

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

5th Social & Digital Retreat

A Digital World
The Consumer Wins,
The Middleman Struggles



SPECIALLY CURATED
HALF-DAY WORKSHOP
ON METAVERSE BY
MICROSOFT

21st – 23rd August, 2022
Taj Resort & Convention Centre, Panaji, Goa

Speakers

Retreat Chairperson



Rohit Dadwal
Managing Director - Asia Pacific
MMA Global



Shiv Shivakumar
Group Executive President,
Corporate Strategy & Business
Development, Aditya Birla Group



Anusha Shetty
Chairperson and Group CEO
Grey & AutumnGrey



Pankaj Rai
Group Chief Data and Analytics
Officer, Aditya Birla Management
Corporation Pvt Ltd



Bhaskar Ramesh
Director, Omnichannel Solutions
Google India



Suhail Ghai
Chief Digital & Information Officer
Max Life Insurance Company Ltd



Radhika Sridharan
Partner, Bain & Company



Sandeep Alur
Director, Microsoft
Technology Centre
Microsoft







About AIMA

The All India Management Association (AIMA) is the apex body for management in India with over 38000 members and close to 6000 corporate /institutional members through 67 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organization. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

Retreat Background

The digital business universe is expanding and it is becoming more complex. The metaverse is on its way and marketers need to understand the commercial potential of a parallel digital universe with nearly unlimited possibilities of creativity and innovation. The retreat brings you a half-day workshop on metaverse conducted by Microsoft to help you grasp the immense opportunities of the metaverse economy. The retreat also offers you an opportunity to appreciate the potential of and strategies for social commerce, which is beginning to boom as social networks are becoming more influential in online shopping. It is also an opportunity to explore new business models for the rapidly evolving digital commerce and to learn the ways to build any business at scale using digital technologies.

Key Highlights

			
Specially Curated Half-Day Workshop on Metaverse	Digital Based Social Commerce	Online Business Models	Building Scale Digitally

Methodology

The Retreat will be conducted in an experience sharing mode and the learning experience will be very intensive and interactive, encouraging high level of active participation and interaction by the delegates.

Participation Fee

Delegate Fee is ₹ 1,25,000 + 18% GST per participant

Early Bird Discount of ₹ 10,000 per participant for registrations received along with fee till 25th June, 2022.

Group Discount of ₹ 5,000 per participant is applicable on 3 or more nominations from the same organisation

1. The registration fee includes the course fee, study material, cost of accommodation from 21 -23 August, 2022 (02nights), breakfast, lunches, dinners as per itinerary.
2. The registration fee does not include Airfare, Airport Taxes, Airport Transfers, Personal Expenses such as Telephone Calls, laundry, Soft/hard drinks, use of mini bar, Additional / extended stay, etc.

For online registration, please visit www.aima.in

For further details and to register, please contact
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