Jio DIGITAL LIFE

IAA WORLD CONGRESS

FEB 20-22, 2019 | KOCHI, INDIA

THREE DAYS THAT COULD CHANGE THE WAY YOU THINK

Speakers specially curated to give you the best of every sphere of communication activity.

Three nights of entertainment extravaganza.

Fascinating fashion shows, boat races, foods, flavors, colors, music and sights orchestrated to create a unique experience like never before.

Savour the symphony for the five senses.

In a place that is positioned as God's Own Country.

After all, we've waited 80 years to welcome you to India for a World Congress.

We've spared no effort.

- A Governing Council Chaired by India's biggest industrialist Mr. Mukesh Ambani, Chairman, Reliance Industries Limited, and studded with some of the biggest industrialists and business leaders in our country.
- Complete involvement of all facets of the communication industry in India.
- Our theme, Brand Dharma. (Dharma is loosely translated from Sanskrit as duty, righteousness and all things good)

In an age where everything and everybody is being positioned as Brand, and the customer is demanding to know if these brands are offering more than just goods and services but a higher purpose, this Congress proposes the simple but profound question, What's Coming Next?

We've got the perfect location, an excellent convention center, stirring content by top speakers, great entertainment on a scale which is huge.

All we need is.....You!

www.iaaworldcongress.org

Brought to you by IAA India:

Started in New York in 1938, the International Advertising Association is a one-of-a-kind strategic partnership which champions the common interests of all the disciplines across the full spectrum of marketing communications - from advertisers to media companies to agencies to direct marketing firms - as well as individual practitioners. Its activities involve professional development of marketing communication practitioners, promoting freedom of commercial speech, mentoring advertising self regulation, protecting consumer interest etc. Further, it accredits formal education programs that prepare students for the global communications industry. IAA at 80 has reinvented itself by giving itself a new logo and a new direction as "Global Compass for Marketing Communications" and is seen as a thought leader.

The IAA World Congress is its marquee event. 43 Congresses have been held in various parts of the globe, the last three being in Washington DC, Moscow and Beijing.

THREE DAYS OF INTELLECTUAL STIMULATION.

Listen to an eclectic mix of world class speakers on topics ranging from spirituality to technology, creativity to choice.



Mukesh Ambani
Chairman, Managing Director, Reliance Industries Limited

Paul Polman
CEO, Unilever

Rajeev Misra
CEO, SoftBank Vision Fund

Shashi Tharoor
Diplomat, Parliamentarian

Sri Sri Ravi Shankar
Spiritual Leader

Steven Mollenkopf
CEO, Qualcomm



Andrew Robertson
President and CEO, BBDO Worldwide

Andrew Keen
Entrepreneur and an Acclaimed Public Speaker

Alexandra Deschamps-Sonsino
Interaction Designer, Product Designer & Entrepreneur

Andre Agassi
Retired Tennis Champion

Byron Sharp
Professor of Marketing Science and Director of Ehrenberg - Bass Institute

Carolyn Everson
Vice President of Global Marketing Solutions, Facebook

Chris Tung
Chief Marketing Officer, Alibaba



Deepika Padukone
Actor & Social Influencer

Hans Paul Burkner
Chairman, Boston Consulting Group

Hod Lipson
Professor of Engineering and Data Science, Columbia University - New York

Jean David
Creative consultant

Jonas Kjellberg
Co-founder of Skype

Lindsay Pattison
Chief Transformation Officer, WPP

Marc Pritchard
Chief Growth & Brand Officer, Procter & Gamble



Michael McQueen
Best Seller Author and Trend Forecaster

Nandan Nilekani
Entrepreneur and Thought Leader

Piyush Pandey
Co-Executive Chairman, National Creative Director, Ogilvy & Mather India

Pranav Mistry
Head of Think Tank Team and Global Vice President Research, Samsung

Rahul Telang
Professor at Carnegie Mellon University

Rahul Welde
Executive Vice President - Digital Marketing Transformation, Unilever



Robot Sophia
Social Humanoid Robot

Rumman Chowdhury
AI Developer, Speaker Accenture Applied Intelligence

Simon Kahn
CMO, Google APAC

Scott Bedbury
Global Branding Consultant

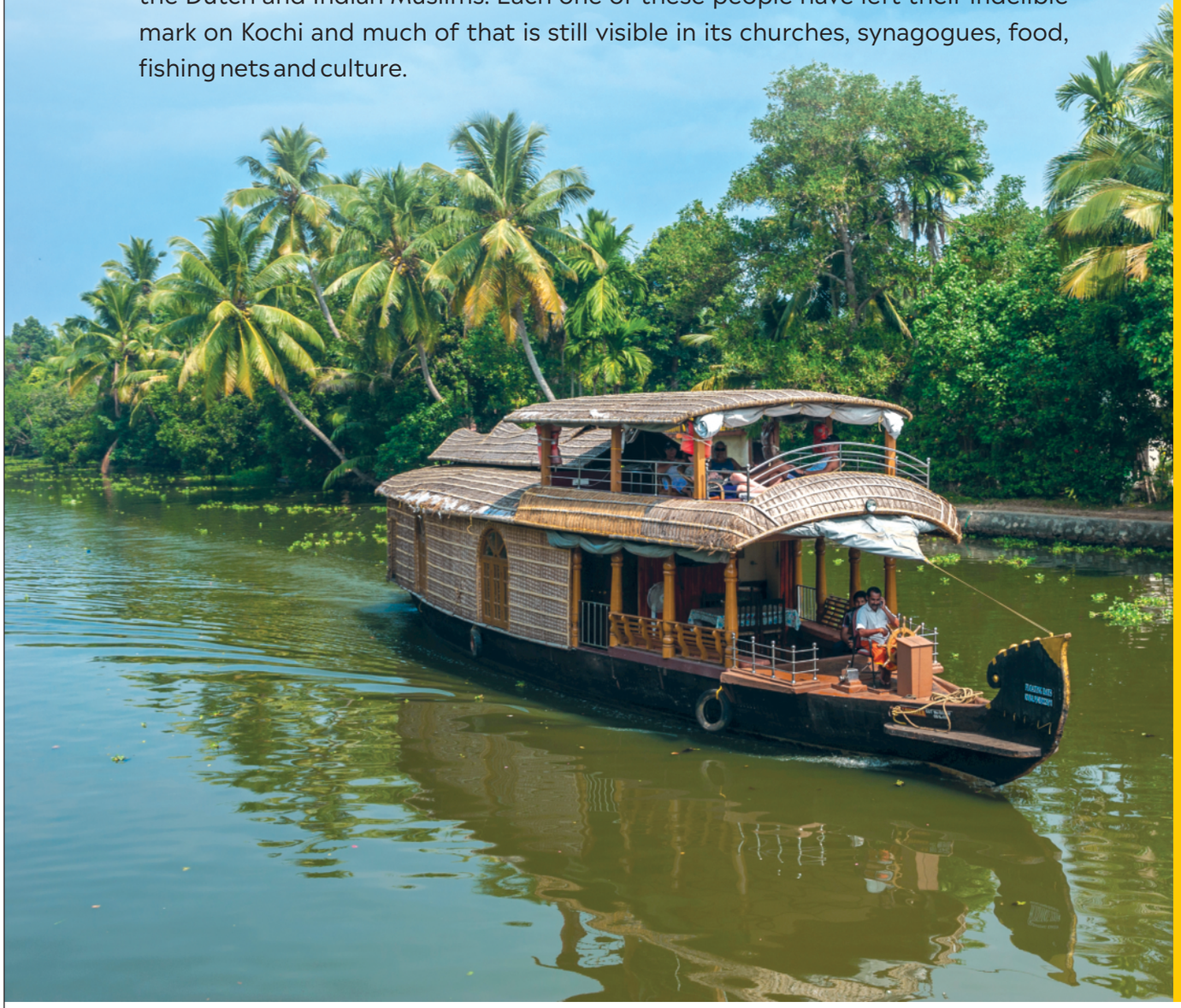
Sheena Iyengar
Sight impaired but visionary expert on power and paradoxes of choice

Tim Reid
Creativity & Innovation Expert

WHERE WILL YOU BE?

Nestled in the Southern tip of India, Kochi is a collection of verdant islands strung together like random emeralds.

For many centuries, as the center of the spice trade, Kochi has been visited by Greeks, Romans, Jews, Arabs and Chinese. And it has been ruled by the Portuguese, the Dutch and Indian Muslims. Each one of these people have left their indelible mark on Kochi and much of that is still visible in its churches, synagogues, food, fishing nets and culture.



Register Now

www.iaaworldcongress.org

For guidance on offline registration
Contact : 9819980202

Hotel options across a wide price range

Pre and Post Congress Tours

Spouse Entertainment Programs

The Global Compass of Marketing Communications

IAAglobal.org

INTERNATIONAL ADVERTISING ASSOCIATION