

# ADGULLY EVENT CALENDAR 2023

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- **CMO Charcha (CMO Summit 2023) in April/ May (Kolkata)**
- **Leaders SUMMIT & AWARDS – (May 2023 – Virtual Summit)**
- **IMAGEXX SUMMIT & AWARDS – PR & Corporate Communication Event (2<sup>nd</sup> June 2023)**
- **DATAMATIXX SUMMIT & AWARDS - Data,Technology &Programmatic (1<sup>st</sup> week of July 2023)**
- **CMO Charcha (1<sup>st</sup> week of August 2023) - Bangalore**
- **GAMEXX SUMMIT & AWARDS - Gaming Event (4<sup>th</sup> week of August 2023)**
- **MOBEXX SUMMIT & AWARDS- Mobile & App Technology Event (1<sup>st</sup> week of October 2023).**
- **SCREENXX SUMMIT & AWARDS - OTT Event (3<sup>rd</sup> week of November 2023)**
- **CMO Charcha (CMO Summit & Awards 2024 at 2<sup>nd</sup> week of January Gurgaon)**
- **Women Disruptors Summit & Awards – (March 2024)**
- **DIGIXX SUMMIT & AWARDS – (April 2024)**
- **Trending Now - Content Catalogue & Powerful Influencers - Content Catalogue**
- **Adgully Webinars/Round Table/offsite Event (Customize)**

# CMO CHARCHA 2023 - KOLKATA



At “CMO CHARCHA”, Adgully sits down with marketing leaders to discuss their perspective and share insights into strategic priorities for and beyond, trends impacting the ability to engage with their customers.

Adgully is organizing a physical event to get CMO on a single platform to share their views and insight on the topic or theme of the event.

Planning an day long event with specific wishlist of clientele which we could manage and get them on board for a exclusive closed door interaction with your organization.

# CMO CHARCHA



Adgully would organize couple of sessions getting the CMO on a single platform to share their views and insight on the topic or theme of the event.

## **FORMAT:**

- Couple of Panel Discussion and Fireside chat would be the format to go with. The theme/topic can be mutually decided to create content that would be relevant to the TG

## **DELIVERABLES:**

- Branding
- Speaking Slot

## **PROMOTION:**

- Paid targeted campaign on FB.
- Exclusive mailers to be created and send to Adgully subscriber database (126k plus)

# LEADER 2.0 2023 – Virtual Event



## SUMMIT & AWARDS : 2<sup>nd</sup> Edition

Adgully has always been at the forefront of honouring and encouraging our young stars from across various industry verticals. As part of this ongoing process, we are proud to introduce Leader 2.0 Awards where we will honour the young and bright industry leaders.

Leader 2.0 identifies and recognises young leaders under 40, who have exceptionally performed as leaders.

# LEADER 2.0 2023



## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat

## **Stakeholders that will participate in the industry:**

- Advertising Professionals
- CMO
- Corporate Communications Professionals
- PR Professionals
- Leaders from various industry sectors

## **DELIVERABLES:**

- Branding & Speaking Slot

## SUMMIT & AWARDS:

- Adgully has always been at the forefront in valuing and applauding the leaders in the industry who constantly create systems that allow brands to seamlessly communicate at multiple touchpoints.
- IMAGEXX aims to be the biggest celebration of the Communications leaders and professionals across the country. Together, these stalwarts will discuss the trends and create a future roadmap for the industry.
- IMAGEXX will also felicitate leaders and young talent across multiple categories.

# IMAGEXX 2023



## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat

## **PAST PARTNERS:**

Adfactors, Media Mantra, Ruder Finn, Kaizen, 80 DB, The Mavericks, PR Hub, Media Value Works

## **WHO WILL ATTEND:**

- Public / Media Relations Agencies
- Corporate Communication Departments
- Marketing Communication Agencies
- Brand Consultancies
- Media Companies / News Agencies
- Media Management Agencies
- Investor Relations / Stakeholder Management Departments

## **DELIVERABLES:**

- Branding, Speaking Slot and Customisation



# DATAMATIXX – SUMMIT & AWARDS 2023



## SUMMIT & AWARDS:

- As advertising budget continue to flow towards automated buying and selling of ad inventory, brands, agencies, publishers and ad tech vendors need to ensure they are across the industry trends, challenges, and opportunities that underpin the programmatic market.
- This event is for senior-level Programmatic, Marketing, Media, Acquisition, Digital and Advertising executives focused on unlocking the full potential of their programmatic programs.
- DATAMATIXX will also felicitate leaders and young talent across multiple categories

# DATAMATIXX 2023



## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat
- Case Studies

## **TENTATIVE TOPIC OF DISCUSSION:**

- Programmatic advertising trends for 2023
- Cookieless future – Impact on programmatic Advertising

## **WHO WILL ATTEND:**

- CMO / Director of Marketing / Brand Head
- Affiliates / Publishers / Ad Exchanges
- Agency Head / Analysts
- Data Management Platform's
- Content Creators
- CTO, CIO , Programmatic & Performance Marketing Companies

## **DELIVERABLES:**

- Branding, Speaking Slot and Customisation

## SUMMIT & AWARDS:3rd Edition

- GAMEXX 2023 will be the largest gathering of stalwarts from the fast-growing gaming industry that has risen to become a part of the popular culture. The stalwarts, gamers & brands will discuss the opportunities and challenges that lie ahead of the industry at GAMEXX.
- The biggest congregation of the gaming industry will also witness the felicitation of the leading creative strategists, manufacturers, designers, gamers, and brands.

# GAMEXX 2023



## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat
- Case Studies

## **PAST PARTNERS:**

MPL, LEEMA, Zupee, Akamai, InMobi,  
All India Gaming Federation

## **WHO WILL ATTEND:**

- Marketers / Brand Managers
- Developers
- Publishers
- Gamers / Indie Gamers
- Investors Technology Providers/Tech Cos
- Talent Agencies & Influencer Agencies

## **DELIVERABLES:**

- Branding, Speaking Slot and Customisation

## SUMMIT & AWARDS: 7<sup>th</sup> Edition

- The MOBEXX is an endeavour to decode the mobile marketing environment and predict upcoming trends. The day-long event will bring together the most successful mobile and marketing leaders to share their insights and expertise on how they are making mobile their No. 1 priority.
- The leaders will discuss their mobile strategies that have helped them see tremendous growth as well as increase their engagement with consumers.
- MOBEXX Awards are designed to recognise and celebrate excellence in Mobile Marketing & Advertising and seek to set industry-wide benchmark in Mobile engagement.

# MOBEXX 2023



## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat
- Case Studies

## **PAST PARTNERS:**

VOOTRELL, InMobi, Pokkt, Trackier,  
TrueCaller, Glance.

## **WHO WILL ATTEND:**

- Mobile & App Developers
- Technology Company
- Marketers / Brand Managers
- Programmatic Platform
- Payment Gateway
- Game Developers
- Application Platform

## **DELIVERABLES:**

- Branding, Speaking Slot and Customisation

## SUMMIT & AWARDS:4<sup>th</sup> Edition

- Today, the OTT platforms and new-age digital content creators are dictating the future trends for entertainment, storytelling, and content consumption. A massive amount of funds are being pumped into digital content creation owing to an exponential rise in demand.
- Also at SCREENXX, will gather the best minds from the Digital Entertainment Industry to deliberate and understand on what is the future of the industry, the challenges and opportunities that lay ahead, and how new talent can be harnessed.
- SCREENXX also recognize some of the best work and talent in this space.

# SCREENXX 2023



## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat
- Case Studies

## **PAST PARTNERS:**

VOOT, MX Player, InMobi, Sony Liv, PTC

## **WHO WILL ATTEND:**

- OTT Platforms
- Production Houses
- Video Platforms & Content Creators
- Marketers / Advertisers
- Celebrities & Influencer
- Advertising Agencies & Publishers
- Individual Film Makers

## **DELIVERABLES:**

- Branding, Speaking Slot and Customisation



# WOMEN DISRUPTOR 2024



## SUMMIT & AWARDS: 4th Edition

Influential women from advertising and marketing take the centre stage to discuss the burning issue around the stature, growth and opportunities for women in the Indian ad industry.

Be it a copywriter, media planner, agency leader, or a marketing head, women bring a perspective like no one else. Adgully takes a step forward in felicitating women who have made our Media & Advertising industry proud at each and every level.

We are happy to introduce **Women Disruptor Summit and Awards that will identify their work and accomplishments that have made a difference in our industry.**

# WOMEN DISRUPTOR 2024



## FORMAT:

- Keynotes
- Panel Discussions
- Fireside Chat
- Case Studies

## PAST PARTNERS:

ZEE5, Colors, News18 Lokmat, Sony SAB, Sheroes, PRCAl etc...

## SPEAKERS IN PAST EVENT:

- Chandni Shah, Co-founder & COO, Kinnet
- Jasneet Bachal, CMO & Head-CSR, YES BANK
- Preeti Vyas, Chairwoman, Vyas Giannetti Creative
- Radha Radhakrishnan, Global Head - Corporate Communications, Wipro Enterprises
- Suparna Mitra, CEO, Watches & Wearables Division, Titan & Many More

## DELIVERABLES:

- Branding & Speaking Slot

## **SUMMIT & AWARDS: 7<sup>th</sup> Edition**

DIGIXX SUMMIT 2024 is a full-day conference spread across Master Class, Panel Discussions, Keynote Address & Firechat focuses largely on the Digital industry in India. The top industry Stalwarts will present and share their insights and case studies on the new technology and happenings on Digital Trends.

The DIGIXX Awards are designed to recognise and celebrate excellence in Digital Marketing & Advertising. The Awards seek to set industry-wide benchmark in digital engagement. DIGIXX Awards will be a true marker for digital initiatives that are innovative, creative and effective.

## **FORMAT:**

- Keynotes
- Panel Discussions
- Fireside Chat
- Case Studies

## **PASTPARTNERS:**

- Discovery, InMobi, TalkWalker, Times Internet, MoMagic, Vidooly, VOOT , Admattic , Gupshup , Times Network, mobavenue.

## **WHO WILL ATTEND:**

- Digital Marketers
- CEO / Founders
- CMO / Director of Marketing
- Social Media Marketers
- CD / Analysts / UX & UI Designers
- Product Marketers
- Content Creators

## **DELIVERABLES:**

- Branding, Speaking Slot and Customisation

Thank You