**Why WMS- International (eWMS)**

Due to COVID 19, it is a difficult and uncertain time for all industries and businesses. Nevertheless, in times of lockdowns and working at home, all of us would like to stay positive and see what opportunities are available.

Businesses face tough decisions from staffing, to postponing meetings and conferences, and dealing with cash flows that are drying up. When businesses have experienced market shocks in the past, their immediate need is to survive and manage cash problems. The second priority is to think ahead on how to create new marketing strategies, innovate new products, build new partnerships or acquire other companies. Chaotic times always produces new marketing and innovative opportunities.

Business people are hungry to hear and think about new ideas. In this connection, the **World Marketing Summit** (WMS) is expanding to address the concerns of businesses all over the world. We call this initiative **WMS International (eWMS),** the online version of WMS. We recognize the need to educate, train and stimulate audiences around the world.

We recognize that in Covid times, we cannot gather in large conventions and meetings as we have done in the past. New challenges require new solutions. eWMS has chosen to innovate an online solution to meet the needs of its customers.

We have invited 60 eminent speakers to share their ideas on the post-Covid business world. This exciting event will take place on November 6 and 7, 2020 in the form of presentations that will start at 00:01am GMT on Nov.6 and finish on 11:59 pm GMT on Nov.7. The program will be available worldwide from Auckland to Los Angeles.

**eWMS Mission:**

Creating a better, more profitable and sustainable world through strategic marketing in critical times.

**Objective:**

In today's critical times, businesses need inspiration, guidance and leadership to proceed into the future. Our 60 presenters are leaders in business, marketing, digital and social media, branding, and all related areas.

**Theme:**

Business leadership and sustainability in critical times

**Topics to be covered:**

Leading in uncertainty, Marketing New Product Development, Innovation, GIG Economy, Design Thinking, ,Pricing, Advertising, Digital Marketing, B2B marketing, , selling disruptions, Consumer Packaged Goods Marketing, Sociopreneurship, e-commerce, Data Management, Services Marketing, Small Business Retailing, Luxury Goods Marketing, High Tech Marketing, Robotics Process Automation ,Subliminal Marketing, Value Creation, Artificial Intelligence ,Selling online, FinTech, Simplifying Startup fund raising, E-Retailing, Digital Transformation, Blockchain,Marketech, Entrepreneurship, Management of Technology, Start-ups marketing, Social Marketing, Health Care Marketing, Online negotiations, Concept Marketing, Internet of Things, ROI, Phronetic Leadership.

**Techniques to be covered:**

Value Creation, Market Segmentation, Targeting and Positioning, New Product Development, Pricing, Advertising, Omnichannel Strategy, Customer Journey Mapping, Digital Marketing, Digital Transformation, Digital Selling, Influencer Marketing, Customer Data Management, Design Thinking & Modeling, New Marketing Technologies, Content Development and Management, Public Relations, Behavioural Analytics, Interconnectedness of Marketing Functions, Winning through innovation.

**Why attend;**

Get ideas and inspiration from Philip Kotler and 59++ other global gurus in critical times. Hear about the major changes in customer behavior in the Post-Covid period. Hear about the best opportunities in the Post-Covid period. Hear about the new laws, public policies and regulations likely to take place. Hear about the growing role of Brand Activism and Sociopreneurship. Hear what mindset must you embrace. What changes must you make? What strategies and tactics can you employ to lead your company through this challenging time to successes?

**Who attends:**

Join The Big Bang by Kotler & Partners-the global community of leaders, thinkers, movers & shakers. We welcome professionals from the private, public, and non-profit sectors. We welcome business leaders, entrepreneurs, social activists, teachers, health workers, retailers, engineers, doctors, lawyers, social workers and students.  We welcome everyone interested in building a sustainable world economy in critical & post critical times.

**Some of learnings:**

-Professionals will learn from the father of modern marketing and partners how to make your best decisions for businesses,

new product development, pricing, advertising, B2Bmarketing, and retailing in uncertain times.

-Professionals will learn how doing good can play an imperative role in business building in chaotic times.

-Professionals will learn e-commerce and to adapt to the new requirements of digitalized world in critical times.

-Professionals will learn how to effectively lead in uncertain times.

-Professionals will learn how to be winners through innovation & marketing in times of crisis.

-Professionals will learn how to successfully negotiate and conduct online meetings in critical times.

-Professionals will learn how to gain confidence through trust building.

-Professionals will learn to spot consumer behaviour changes in uncertain times.

-Entrepreneurs will learn how to create funding in the uncertain situation.

-Start-ups will learn how to do marketing & selling in the uncertain times.

-SMEs will learn how digitalization can successfully transform their businesses

-Attendees not only learn but also receive one credit hours which are internationally acceptable and exchangeable.

-Each attendee will receive certificate of attendance signed by Prof. Kotler & partners
-Attendees will understand the guidance about effective health care due to the impact of any pandemic.

**Date:**

November 6 & 7, 2020

**Timings:**

It will start at 00:01am GMT on Nov.6 and finish on 11:59 pm GMT on Nov.7. Simultaneously we will cover all continents including Middle East. We start the show from Auckland and conclude in Los Angeles.

**Modality:**

Each speaker will deliver online for 30-40 minutes. Any ticket holder of eWMS (world marketing summit international) can attend continuously for 48 hours or can attend at ease, the speakers or topics of his/her choice.

**Confirmed Speakers to-date:**

(60++ speakers will be finally featured in eWMS. Any force majore, speakers may be replaced any time.)

1. Prof. Philip Kotler, Father of Modern marketing and founder of WMS
2. Sadia Kibria, Co-founder of Sociopreneurship and CEO of WMS Group
3. Mauro Porcini- Global Chief Design Officer, Pepsi Cola USA,
4. Prof. David Aaker, Branding guru, USA
5. Prof. Mark Oliver Opresnik, Digital guru, University of Lubeck, Germany
6. Kozo Takaoka, ex. President & CEO, Nestle Japan
7. Hermawan Kartajaya, Founder Mark Plus, Indonesia
8. Prof. Luiz Moutinho, Marktech & Futurecast guru, University of Suffolk, UK
9. Prof. Dominique Turpin, Director Business development IMD, Switzerland
10. Laura Ries, Business & TED speaker, Atlanta USA
11. Milton Kotler, Business speaker and expert on China markets, USA
12. Russ Klein, President, American Marketing Association, USA
13. Prof. Kevin L. Keller, Tuck Business School, USA
14. Irfan Wahab Khan, CEO Telenor, Pakistan
15. Nancy Lee, Social Marketer & co-author of Prof. Kotler, USA
16. Prof. Saad Andleeb, Penn State University, USA
17. Prof. Dominque Hanssens, University of California Los Angeles, USA
18. Howard Tullman, American serial entrepreneur & Venture Capitalist, USA
19. Denis Rothman, AI expert & TED speaker, France
20. Robert Wolcott, Executive Director, TWIN, USA
21. Giuseppe Stigliano- CEO- Wunderman- WPP Italy,
22. Prof. Michael Jacobdies, London business School, UK
23. Ira Kaufman, Founder & Director-Transformation Academy, USA
24. Raul Amigo, Business Speaker, Columbia
25. Prof. Jagdish Sheth, Emory University, USA
26. Nancy Nemes, AI expert & TED speaker, Germany
27. Brain Rotsztein- IT Expert & TED Speaker, Canada
28. Prof. Raj Sisodia, Co-founder & Co-chairman of Conscious Capitalism Inc. USA
29. Angelo Monoriti- Senior Legal Director Ernst& Young, UK
30. Prof. V Kumar, Georgia State University, USA
31. Enrico Foglia, Director Business Development HDRA Italy
32. Prof. Russell Belk, Schulich Business School, University of York, Canada
33. Marshall Goldsmith, Business Educator and Coach, USA
34. Teresa Heath Wareing, TED speaker and Tech expert, UK
35. Prof. David Reibstein, Wharton Business School, USA
36. Prof. Dr. Hermann Simon, Founder HermannSimon Inc. Germany
37. Iwan Setiawan, CEO, Mark Plus, Indonesia
38. Prof. Andres Ibanez, Catholica University, Chile
39. Veronica Civiero, Global Solutions Manager, Facebook, Italy
40. Martha Rogers, Founding partner Peppers & Rogers Group, USA
41. Linden Brown, Business Innovation expert & speaker, Australia
42. Prof. Jeff French, Brighton University Business School, UK
43. Prof. Maria Amata Garito, Rector of Uninettuno University, Italy
44. Dr. Ahmed Tolba, American University in Cairo, Egypt
45. Dr. Haseeb Shabbir, Hull University, UK
46. Gautam Mahajan, President Value Foundation, India
47. Larry Light, ex. Global CMO McDonald Restaurants Inc. USA,
48. Kam Hon Lee, Emeritus Professor of Clinical Marketing, Hong Kong
49. Velimir Srica, Professor of Management & IT, Croatia
50. Prof. Nirmalya Kumar, Singapore management university, Singapore
51. Sekib Avdagic, President of Istanbul Chamber of Commerce, Turkey
52. Bipop Gresta, Founder of Hyperloop, USA
53. Prof. Jennifer Aaker, Stanford Graduate School of Business, USA
54. Tengku Mahaleel, ex. CEO Proton, Malaysia
55. Prof. Fernando Serra, Universidade Nove de Julho, Brazil
56. Aissa Azzouzi, Founder Growth Train Africa, Morocco
57. Tariq Querishy, Founder of Future Readiness, UAE
58. Ivan Ortenzi, Neotenic, AI & Future Thinker, Italy
59. Prof. Bodo Schlegelmilch, Chairman of AMBA, Austria
60. Prof. Sandra Vandermerwe, Imperial college London, UK
61. Michael J. Gelb, author of Mastering the Art of Public Speaking, USA
62. Prof. Yoram Wind, Wharton university of Pennsylvania, USA
63. Prof. Mohanbir Sawhney, Kellogg School of Management, USA
64. Prof. Waldemar Pfortsch, University of Berlin, Germany

**Target Regions/All continents:**

South America

North America

Africa

Europe

Asia & Middle East

**Subtitles:**

Language of delivery is English, subtitles would be available separately via Video on demand in Japanese, Chinese, Spanish, Italian, French, Arabic, Russian and Korean, depending on the number of delegates. We may arrange real time subtitling.

**Proposed Ticket Price:**

1. Smart for Students; $99, include attending eWMS+ e-certificate of attendance and one credit hours
2. CIP for Professionals; $199 include attending eWMS + e- certificate of attendance, one credit hour, access for one months to all the speaker’s video on demand
3. VIP for Professionals; $299  include attending eWMS + e-certificate of attendance, + access for one months to all the speaker’s video on demand, + access to Masterclass\* with final evaluation to get the credit hours,+ e-certificate of Kotler Impact Masterclass attendance and a  **Special gift:** The “eWMS ” 2020 book in Kindle version with the transcription of (some) speakers talks(normal price of book is $69)

**Note;** Early birds discount can be applied on above mentioned prices or whatsoever price you decide.

Masterclass would be on;

1. Leadership by Philip Kotler, USA
2. Sociopreneurship by Sadia Kibria, Canada
3. Artificial Intelligence by Nancy Nemes, Germany
4. Marketech by Luiz Moutinho, UK
5. Sustainability & H2H Marketing by Waldemar Pfortsch, Germany
6. Digital Marketing by Ira Kaufman, USA
7. Robotics Process Automation by Sujay Nair, India
8. Social Media Marketing by Mark Oliver, Germany

**Pricing strategy:**

Each country can propose/adapt its own pricing strategy while following above guidelines. We recommend price should not go below US$60 for students and they need to provide student card copy. However, it is your decision on lower and upper limit of price. whatsoever pricing strategy you plan please share sooner with us so we can incorporate in your contract with us.

**Working Model;**

Kotler Impact and each country’s partner will work on 50:50 basis. Gross revenue will be equally shared among KI and respective partner

**Important Notes;**

1. This is first time in history that such featured speakers will deliver together via online / satellite.
2. You can enroll 1000 to (even) 1 million++ delegates. Only registered participants with login will attend.
3. We aim to reach more than ten million++ live viewers around the world.
4. Please use all 4ps (product, price, promotion and placement) in best possible manner
5. As you respond with comments on this concept paper and your consent, will send contract to you
6. As you sign contract, you could proceed to initiate marketing & sales
7. We will make a test run of technology during August 2020 to avoid any last minute glitch
8. Please enroll participants only from your country. For certificate issuance we need all details of delegate.
9. eWMS can be sold to each & every segment of market in your country.
10. We have 500 minutes of airtime available for sponsors/partners. Please feel free to get them on board
11. Credit hour is as per Bologna Standards Process
12. We also have opportunity for five global sponsors.

**Charity Contribution:**

As our objective is also to support the people in this world in critical times, you can share part of your profits, either towards the families of victims of COVID19 in your country or charity of your choice in your country.

**Any suggestions, recommendations to make WMS International (eWMS) larger than life are most welcome as our paradigm is mutual, “to create a better & sustainable world ”.**