



**ewms**  
**IDEAS FOR**  
**CRITICAL  
TIMES**

**A BIG BANG  
BY KOTLER  
& PARTNERS**

*electronic*  
**World Marketing Summit**  
**06 — 07**  
*November 2020*

Under The Theme:

**“Business leadership and sustainability in critical times”**

*electronic*  
**WORLD MARKETING  
SUMMIT**

eWMS

**WORLD<sup>®</sup>  
MARKETING  
SUMMIT**  
Better world through marketing

**eWMS  
MENA**



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, Human Resources team, culture and marketing in all its forms. Even in critical times, innovation, marketing and trust plays key roles to gain consumer confidence.

**Professor PHILIP KOTLER**

Father of Modern marketing  
and founder of WMS

With the collective wisdom and insight of some of the best minds in the business world, the e-WMS comes as a lighting beacon that leads into the promising future from the treacherous waters of COVID-19. World. Whether you are a business leader, an entrepreneur, a student or a consummate professional, this summit will provide you a powerful prediction of the future and a prudent grasp on how to shape it

**Dr. ABDULHAI MEGDAD**

CHAIRMAN OF MEGA GROUP  
MENA Business Partner



# Overview

- **The World Marketing Summit (WMS)** is an independent global organization, headquartered in Toronto, Canada, committed to "**Creating a Better World through Marketing**", was founded in 2010 by **professor Philip Kotler** "Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University"; It aims to initiate global movements through marketing strategies that change human behavior leading to a positive impact on society and living for future generations.
- **Kotler group and partners** have been organizing an annual **World Marketing Summit (WMS)** since 2010, that aims to bring global experts to discuss the most pressing issues faced by the world, including marketing, business and economics impacting the society, health and the environment.
- 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 **electronic WMS (eWMS)**. We recognize the need to educate, train and stimulate audiences around the world.

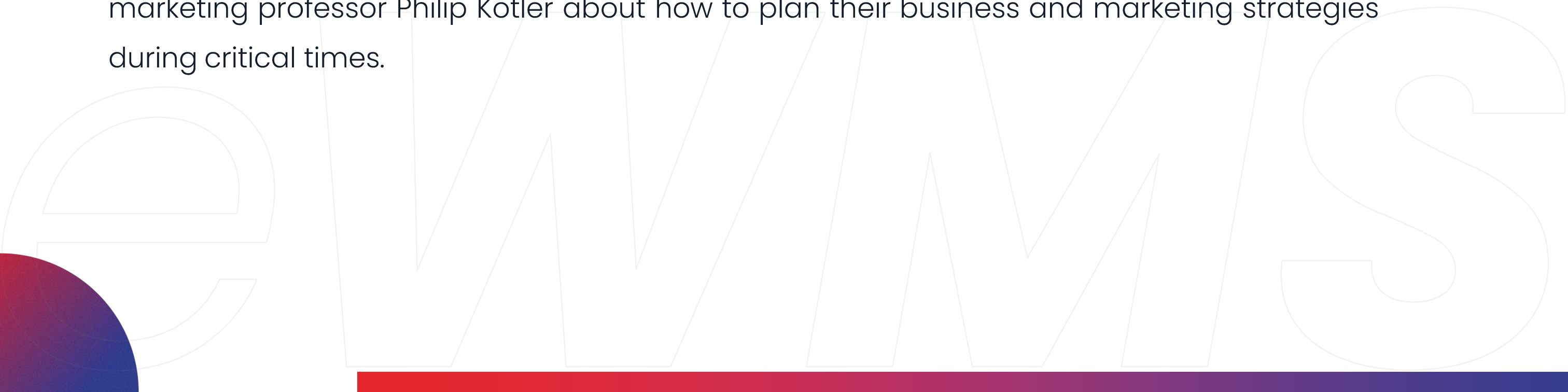
**eWMS has been designed to offer the answers to create a better, more profitable and sustainable world in critical times.**

## **The “electronic World Marketing Summit – eWMS”**

On successful World Marketing Summit (WMS) completion of 10 years, Kotler is introducing the online version of WMS "The Electronic World Marketing Summit eWMS"; with more than 100 world speakers who will be online in straight 48 hours around the world on 6 & 7 of November 2020, they discuss with worldwide audiences a variety of topics/fields related to how to develop and implement effective/efficient business and marketing strategies and tactics to face the after the COVID 19 challenges, while targeting millions of marketing experts, managers, professionals and leaders.

eWMS will cover all continents, starting from Auckland and conclude in Los Angeles including the Middle East & North Africa "MENA" countries under the theme of "Business leadership and sustainability in critical times".

eWMS It has been designed to offer the answers to create a better, more profitable and sustainable world in critical times. eWMS is a great opportunity for business and marketing leaders to listen to worldwide business and marketing strategists lead by the father of marketing professor Philip Kotler about how to plan their business and marketing strategies during critical times.



# Objectives of eWMS

**eWMS** objectives in these critical times and post-critical, are to:

- Bring together global leaders in business, marketing, digital & social media, branding, and related profession
- Discuss how marketing & innovation philosophies and insights can find effective and sustainable solutions to some of the biggest challenges of the contemporary & digitalized world
- To reshape, reorganize our cultures, systems, economies while empowering our citizens to make them well-informed people for a better world

## WHY TO ATTEND

**eWMS** is a source of global knowledge related to business and marketing leadership during critical times.

- eWMS provides 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.
- More than 60 top management leaders & marketing positions speakers having long experience within leading multinationals worldwide will share their expertise with eWMS audiences.
- eWMS is an opportunity to join the global business & marketing communities and hundred thousand of professionals including leaders, movers & shakers, entrepreneurs, digital experts, and students from all sectors of life & industries for dialogue for rethinking future for yourself and future generations on this planet as we, "Never Stop" for creating a better world through marketing.
- Professor Philip Kotler (Father of Modern marketing and founder of WMS) will share his views and expertise on how to manage the current issues due to COVID 19 impact on businesses worldwide and how to develop business & marketing strategies after the end of COVID 19.



# Topics

**A wide variety of topics delivered by more than 100 eminent speakers to share their ideas on the post-Covid business world.**

- Leading in uncertainty selling disruptions
- Sociopreneurship
- Consumer Packaged Goods Marketing
- Start-ups marketing & selling
- New Product Development
- Services Marketing
- Data Management
- High Tech Marketing
- Management of Technology
- Simplifying Startup fund raising
- Digital Transformation
- Phronetic Marketing
- Luxury Goods Marketing
- Digital Marketing
- Small Business Retailing
- Entrepreneurship
- Selling on-line
- Marketech
- B2B Marketing
- e-commerce
- E-Retailing
- Value Creation



# TOPICS

# KEYNOTE SPEAKERS



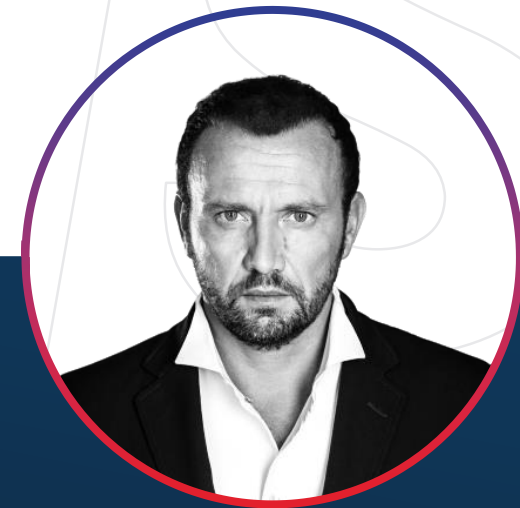
**PROFESSOR PHILIP KOTLER**

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

**eWMS it is held with the participation of an elite of global experts, scholars and pioneers of business and marketing in presence of top figures from all countries the world**



**MARSHALL GOLDSMITH**

Business Educator and Coach USA



**DR. OBAID ALABDALI**

Expert on Consumer Dynamics Saudi Arabia



**PROF. MARK OLIVER**

Digital guru, University of Lubeck Germany



**PROF. DAVID AAKER**

Branding guru USA



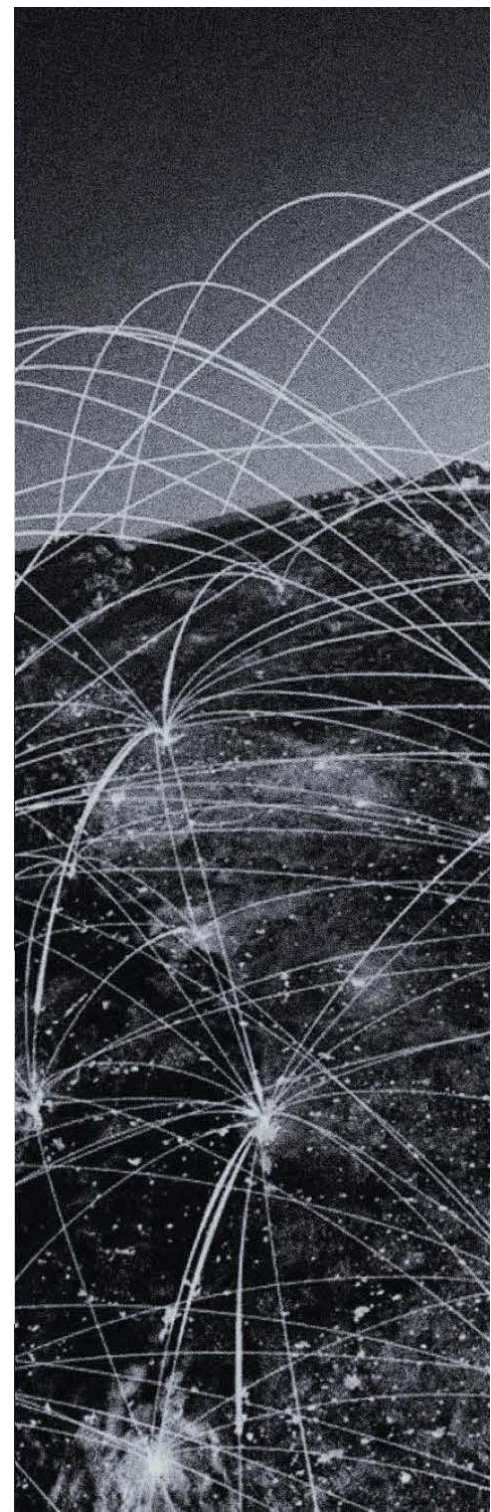
**LAURA RIES**

Business & TED speaker Atlanta USA



**RUSS KLEIN**

President, American Marketing Association, USA





# Some of the global experts speaking at the conference



**KOHZO TAKAOKA**

ex. President & CEO, Nestle  
Japan



**DR. ABDULHAI**

Chairman  
MEGA Group Consulting, Training  
Saudi Arabia



**PROF. KEVIN L. KELLER**

Tuck Business School  
USA



**PROF. DOMINIQUE TURPIN**

Director Business  
development IMD, Switzerland



**PROF. JEFF FRENCH**

Brighton University Business School  
UK



**VERONICA CIVIERO**

Global Solutions Manager,  
Facebook, Italy



**LARRY LIGHT**

ex. Global CMO McDonald  
Restaurants Inc. USA



**DR. KHALID AL RAJHI**

Vice Chairman  
Al Rajhi Holding Group  
Saudi Arabia



**Dr. Mohammad hathut**

Marketing Consultant & Columnist  
Saudi Arabia



**PROF. DAVID REIBSTEIN**

Wharton Business School  
USA



**MICHAEL J. GELB**

Author of Mastering the Art of  
Public Speaking, USA




**ROBERT WOLCOTT**

Executive Director, TWIN  
USA

**& MORE EXPERTS**

# Home Take Value

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. Every delegate will take home from attending/participating at eWMS the followings:

- 
- Professionals will learn from the father of modern marketing and partners how to make your best marketing strategy and mix decisions for businesses, in the critical & post critical times.
  - Professionals will learn e-commerce and to adapt to the new requirements of digitalized world in critical 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 to spot consumer behavior 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.

**Upon the eWMS completion, participants will receive a certificate of attendance signed by Professor Philip Kotler and Uninettuno (Italy) University**

Home Take

# Kotler Impact Master Class

"ON DEMAND FOR THE VIP PARTECIPANT"

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.

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"**



## MASTERCLASS WOULD BE ON:



### Leadership

Prof. Philip Kotler  
USA



### Marketech

Luiz Moutinho  
UK



### Sociopreneurship

Sadia Kibria  
Canada



### Artificial Intelligence

Nancy Nemes  
Germany



### Social Media Marketing

Mark Oliver  
Germany



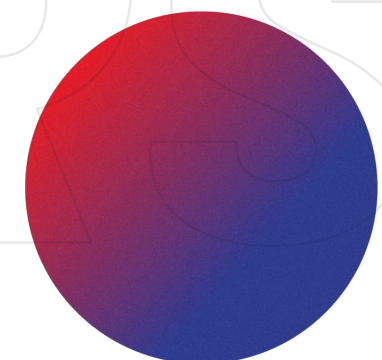
### Digital Marketing

Ira Kaufman  
USA



### Sustainability

Dr. Haseeb Shabbir  
UK



# WORLD<sup>®</sup> MARKETING SUMMIT

Better world through marketing



## Global Sponsors

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## MENA Partners



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