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
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.
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.
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.

**NEW YORK**
eWMS starts: 07:01 pm NOV 5

**LONDON**
eWMS starts: 10:01 pm NOV 5

**MILAN**
eWMS starts: 11:01 pm NOV 5

**TOKYO**
eWMS starts: 09:00 am NOV 6

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 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.
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
Marketech
Entrepreneurship
Management of Technology
Start-ups marketing & selling
Phronetic Marketing
& many more.
<table>
<thead>
<tr>
<th><strong>PROF. PHILIP KOTLER</strong></th>
<th><strong>SADIA KIBRIA</strong></th>
<th><strong>MAURO PORCINI</strong></th>
<th><strong>PROF. DAVID AAKER</strong></th>
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</thead>
<tbody>
<tr>
<td>Father of Modern marketing and founder of WMS</td>
<td>Co-founder of Socioentrepreneurship and CEO of WMS Group</td>
<td>Global Chief Design Officer, Pepsi Cola USA</td>
<td>Branding guru, USA</td>
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<tr>
<td><strong>PROF. MARK OLIVER OPRESNIK</strong></td>
<td><strong>KOZO TAKAOKA</strong></td>
<td><strong>HERMAWAN KARTAJAYA</strong></td>
<td><strong>PROF. LUIZ MOUTINHO</strong></td>
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<td>Digital guru, University of Lubeck, Germany</td>
<td>ex. President &amp; CEO, Nestle Japan</td>
<td>Founder Mark Plus, Indonesia</td>
<td>Marktech &amp; Futurecast guru, University of Suffolk, UK</td>
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<tr>
<td><strong>PROF. DOMINIQUE TURPIN</strong></td>
<td><strong>LAURA RIES</strong></td>
<td><strong>MILTON KOTLER</strong></td>
<td><strong>RUSS KLEIN</strong></td>
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<tr>
<td>Director Business development, IMD, Switzerland</td>
<td>Business &amp; TED speaker, Atlanta USA</td>
<td>Business speaker and expert on China markets, USA</td>
<td>President, American Marketing Association, USA</td>
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<tr>
<td><strong>PROF. KEVIN L. KELLER</strong></td>
<td><strong>IRFAN WAHAB KHAN</strong></td>
<td><strong>NANCY LEE</strong></td>
<td><strong>PROF. SAAD ANDLEEB</strong></td>
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<td>Tuck Business School, USA</td>
<td>CEO Telenor, Pakistan</td>
<td>Social Marketer &amp; co-author of Prof. Kotler, USA</td>
<td>Penn State University, USA</td>
</tr>
<tr>
<td><strong>PROF. DOMINIQUE HANSSENS</strong></td>
<td><strong>HOWARD TULLMAN</strong></td>
<td><strong>DENIS ROTHMAN</strong></td>
<td><strong>ROBERT WOLCOTT</strong></td>
</tr>
<tr>
<td>University of California Los Angeles, USA</td>
<td>American serial entrepreneur &amp; Venture Capitalist, USA</td>
<td>AI expert &amp; TED speaker, France</td>
<td>Executive Director, TWIN, USA</td>
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<td><strong>GIUSEPPE STIGLIANO</strong></td>
<td><strong>PROF. MICHAEL JACOBIDES</strong></td>
<td><strong>IRA KAUFMAN</strong></td>
<td><strong>RAUL AMIGO</strong></td>
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<tr>
<td>CEO – Wunderman Thompson – WPP Italy</td>
<td>London business School, UK</td>
<td>Founder &amp; Director-Transformation Academy, USA</td>
<td>Business Speaker, Columbia</td>
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<tr>
<td><strong>PROF. JAGDISH SHETH</strong></td>
<td><strong>NANCY NEMES</strong></td>
<td><strong>BRIAN ROTSZTEIN</strong></td>
<td><strong>PROF. RAJ SISODIA</strong></td>
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<tr>
<td>Emory University, USA</td>
<td>AI expert &amp; TED speaker, Germany</td>
<td>IT Expert &amp; TED Speaker, Canada</td>
<td>Co-founder &amp; Co-chairman of Conscious Capitalism Inc, USA</td>
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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.
● 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.
The eWMS will start at **00:01 am GMT on Nov. 6** and finish on **11:59 pm GMT on Nov. 7**.

The language of the panelist speeches will be in **ENGLISH**. **ITALIAN, SPANISH, JAPANESE AND PORTUGUESE** real-time translation will be available.

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<tr>
<th><strong>STANDARD</strong></th>
<th><strong>BUSINESS</strong></th>
<th><strong>UNIVERSITY</strong>*</th>
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<tr>
<td><strong>Full access</strong> to eWMS (Nov 6/7)</td>
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<td><strong>E-certificate</strong> of eWMS attendance</td>
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<td><strong>On demand unlimited access</strong> to all the eWMS video and contents (for one month)</td>
<td><strong>“Big Bang Book 2020”</strong> the eBook with eWMS proceedings (retail price 60€)</td>
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| | | **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 |

| **€99 + IVA** | **€199 + IVA** | **€299 + IVA** |

(•) For professionals only.

ECTS will be released after each student internationally recognized verification process.
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

- **Marketech**
  by Luiz Moutinho, UK

- **Sustainability & H2H Marketing**
  by Waldemar Pfotsch, 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.

CONTACT
www.kotlerimpact.eu
www.e-wms.eu