reach as a finalist in prestigious Edelman award. Analytics solutions development experience in the areas of Support Services, Applications Log Analytics, Sales and Marketing, Supply Chain and Pricing areas. Strong expertise in using advanced algorithms development in Text Mining, Deep Learning, Advanced Analytics and Operations Research. Industry experience – Dell, VMWare, Manugistics, Peoplesoft and Ramco Systems

Dr. Lipika Dey

She is a Senior Consultant and Principal Scientist at Tata Consultancy Services. She heads the Web Intelligence and Text Mining research group at Innovation Labs, Delhi. Her research interests are in the areas of content analytics from social media, social network analytics, predictive modeling and semantic search of enterprise content. She was conferred the Distinguished Scientist award in 2012 by TCS Research. Her research is published in Journal of Intelligent Systems, Pattern Recognition Letters, and Journal of Biomedical Informatics. Web Intelligence and Agent Systems and Journal of Information Processing and Management etc.

Prof. Moutusy Maity

Dr. Moutusy Maity is currently an Associate Professor in the area of Marketing Management, at the Indian Institute of Management Lucknow (IIM-L). Prior to joining IIM-L, Moutusy was Assistant Professor at the Indian Institute of Management-Bangalore (IIM-B), and at the University of Wisconsin, Whitewater, WI, USA. Moutusy's research interests are in the areas of consumer interaction with technology (e.g., Internet/e-commerce, mobile/m-commerce), customer relationship management (CRM), and technology adoption at the bottom of the pyramid (BOP) in developing countries. Moutusy's recent consulting experiences include undertaking predictive analytics for leading retailers (with online and offline presence) in India, with specific emphasis on customer relationship management. Her book on Digital Marketing: A Practical Approach in the Indian Context has been published by the Oxford University Press.

Prof. Pradeep Kumar

Prof. Pradeep Kumar (Comp Sc and Engg), a Ph.D. from Hyderabad Central University in Computer Science and M.Tech from B.I.T.-Mesra, Ranchi in Computer Science. He is working as an Associate Professor at IIM Lucknow in the area of Information Technology & Systems. He was associated with SET Labs, Infosys Technologies Ltd as a researcher. He served Institute for development and research in Banking Technology (IDRBT), Established by Reserve Bank of India, as a Research Fellow. His area of Interest includes Data Warehousing, Data Mining, Web Mining, Text Mining and big data analytics. In his credit he has more than 30 authored research papers in international journals and Conferences of repute.

Prof. Manoj Kumar Dash

Dr. Manoj Dash is working as an Assistant Professor at Atal Bihari Vajpayee Indian Institute of Information Technology & Management Gwalior. He has been a visiting faculty at IIM Indore, GD Goenka World Institute Gurgaon, Symbiosis Institute of Operations Management, Nashik. His teaching interests are Marketing Science: Big Data Analytic; Marketing Analytic; Consumer Decision Making Modelling; Multi- Criteria Decision Making (MCDM) Optimization Techniques in Marketing; Marketing Research; Econometrics Modelling in Marketing and Behavioural Economics Experiments. His research interest includes Applied Marketing Science: Consumer Decision Making Modelling, Digital Marketing; Social Marketing Analytic Marketing Strategy for Informal Sector Development; Marketing Strategy for Financial Instrument and Rural Marketing

Mr. Mrutyunjay Mishra

Mrutyunjay is a recognized expert in data-driven decision-making and a leading commentator on Indian consumer behaviour. He is the Co-Founder of Juxt-Smart Mandate (a Data Sciences firm), and Founding Member/Director of India Open Data Association (IODA), Janwaar Castle Community Organisation (JCCO), and CMEE at IIM-Lucknow (Noida Campus). As the Director at IODA, he functions both as a mentor and as someone who works hard on the ground hunting for newer ideas and turning them into projects. In his career spanning more than 17 years, he has worked in a number of leading organisations including IMRB International (Kantar, WPP), IDC India (IDG Group), Convergys India Services, Annik Systems (Quattro) and ASHA (a rural development NGO).

Mr. Subhash Chandra

Subhash Chandra is a political consultant and founder of the prediction web-site crowdwisdom.co.in. Subhash spent most of his career in consumer research with a specialist emphasis on the service sector and maintaining long term relationships with customers. Over the last four years, he has been advising political parties on identifying big ideas and policy measures that can swing voters towards them. He has authored books on elections, employment and customer satisfaction

Mr. Hari Kasula

Hari holds a master's degree in Applied Politics from The Bliss Institute of Applied Politics, at The University of Akron – OH, USA – one of the top four institutions for Political Management and Campaign Management in the United States. He has the experience of working in two US Presidential Elections and Several Assembly and Parliamentary Elections in India. He is specialized in Political Research, Political Psychology, Political Insights, Electoral Analytics Political Communication, Message Building, Agenda Setting, Data-driven Strategies, Micro-Targeting, Opinion Polls, and Get Out the Vote Planning. His work includes working in Telangana, Andhra Pradesh, West Bengal, Uttar Pradesh, Maharashtra, Delhi and in the US. Hari graduated from REC Warangal and worked as Data Architect for 10 Years in the US

Mr. Pratap Vardhan

Pratap Vardhan is Head of Product Engineering at Gramener, where he leads a central team of data scientists and engineers to facilitate and create data-driven solutions for enterprises. He has advised and built data solutions for companies including Deloitte, Airbus, Novartis, GVK, DRL and Govt. of India. Previously, he built data products while working with Bodhtree, GrabOn, and Thomson Reuters.

Ms. Ami Shah

For over a decade and a half, Ami Shah has been involved in the profession of creating brands, managing customer expectations & creating demand for complex solutions. An engineer by training, and a marketer by choice; Shah has worked with B2B and B2C companies across different industry sectors in India and Southeast Asia. Shah is a seasoned professional who has experienced a diverse business environment – she has worked in large organizations, mid-sized businesses and start-ups. Presently, Shah is presently serving the Ministry of I&B as an advisory panel member on the Central Board of Film Certification (CBFC).

Ms. Shreyanka Basu

As a practicing qualitative researcher for over 15 years now Shreyanka has been listening to consumers all across India. Her line of work involves meeting people in their living context, understanding their viewpoints and finding explanations for their attitudes and behaviour. She holds a Master's degree in Communication Management from Symbiosis Pune and has done stints in advertising, content strategy and research in the corporate world. She has honed her research skills at PQR, the qualitative research unit of Kantar IMRB. She is also visiting faculty for consumer & media research at many prestigious media & management institutes including IIM Lucknow, FTII, IMI Delhi, IIMC- Delhi, MDI, Symbiosis, Whistling Woods, NMI and others.

Mr. Mohan Krishnan

Mohan has over twenty-two years of experience in the research and consulting industry. He has advised private and public sector companies, associations, and forums in sectors such as Consumer goods, ICT, Energy, Environment, Logistics, Steel, Automotive and financial services markets. Mohan has contributed several articles and research papers on a wide range of subjects. He is also a regular speaker and a visiting faculty at IIT Bombay, TERI University and IIFT Delhi & Kolkata. He started his career as an engineer in sustainable development. He started his career as an engineer in sustainable development sector at Development Alternatives, worked in consumer research area at IMRB International before moving to head a sister company, Henley Centre, a marketing consulting. He returned to IMRB to head BIRD, a B2B and Technology Consulting unit at Mumbai before moving to Delhi to head Consumer quantitative and Social and Rural research practices. He also headed the, Corporate Communication, CSR and quality improvement function both as an employee and as consultant before starting an NGO in education sector in 2014. He's also in the board of three start-ups: The Peninsula Studios, Peninsula Beverages & Foods, The Peninsula Centre – a think tank in using Geo-located information. In addition, he's a founder director at Centre for Marketing in Emerging Economies, IIM Lucknow.



WHO SHOULD ATTEND

Participations invited from

- Working professionals, in the field of social media and political marketing
- Leaders and representatives in political parties
- Academicians
- Researchers and
- Students

Workshop Fee (per participant): Rs. 15,000/- + GST @18%

Discounts: Kindly note that applicant can avail any one discount category

IIM Alumni Discount	10%
Student Discount(Ph.D./postgraduate)	25%
CMEE Members	15%
MRSI Members	10%
Group Discount	5% + Nomination up to two members

For more details on fee, refer to Registration Form

Mode of Payment:Applicant can chooseany one of following payment options available:

1.) DEMAND DRAFT:

In favor of 'Indian Institute of Management Lucknow - Noida Campus', payable at Noida

DD should be send to (with applicant details) to : Centre for Marketing in Emerging Economies (CMEE), Indian Institute of Management Lucknow- Noida Campus,B-1,Sector - 62, Institutional Area, Noida - 201307

Name	Indian Institute of Management, Lucknow - Noida Campus
Payment Details Banker Name	Axis BankLtd.
Address	B-2 & B-3, Sector-16, Noida 201301
MICR Code	110211004
IFSC code	UTIB0000022
Swift Code	AXISINBB022
Account Type	S/BAccount
Account Number	022010100356060

1.) ONLINE PAYMENT:

<https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D>

LAST DATE OF REGISTRATION: MAY 22nd, 2018

ACCOMODATION

Accommodation at IIM Lucknow – Noida Campus can be availed on a first-cum-first serve and payment basis. Participant should make a prior request to CMEE Office : cmee@iiml.ac.in

Executive Centre (Single Occupancy)	Rs. 2,500/-*	Per Day, Per Room
Executive Centre (On twin-sharing basis)	Rs. 3,000/-*	Per Day, Per Room
Executive Hostel (Single Occupancy) (Non-A/C, Non-Attached Washroom)	Rs. 300/-*	Per Day, Per Room
*plus GST @ 18%. Payment mode: Demand Draft /NEFT/Electronic Transfer For bank account details, kindly refer to the previous page		

Limited rooms available at Hotel Park Ascent Biz.
(Opp. IIM Lucknow-Noida Campus)
For booking contact Mr. Nitin Kumar: Mob. 9999536268

For more information, kindly contact:

CMEE Office

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Prof. Satyabhusan Dash

Chairperson - CMEE,

Phone: 0120-6678486 Mobile: 9971616700 e-mail: satya@iiml.ac.in



SPONSORSHIP OPPORTUNITY FOR TWO WORKSHOPS

GOLD SPONSOR

Amount: INR 2,00,000 +GST

Be the only one to avail this sole sponsorship opportunity. Gold Sponsor will receive highest visibility and attention as our prestigious Workshop Sponsor

Benefits

- Special Speaker slot during Workshop
- Corporate Branding
- Reserved seating of sponsors
- Company/ Industry support to be mentioned in special "Thank you sponsor panel" at the workshop
- 5 Complementary Delegate Passes (for one workshop)
- Opportunity of distribution of corporate literature in Workshop Kit
- Stall at the Workshop Venue (3x6)

SILVER SPONSOR

Amount: INR 1,00,000 +GST

Avail this opportunity to be one of our two silver Sponsors (from different verticals). The silver sponsorship entails your close association with the Workshop.

Benefits

- Special Speaker slot during Workshop
- Corporate Branding
- Reserved seating of sponsors
- Company/ Industry support to be mentioned in special "Thank you sponsor panel" at the workshop
- 3 Complementary Delegate Passes (for one workshop)
- Stall at the Workshop (3x3)

NETWORKING / LUNCH SPONSORSHIP

Amount: INR 50,000 +GST

Avail this opportunity to sponsor any of our Workshop Lunches or a special Networking Dinner.

Benefits

- Corporate Branding on workshop page on IIML Website
- Reserved seating of sponsors
- Company/ Industry support to be mentioned in special "Thank you sponsor panel" at the workshop

SPONSORSHIP CATEGORIES AND BENEFITS

SPONSORSHIP CATEGORY AND BENEFITS	GOLD (x1)	SILVER (X 2)	NETWORKING LUNCH/ DINNER (X 1)
1. Sponsorship Amount (INR)	2 LAKH + GST	1 LAKH + GST	50,000 + GST
2. Corporate Branding on:			
a) Wings of Main Backdrop at Workshop Venue	✓	✓	
b) Workshop Publicity/ Marketing material	✓	✓	
c) Workshop Souvenirs (Notepad)	✓	✓	
d) Workshop page on IIML website	✓	✓	✓
3. Reserved seating of sponsors	✓	✓	✓
4. Distribution of company literature in Delegate Kit	✓	✓	
5. Complementary delegate passes	5 for one workshop	5 for one workshop	2
6. Sit down session at Lunch/ Dinner with Workshop main speakers	5 delegates	3 delegates	4
7. Stall at Workshop Venue (Size)	✓ (3x6)	✓ (3x3)	
8. Special Thank You announcement at the Valedictory session	✓	✓	✓
9. Special speaker's slot during Workshop	✓	✓	

NOTE: THE SPONSORSHIP CATEGORIES ARE OPEN FOR BOTH THE WORKSHOPS

For Further Details on Sponsorship Opportunity: Email us at: cmee@iiml.ac.in

For more information about CMEE, kindly visit : www.iimlcmee.org

About Centre for Marketing In Emerging Economies (CMEE)

Established in 2012, Centre for Marketing in Emerging Economies (CMEE) is a lively resource center for scholars, academicians, marketing research practitioners and corporations from around the world, who have interest in emerging economy markets. CMEE's vision is to be globally recognized Centre for Marketing that studies, understands and educates about consumers, business and public policies towards marketing in Emerging Economies.

Focus Areas of the Center

Research & Publication
Continuous Education Programs
Networking opportunities

Achievements of CMEE

- The center has established collaboration with major emerging market countries' premier business schools, specifically in BRICSIT Countries (Brazil, Russia, China, South Africa, Indonesia and Turkey) as the phase one partners of the Centre.
- The 2012, 2014 and 2017 annual conference organized by CMEE attracted the who's who of the marketing world, with delegates and speakers from over 21 countries assembled, and included a blend of academicians, senior marketing executives, research practitioners, representations from prominent academic journals and media. It also gives budding and emerging scholars to publish in eight established marketing journals.
- A Field Study Report on "Prospects of Coir Products in Uttar Pradesh" was submitted to Coir Board, MSME Ministry in 2016.
- The marketing research handbook titled "Decoding Lucknow: Special Issue on Food" published by CMEE during the year 2014 provides a wealth of detail on food and drinks consumption in Lucknow.
- The marketing research handbook titled "Decoding Lucknow: An Insightful Handbook of Lucknow Consumer" published by CMEE in 2013 presents interesting finding on changing pattern of penetration of consumer durables, food and beverages consumption, household care products, personal care products and media reach.
- CMEE in association with SIMOFEST and MRSI conducted fourteen workshops during 2014- 15, 2015-16 and 2016-17 AY. Around five hundred participants from Industry/ Research agencies and Academia attended these workshops.
- The Centre has become Knowledge Partner to MSME Ministry, Govt. of India.

Address : CMEE, IIM Lucknow (Noida Campus) B-1, Institutional Area,
Sector 62, Noida, Uttar Pradesh - 201307
For details : please visit www.iimlcmee.org

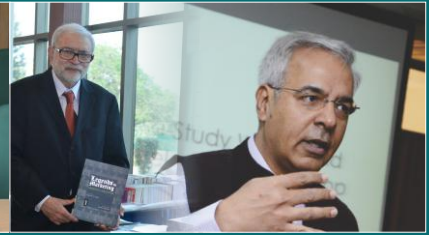
GLIMPSE OF CMEE PAST EVENTS



CMEE flashback 2011-16 release in 2017
Annual conference of EMCB



Case Study Writing and Development Workshop, Jan 2017



Important plenary sessions in 2017 Annual conference



2017 Annual conference Group Photo



Mr. Naveen Gattu in Data Visualization Workshop, April 2016



Prof. Jerry Olson and Mr. Holger E. Metzger in Qualitative
Marketing Research workshop, April 2014



Dr. Laura Oswald in Semiotics Workshop, May



Mr. Vinit Goenka in Data Driven Marketing
workshop, Apr and May,



Prof. Russell Belk in Understanding consumers in
Digital era workshop, Nov 2015



Prof. Naresh Malhotra at the pre-conference
Workshop 2014



Prof. Naresh Malhotra in Teaching Marketing
Research workshop, Nov 2015



Ms. Lucia Laurent -Neve and Mr. Chris Arning in
Semiotic Workshop, Feb 2015

For more information, kindly contact:

CMEE Office : Phone: 0120-6678483 Mob.: 8826280997,9902684144 e-mail : cmee@iiml.ac.in

Prof. Satyabhusan Dash : Phone: 0120-6678486 Mob.:9971616700 e-mail : satya@iiml.ac.in

Website : www.iimlcmee.org, www.iiml.ac.in