



**1<sup>st</sup> Regional Management Conclave  
Leadership For Growth  
3<sup>rd</sup> August 2017 : Hotel Le Royal Meridien, Chennai**

**CONCLAVE AGENDA**

<b>0900 hrs onwards</b>	<b>Registration and Networking Tea/Coffee</b>
<b>0930 hrs - 1030 hrs</b>	<b>Inaugural Session</b>
<b>Introductory Remarks</b>	<b>Rekha Sethi</b> Director General All India Management Association
<b>Conclave Chairman Address</b>	<b>Preetha Reddy</b> Conclave Chairman, Executive Vice Chairperson Apollo Hospitals Enterprise Limited & Past President, All India Management Association
<b>Special Address</b>	<b>Sunil Kant Munjal</b> President, All India Management Association & Chairman, The Hero Enterprise
<b>Keynote Address</b>	<b>Prathap C Reddy</b> Founder & Chairman Apollo Hospitals Group
<b>Concluding Remarks</b>	<b>Kavitha D Chitturi</b> President, Madras Management Association, Joint Managing Director, The KCP Ltd
<b>1030 hrs - 1100 hrs</b>	<b>Networking Tea Break</b>

**1100 hrs - 1215 hrs**  
**Plenary Session 1**

**Relearning Marketing: Creating Brands, Digitally**

*Traditional marketing is becoming a misfit in the new digital world. While the fundamentals of branding and demand creation will stay, the approaches and strategies must change. In a realm where brands are challenged by extreme fragmentation of media, proliferation of market platforms and anarchic social media, the marketers must find ways to project and protect the distinct values of brands, coherently and effectively.*

**Chairman**

**Ambi M G Parameswaran**

Brand Strategist and Founder of Brand-Building.com

**Speakers**

**D Shivakumar**

Chairman & CEO, India Region, PepsiCo India Holdings Pvt. Ltd &  
Past President, All India Management Association

**Santosh Desai**

Managing Director & CEO  
Future Brands Ltd

**S K Swamy**

Chairman and Managing Director  
R K Swamy BBDO Ltd & Past President, All India Management Association

**Interaction with Audience**

**1215 hrs - 1330 hrs**  
**Plenary Session 2**

**Who's Afraid of Tech: Skilling for Automation**

*There is much hype about technology killing jobs and disrupting industries. Rapid advances in robotics, machine learning, artificial intelligence etc are expected to replace people with machines in all kind of jobs, including those that require high cognitive skills. While it is certain that the repetitive jobs will be automated, it is also certain that people will be needed to make, train, manage, maintain and upgrade machines. Therefore, it is critical to replace the old skills and roles with new ones that allow people and machines to work together.*

**Chairman**

**Srivats Ram**

Managing Director, Wheels India Ltd

**Speakers**

**Sunil Kant Munjal**

President, AIMA and Chairman, The Hero Enterprise

**Pramod Bhasin**

Chairman, Clix Capital and Founder, Genpact Ltd

**Bala V Balachandran**

J L Kellogg Distinguished Professor  
Northwestern University, USA &  
Founder, Dean & Chairman, Great Lakes Institute of Management, India

**Interaction with Audience**

**1330 hrs - 1415 hrs**

**Lunch**

1415 hrs - 1530 hrs

**Plenary Session 3**

**The Impatient Patient: Healthcare in the Information Age**

*Consumerization of healthcare is gaining momentum. Wearable and connected sensors are allowing patients to monitor their health and fitness and access their doctors on the go. Apps are allowing patients to crosscheck the diagnosis and prescriptions provided by doctors. Simultaneously, IT companies are turning diagnosis and treatment into a data analytics task. Hospitals need to raise their game and use digital tools and skills to provide a better healthcare experience to the informed patients.*

**Chairman**

**Raju Venkataraman**

Managing Director and CEO

Medall Healthcare

**Speakers**

**Suneeta Reddy\***

Managing Director

Apollo Hospitals Enterprise Limited

**Rajesh Jeganathan**

Managing Director

Billroth Hospitals

**Om Manchanda**

Chief Executive Officer

Dr Lal PathLabs Ltd

**Interaction with Audience**

1530 hrs - 1630 hrs

**Plenary Session 4**

**Plucking the Right Strings: Leading through Music**

*Business Leaders can learn a lot about leadership from music and improve their performance by infusing elements of music in their thinking. Music exemplifies that even the most gifted individuals have to team up with others to achieve anything. Music teaches leaders that diversity of the team is the key to creating anything meaningful and that each team member is critical to the outcome whatever the role or level. Creative freedom to improvise within the defined role is another key takeaway from music. The most important leadership element in music is that the leaders have to make the team members look better than are, just as the team members make the leaders look better than they are.*

**Chairman**

**Preetha Reddy**

Conclave Chairman

Executive Vice Chairperson Apollo Hospitals Enterprise Limited &

Past President, All India Management Association

**Speakers**

**Ustad Amjad Ali Khan**

Sarod Maestro

**Subhalakshmi Khan**

Bharatanatyam Exponent

**Amaan Ali Bangash & Ayaan Ali Bangash**

Sarod Masters & Composers

**Interaction with Audience**

1630 hrs

**Conclave Concludes**

\*Indicates to be confirmed.