



THAKUR GLOBAL BUSINESS SCHOOL

(Approved by AICTE & Govt. of Maharashtra)

ISO 21001:2018 Certified



MARKETING CONC AVE 2024



To Register
Scan QR

BEYOND BOUNDARIES

EXPLORING FUTURE TRENDS AND INNOVATION IN
MARKETING

10th February 2024, 09.30 am, Auditorium

C-Block, Thakur Educational Campus, Shyamnarayan Thakur Marg, Kandivali (East), Mumbai-400101



ABOUT TGBS

Thakur Global Business School (TGBS), managed by Zagdu Singh Charitable Trust (ZCT), was established in the year 2020. It is approved by AICTE & Government of Maharashtra. At TGBS, the focus is on holistic learning through enriching academics, industry interaction, innovative teaching methods, experiential learning, global exposure, trainings, self-management, and extra-curricular and co-curricular activities. Impeccable industry engagement and placement opportunities are one of the highlights of TGBS PGDM Programme. With state-of-the-art infrastructure, experienced and innovative teaching faculty, and modern pedagogical techniques, the institute is acquiring a true global status.

ABOUT THE CONCLAVE

Join us in exploring the future of marketing at the TGBS Marketing Conclave – 2024: 'Beyond Boundaries: Exploring Future Trends and Innovation in Marketing'. This unique conclave promises a captivating journey into innovation, featuring invaluable insights from industry leaders. Open to both students and professionals, the event is a gateway to cutting-edge trends that redefine marketing practices. Uncover strategies and tools that will propel us into a realm of boundless possibilities.

Don't miss TGBS Marketing Conclave 2024 – where the future of marketing awaits !

Panel Sub-Themes:

- Technological Transformations: Shaping New Marketing Experiences
- Sustainability and Ethical Marketing Practices
- Agile Marketing: Adapting to Rapid Changes in the Industry
- Neuro-marketing: Decoding the Subconscious Mind of Consumers
- Innovative Campaigns: Lessons from the Most Successful



MARKETING CONC AVE 2024



BEYOND BOUNDARIES

EXPLORING FUTURE TRENDS AND INNOVATION IN
MARKETING

Eminent Speakers



Mr. Vipin Purohit

Ex - Sr. VP-Sales & Marketing, GCL
Ex - Kraft Heinz, Coca-Cola,
CadburyShweppes, Unilever
Keynote Speaker



Mr. Vivek Kapoor

Chief Marketing Officer
Stellar Value Chain
Solutions Pvt. Ltd.
Panelist



Ms. Parul Verma

VP - Marketing & Strategic Growth
Havas Health & You
Panelist



Mr. Abhishek Mehrotra

Creative and Content Head
HT Digital Streams
Panelist



Ms. Jennifer Mulchandani

CXO
Acture Media
Panelist

Moderator - Bhushan Padval, HOD - Marketing TGBS



THAKUR GLOBAL BUSINESS SCHOOL

(Approved by AICTE & Govt. of Maharashtra)

ISO 21001:2018 Certified

MARKETING CONCLAVE 2024

Marketing Conclave 2024 – Itinerary

Thakur Global Business School		
Marketing Conclave 2024		
‘Beyond Boundaries: Exploring Future Trends and Innovation in Marketing’		
Saturday, 10th Feb 2024, 09.30 a.m.		
Timing	Description	Venue
09:30 AM - 10:00 AM	Welcoming the Guests	TGBS Board Room
10:00 AM - 10:10 AM	Inauguration of the Conclave and Lighting of Lamp	Auditorium
10:10 AM - 10:20 AM	Welcome Address by Director, TGBS	Auditorium
10:20 AM - 10:30 AM	Address by Deputy Director, TGBS	Auditorium
10:30 AM - 10:40 AM	Introduction and Felicitation of Keynote Speaker	Auditorium
10:40 AM - 11:20 AM	Keynote Address and Q&A	Auditorium
11:20 AM - 11.25 AM	Vote of Thanks (To Keynote Speaker)	Auditorium
11:25 AM - 11:35 AM	Introduction and Felicitation of Panelists	Auditorium
11:35 AM - 11:40 AM	Panel Discussion opening by Moderator	Auditorium
11:40 AM - 01:00 PM	Panel Discussion and Q&A	Auditorium
01:00 PM - 01.10 PM	Vote of Thanks	Auditorium

C-Block, Thakur Educational Campus, Shyamnarayan Thakur Marg, Kandivali (East), Mumbai-400101