

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



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

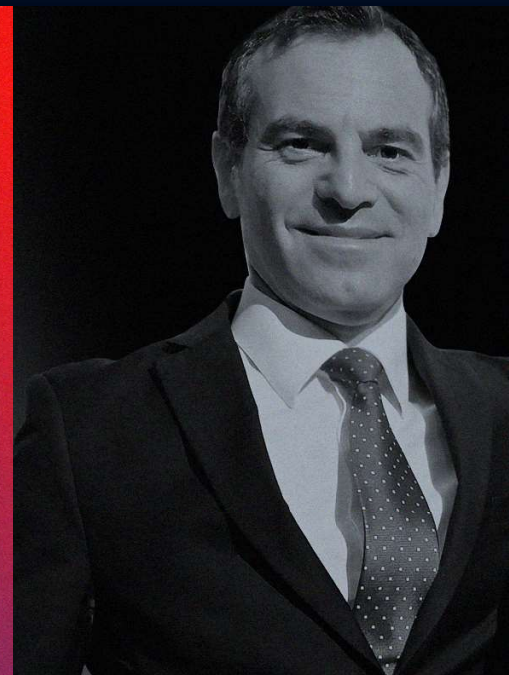


SADIA KIBRIA

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.



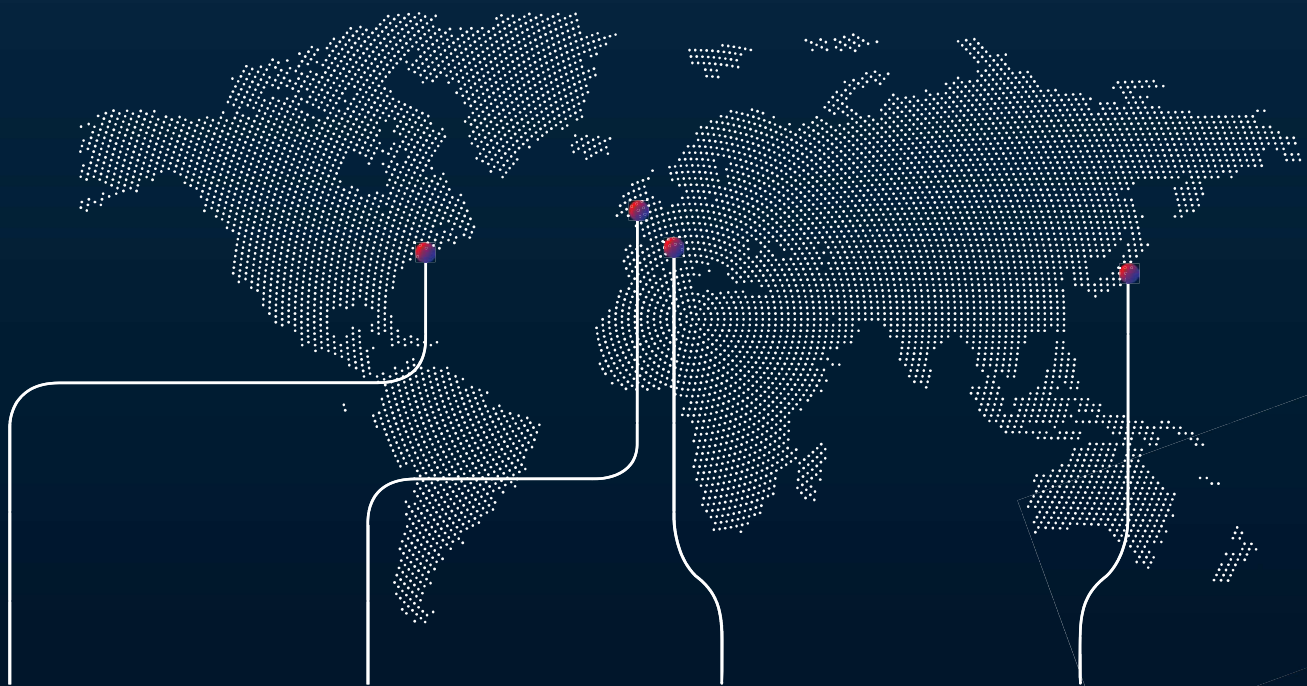
ENRICO FOGLIA

Director Business Development
HDRA Italy and Director Kotler
Impact Europe

WORLDWIDE 2020

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



MAURO PORCINI

Global Chief Design Officer,
Pepsi Cola USA



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



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.

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 HANSENS

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 ROTZSTEIN

IT Expert & TED Speaker, Canada

PROF. RAJ SISODIA

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

ANGELO MONORITI

Adjunct professor
Of Negotiation at LUISS
University

PROF. V KUMAR

Georgia State University,
USA

ENRICO FOGLIA

Director Business
Development HDRA Italy

PROF. RUSSELL BELK

Schulich Business School,
University of York, Canada

MARSHALL GOLDSMITH

Business Educator and
Coach, USA

**TERESA HEATH
WAREING**

TED speaker and Tech
expert, UK

PROF. DAVID REIBSTEIN

Wharton Business School,
USA

**PROF. DR. HERMANN
SIMON**

Founder HermannSimon
Inc. Germany

IWAN SETIAWAN

CEO, Mark Plus, Indonesia

PROF. ANDRES IBANEZ

Catholica University, Chile

VERONICA CIVIERO

Global Solutions Manager,
Facebook, Italy

MARTHA ROGERS

Founding partner Peppers
& Rogers Group, USA

LINDEN BROWN

Business Innovation expert
& speaker, Australia

PROF. JEFF FRENCH

Brighton University
Business School, UK

**PROF. MARIA AMATA
GARITO**

Rector of Uninettuno
University, Italy

DR. AHMED TOLBA

American University
in Cairo, Egypt

DR. HASEEB SHABIR

Hull University, UK

GAUTAM MAHAJAN

President Value
Foundation, India

LARRY LIGHT

ex. Global CMO McDonald
Restaurants Inc. USA

KAM HON LEE

Emeritus Professor
of Clinical Marketing,
Hong Kong

VELIMIR SRICA

Professor of Management
& IT, Croatia

**PROF. NIRMALYA
KUMAR**

Singapore management
university, Singapore

SEKIB AVDAGIC

President of Istanbul
Chamber of Commerce,
Turkey

BIPOP GRESTA

Founder of Hyperloop, USA

PROF. JENNIFER AAKER

Stanford Graduate School
of Business, USA

TENGKU MAHALEEL

ex. CEO Proton, Malaysia

**PROF. FERNANDO
SERRA**

Universidade Nove
de Julho, Brazil

AISSA AZZOUZI

Founder Growth Train
Africa, Morocco

TARIQ QUERISHY

Founder of Future
Readiness, UAE

IVAN ORTENZI

Neotenic, AI & Future
Thinker, Italy

**PROF. BODO
SCHLEGELMILCH**

Chairman of AMBA, Austria

**PROF. SANDRA
VANDERMERWE**

Imperial college London,
UK

MICHAEL J. GELB

Author of Mastering the
Art of Public Speaking, USA

PROF. YORAM WIND

Wharton university
of Pennsylvania, USA

**PROF. MOHANBIR
SAWHNEY**

Kellogg School
of Management, USA

**PROF. WALDEMAR
PFORTSCH**

University of Berlin,
Germany

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.



PROGRAM AND SERVICES

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.

TICKET

STANDARD

Full access

to eWMS
(Nov 6/7)

E-certificate

of eWMS
attendance

€99 + IVA

BUSINESS

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€)

€199 + IVA

UNIVERSITY*

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€)

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

€299 + IVA

(*) 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

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

CECON