**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**,** vCommission0945-1000 hrs: **Leadership Talk** **Patrick Hearron**, Director of Global Sales, TUNE1000-1015 hrs: **Special Address** **Anurag Gupta,** Founder & MD, DGM India1015 -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 Marketing1115-1125 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, GroupM1230-1240 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.com1520-1530 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, Infibeam1740-1750 hrs: Q&A |
| *Conference Ends* |