

BRAND MAGIC SUMMIT 2020

DATE: 16th April, 2020

VENUE: Trianon Convention Centre, TRIANON

TIME: 09:00 -17:30



PROVISIONAL AGENDA

8:15 - 9:00	Registration / Refreshments
9:00 - 9:05	Welcome Address - Ravin Lama, Chairman, Organising Committee, Brand Magic Summit 2020
9:05 - 9:10	Address by the Chief Guest -
9:10 - 9:15	Launch of The Brand Book 2020
9:15 - 10:00	Challenger Thinking is How Brands Drive Future Growth - David Blyth, Founder Delta Victor Bravo® and AME Partner for eatbigfish
10:00 - 10:45	Story Hunting: 2020 - Lizi Hamer, Story Hunter and Regional Creative Director, Octagon
10:45 - 11:15	TEA/COFFEE BREAK
11:15 - 12:00	Sweet Spot Moment - Geet Rathi, Creative Design Director, TBWA, India
12:00 - 12:45	Building 21st Century Brands: Innovative Ways to Win in the Modern Marketing Environment - Michael Chadwick, Founder & CEO, SOURCE
12:45 - 13:45	LUNCH BREAK
13:45 - 14:30	Growing Your Business with LinkedIn - Rylan Holey, Senior Partner Manager, LinkedIn
14:30 - 15:15	Building Brands at Speed - Angela Koch: Chief Ideas Facilitator, Invitro Innovation
15:15 - 15:45	Future of Branding in Mauritius: Legal Implications - Guest Speakers
15:45 – 16:00	Closing Remarks -
16:00 – 16:30	TEA/COFFEE BREAK
16:30 – 17:25	Top Brands of Mauritius Awards Ceremony Presentation Award Giving
17:25 – 17:30	Vote of Thanks -
18:00 - 20:00	Networking Cocktails