

are proud to announce



 **eWMS**

A **BIG BANG**
BY KOTLER
& **PARTNERS**


**IDEAS FOR CRITICAL
TIMES**

06 — 07

NOVEMBER

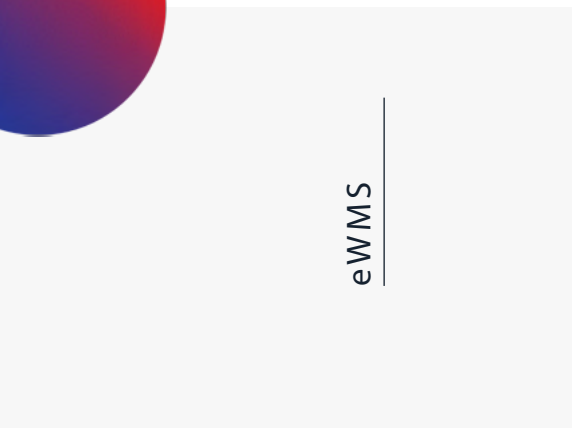

WWW.E-WMS.EU

in collaboration with



eWMS

THE electronic WORLD MARKETING SUMMIT



eWMS

WMS (World Marketing Summit) is founded by Prof. Philip Kotler in 2010 for creating a better world through marketing. On successful completion of 10 years, we are happy to introduce


electronic WMS (eWMS), THE ON-LINE VERSION OF WMS

with 60 world reknown speakers who will deliver in straight 48 hours around the world on Nov.6 & 7, 2020, while targeting millions of marketing, managers, professionals and leaders.



+ 101 COUNTRIES
HAVE JOINED eWMS 2020:

AFGHANISTAN, ARABIA, ARGENTINA, AUSTRALIA, AUSTRIA,
BAHRAIN, BANGLADESH, BOLIVIA, BRAZIL, CAMBODIA, CANADA,
CHILE, CHINA, COLUMBIA, EGYPT, GERMANY, HONG KONG, INDIA,
INDONESIA, IRAN, IRAQ, ITALY, JAPAN, JORDAN, KOREA, KUWAIT,
MALAYSIA, MAURITIUS, MEXICO, MOROCCO, MYANMAR, NEPAL,
OMAN, PAKISTAN, PHILIPPINE, QATAR, RUSSIA, SAUDI ARABIA,
SINGAPORE, SOUTH AFRICA, SRI LANKA, SWITZERLAND, TAIWAN,
THAILAND, TURKEY, UAE, UK, USA, VIETNAM AND MANY OTHERS.



WORLDWIDE 2020



SADIA KIBRIA
Co-founder of Sociopreneurship
and CEO of WMS Group

Today's critical times demand that we all need inspiration, guidance and leadership to proceed in the future. New expectations are being placed on CEOs /CMOs, HR team and culture & marketing in all its forms. Even in critical times, innovation, marketing and trust plays key roles to gain consumer confidence.

Our objective that in these critical times and post critical, is to bring together global leaders in business, marketing, digital & social media, branding, and related professions to discuss how marketing & innovation philosophies and insights can find effective and sustainable solutions to some of the biggest challenges of the contemporary & digitalized world and to reshape, reorganize our cultures, health care system, economies while empowering our citizens to make them well-informed people for a better world.

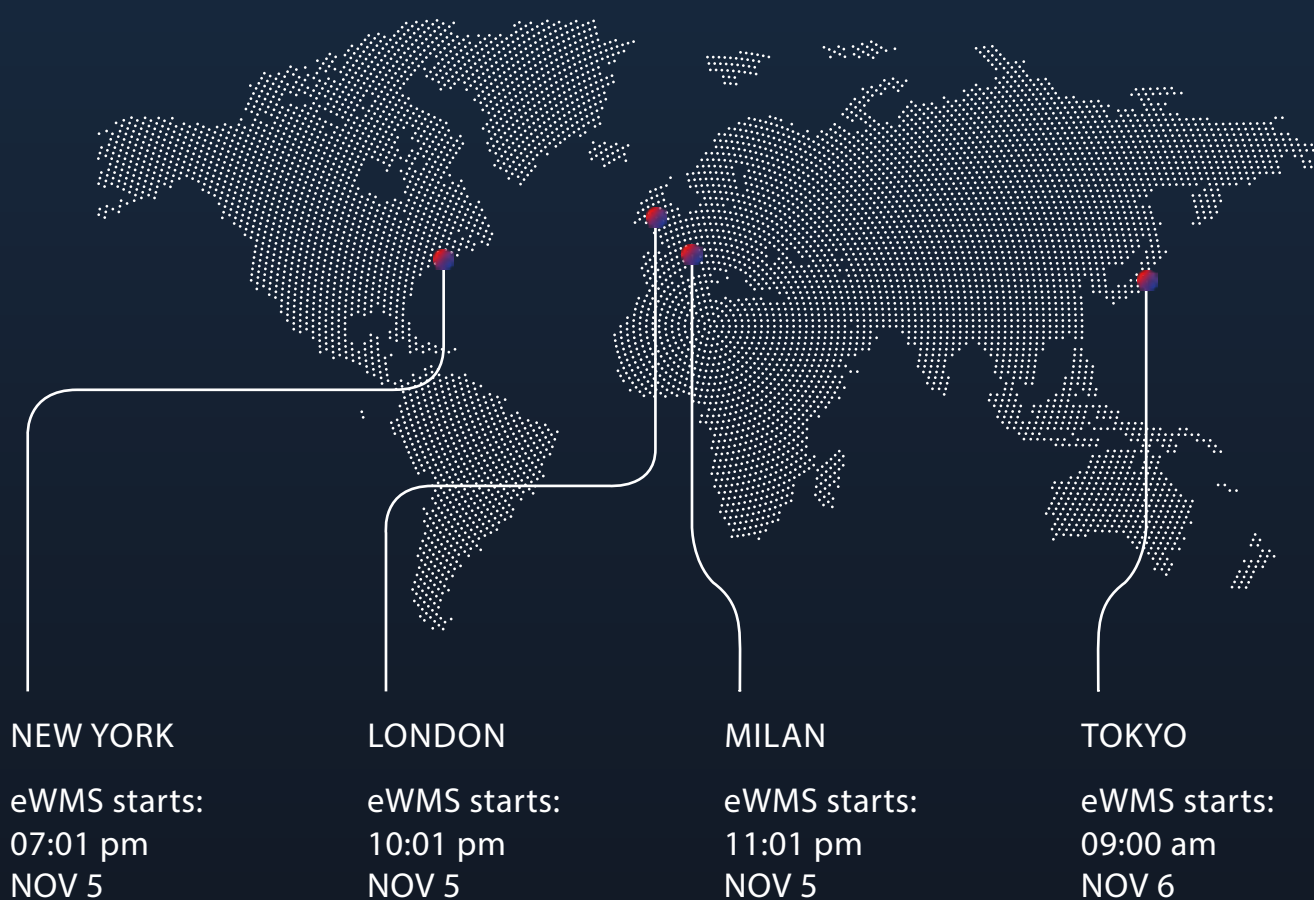


ENRICO FOGLIA
Director Business Development
HDRA Italy and Director Kotler
Impact Europe

The eWMS will start
at 00:01 am GMT on Nov.6
and finish on 11:59 pm GMT
on Nov.7.

Simultaneously we will cover
all continents. We start
the show from Auckland
and conclude in Los Angeles

+60 international speakers
will be featured in eWMS.



AND IT WILL RUN FOR 48 NO-STOP STREAMING

WHY TO ATTEND

An inspiration from Philip Kotler and other global gurus from multiple countries in critical times which is an opportunity to reimagine the sustainable future as the future we had planned must suddenly be rethought due to COVID 19. So, 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 success on the other side. So, join us for these critically important insights



MAURO PORCINI
Global Chief Design Officer,
Pepsi Cola USA

WHY



NANCY NEMES
Google & Microsoft leader
- Author and Speaker

WHY TO ATTEND

at a time when they are needed most. Join the global community and hundred thousand of professionals including leaders, movers & shakers, entrepreneurs, digital experts, and students from all sectors of life & industries for a dialogue for rethinking future for yourself and future generations on this planet as we, "Never Stop" for creating a better world through marketing.

TOPICS



New Product Development

Pricing

Advertising

Digital Marketing

B2B Marketing

Leading in uncertainty selling
disruptions

Consumer Packaged Goods
Marketing

Sociopreneurship

e-commerce

Data Management

Services Marketing

Small Business Retailing

Luxury Goods Marketing

High Tech Marketing

Value Creation

Selling on-line

Simplifying Startup fund raising

E-Retailing

Digital Transformation

Marketch

Entrepreneurship

Management of Technology

Start-ups marketing & selling

Phronetic Marketing

& many more.

TOPICS



eWMS SPEAKERS PANEL

PROF. PHILIP KOTLER

Father of Modern
marketing and founder
of WMS

SADIA KIBRIA

Co-founder
of Sociopreneurship
and CEO of WMS Group

MAURO PORCINI

Global Chief Design
Officer, Pepsi Cola USA

PROF. DAVID AAKER

Branding guru, USA

**PROF. MARK OLIVER
OPRESNIK**

Digital guru, University
of Lubeck, Germany

KOZO TAKAOKA

ex. President & CEO, Nestle
Japan

**HERMAWAN
KARTAJAYA**

Founder Mark Plus,
Indonesia

PROF. LUIZ MOUTINHO

Marktech & Futurecast
guru, University of Suffolk,
UK

**PROF. DOMINIQUE
TURPIN**

Director Business
development IMD,
Switzerland

LAURA RIES

Business & TED speaker,
Atlanta USA

MILTON KOTLER

Business speaker and
expert on China markets,
USA

RUSS KLEIN

President, American
Marketing Association,
USA

PROF. KEVIN L. KELLER

Tuck Business School, USA

IRFAN WAHAB KHAN

CEO Telenor, Pakistan

NANCY LEE

Social Marketer
& co-author of Prof. Kotler,
USA

PROF. SAAD ANDLEEB

Penn State University, USA

**PROF. DOMINIQUE
HANSSENS**

University of California
Los Angeles, USA

HOWARD TULLMAN

American serial
entrepreneur & Venture
Capitalist, USA

DENIS ROTHMAN

AI expert & TED speaker,
France

ROBERT WOLCOTT

Executive Director, TWIN,
USA

GIUSEPPE STIGLIANO

CEO - Wunderman
Thompson - WPP Italy

**PROF. MICHAEL
JACOBIDES**

London business School,
UK

IRA KAUFMAN

Founder & Director-
Transformation Academy,
USA

RAUL AMIGO

Business Speaker,
Columbia

PROF. JAGDISH SHETH

Emory University, USA

NANCY NEMES

AI expert & TED speaker,
Germany

BRIAN ROTSZTEIN

IT Expert & TED Speaker,
Canada

PROF. RAJ SISODIA

Co-founder
& Co-chairman
of Conscious Capitalism
Inc. USA

<p>ANGELO MONORITI</p> <p>Adjunct professor Of Negotiation at LUISS University</p>	<p>PROF. V KUMAR</p> <p>Georgia State University, USA</p>	<p>ENRICO FOGLIA</p> <p>Director Business Development HDRA Italy</p>	<p>PROF. RUSSELL BELK</p> <p>Schulich Business School, University of York, Canada</p>
<p>MARSHALL GOLDSMITH</p> <p>Business Educator and Coach, USA</p>	<p>TERESA HEATH WAREING</p> <p>TED speaker and Tech expert, UK</p>	<p>PROF. DAVID REIBSTEIN</p> <p>Wharton Business School, USA</p>	<p>PROF. DR. HERMANN SIMON</p> <p>Founder HermannSimon Inc. Germany</p>
<p>IWAN SETIAWAN</p> <p>CEO, Mark Plus, Indonesia</p>	<p>PROF. ANDRES IBANEZ</p> <p>Catholica University, Chile</p>	<p>VERONICA CIVIERO</p> <p>Global Solutions Manager, Facebook, Italy</p>	<p>MARTHA ROGERS</p> <p>Founding partner Peppers & Rogers Group, USA</p>
<p>LINDEN BROWN</p> <p>Business Innovation expert & speaker, Australia</p>	<p>PROF. JEFF FRENCH</p> <p>Brighton University Business School, UK</p>	<p>PROF. MARIA AMATA GARITO</p> <p>Rector of Uninettuno University, Italy</p>	<p>DR. AHMED TOLBA</p> <p>American University in Cairo, Egypt</p>
<p>DR. HASEEB SHABIR</p> <p>Hull University, UK</p>	<p>GAUTAM MAHAJAN</p> <p>President Value Foundation, India</p>	<p>LARRY LIGHT</p> <p>ex. Global CMO McDonald Restaurants Inc. USA</p>	<p>KAM HON LEE</p> <p>Emeritus Professor of Clinical Marketing, Hong Kong</p>
<p>VELIMIR SRICA</p> <p>Professor of Management & IT, Croatia</p>	<p>PROF. NIRMALYA KUMAR</p> <p>Singapore management university, Singapore</p>	<p>SEKIB AVDAGIC</p> <p>President of Istanbul Chamber of Commerce, Turkey</p>	<p>BIPOP GRESTA</p> <p>Founder of Hyperloop, USA</p>
<p>PROF. JENNIFER AAKER</p> <p>Stanford Graduate School of Business, USA</p>	<p>TENGKU MAHALEEL</p> <p>ex. CEO Proton, Malaysia</p>	<p>PROF. FERNANDO SERRA</p> <p>Universidade Nove de Julho, Brazil</p>	<p>AISSA AZZOUZI</p> <p>Founder Growth Train Africa, Morocco</p>
<p>TARIQ QUERISHY</p> <p>Founder of Future Readiness, UAE</p>	<p>IVAN ORTENZI</p> <p>Neotenic, AI & Future Thinker, Italy</p>	<p>PROF. BODO SCHLEGELMILCH</p> <p>Chairman of AMBA, Austria</p>	<p>PROF. SANDRA VANDERMERWE</p> <p>Imperial college London, UK</p>
<p>MICHAEL J. GELB</p> <p>Author of Mastering the Art of Public Speaking, USA</p>	<p>PROF. YORAM WIND</p> <p>Wharton university of Pennsylvania, USA</p>	<p>PROF. MOHANBIR SAWHNEY</p> <p>Kellogg School of Management, USA</p>	<p>PROF. WALDEMAR PFORTSCH</p> <p>University of Berlin, Germany</p>



HOME-TAKE

WMS is a unique opportunity to update your theoretical marketing knowledge at the most advanced state of the art, and at the same time to acquire supporting operational tools for the new world business development.

- Professionals will learn from the father of modern marketing and partners how to make your best decisions for businesses, new product development, pricing, advertising, B2B marketing, and retailing in the critical & post critical 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.



HOME-TAKE

- Professionals will learn how to be winners through innovation & marketing in times of crisis.
- Professionals will learn how to successfully negotiate and conduct on-line meetings in critical times.
- Professionals will learn how to gain confidence through trust and doing good.
- Professionals will learn to spot consumer behaviour changes in critical & post critical times.
- Entrepreneurs will learn how to create funding in the critical & post critical situation.
- Start-ups will learn how to do marketing & selling in the critical & post critical situation.
- SMEs will learn how digitalization can successfully transform your businesses.
- Students not only learn but also receive two credit hours which are internationally acceptable and exchangeable.
- Professionals will receive free membership of Kotler Marketers Alumni.
- Each attendee will receive certificate of attendance signed by Prof. Kotler & partners.
- Attendees will understand the guidance about future health care due to the impact of any pandemic.



TICKET

Full access
to eWMS
(Nov 6/7)

E-certificate
of eWMS
attendance

Full access
to eWMS
(Nov 6/7)

E-certificate
of eWMS
attendance

On demand
unlimited access
to all the eWMS
video and contents
(for one month)

"Big Bang Book 2020"
the eBook with eWMS
proceedings (retail
price 60€)

Full access
to eWMS
(Nov 6/7)

E-certificate
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"Big Bang Book 2020"
the eBook with eWMS
proceedings (retail
price 60€)

Access to Kotler
Impact University
- Short Learning
Program
8 lessons course with ECTS
Internationally certified
learning credits

E-certificate
of Kotler Impact
University - Short Learning
Program attendance

(*) For professionals only.

KOTLER IMPACT UNIVERSITY

SHORT LEARNING PROGRAM (SLP)

STARTING FROM

NOV 7 2020

More than ever, the consumers are the centrepiece of the processes of creating value in any worldwide market. And they are everyday more competent, demanding and proactive. They inquire before buying, they know very well the many available alternatives and they do not hesitate to make complaints if dissatisfied the performance of a company or a brand. Mobile and related devices apps, social platforms, devices connected, wearable technology, information-rich environments and big data continuously provide feedback on the consumers behaviours and their choices. These valuable data have to be properly and quickly processed to make the right business choices. But that's not enough: the way the brand is connected to the communities in term of social responsibility, people inclusion, environment, sustainability become another relevant key decision factor for the costumers.

In addition to that, due to COVID 19, it is an even more difficult and uncertain time for all industries and businesses. Chaotic times always produces new marketing and innovative opportunities.

University ticket allows you to access to an exclusive short learning program (SLP) issued by Kotler Impact University, a multidisciplinary educational path made by 8 lessons with the most influential masters in the world.

Participants in the Kotler Impact University SLP will be evaluated by a prestigious scientific committee, which allows you to obtain internationally recognized

academic credits according to the ECTS (European Credit Transfer and Accumulation System) and to bring new value to your curriculum vitae.

NOTE:


Kotler Impact University SLP will be available on demand starting from November 7, 2020.

SHORT LEARNING PROGRAM (SLP) WOULD BE:

- Leadership
by Prof. Philip Kotler, USA
- Sociopreneurship
by Sadia Kibria, Canada
- Artificial Intelligence
by Nancy Nemes, Germany
- Marketch
by Luiz Moutinho, UK
- Sustainability & H2H Marketing
by Waldemar Pfortsch, Germany
- Digital Marketing
by Ira Kaufman, USA
- Robotics Process Automation
by Sujay Nair, India
- Social Media Marketing
by Mark Oliver, Germany

APPROX DURATION OF SLP

06:00 HOURS



Upon the eWMS completion,
any participant will receive
a certificate of attendance
signed by Prof. Philip Kotler
and Uninettuno University.

Kotler
impact Europe

CONTACT

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