



Kammavari Sangham (R), 1952

# K. S. School of Engineering and Management

Approved by AICTE-1-5279601, New Delhi; Affiliated to VTU, Belagavi

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## Department of MBA

**Event name:** Marketing Conclave

**Topic:** Innovative Marketing Strategies For Competitive Advantage

**Date:** Saturday, 10<sup>th</sup> August 2024

**Time:** 9:00 am – 1:15 pm

**Targeted audience:** II & IV Semester MBA Students, Batch – 2022-24 & 2023-2025

**Venue:** KSSA, Seminar Hall

**Event Co-ordinators:** Prof. Arundathi KL & Prof. Niraja S Patil

### Invitation:

**KAMMAVARI SANGHAM(R),1952**  
**K.S.SCHOOL OF ENGINEERING AND MANAGEMENT**  
  
**DEPARTMENT OF MBA**  
IN ASSOCIATION WITH  
**K. S. RESEARCH & INNOVATION FOUNDATION**  
The Management, Principal, Staff & Students Solicit your gracious presence for the  
**MARKETING CONCLAVE – 2024**  
INNOVATIVE MARKETING STRATEGIES FOR COMPETITIVE ADVANTAGE  
FOLLOWED BY  
**VALEDICTORY**  
ON SATURDAY, 10TH AUGUST 2024 9.00 AM  
VALEDICTORY AT 12.15 PM  
VENUE: KSSA, SEMINAR HALL

**Panel Speakers**

**Mr. Kiran Gowda**  
Head, Business Development & Program Management, iCAM Solution Pvt Ltd

**Mr. Waseem & Mr. Manjunath S**  
Sales Trainers, Kalyani Motors

**Mr. Nicholas Gerard G**  
Business Development Manager, Wonderla Amusement Park

**Panel Moderator**  
**Mr. B Vinod Kumar**  
Supply Chain Operations Manager, Accenture

**Presided By**  
**Sri. R. Rajagopal Naidu**  
President, Kammavari Sangham

**Will Grace the Occasion**  
**Sri. R. Leela Shankar Rao**  
Hon. Secretary, Kammavari Sangham

**Sri. T. Neerajakshulu Naidu**  
Treasurer, Kammavari Sangham

**Dr. K. V. A. Balaji**  
CEO, KSGI

**Prof. Manjunatha S**  
HOD-MBA

**Dr. Swamy D R**  
Executive Director, KSRIIF

**Dr. K. Rama Narasimha**  
Principal/Director

### FLOW OF EVENTS

Time	Event
9.00 am - 09.45 am	Enhancing Customer Satisfaction: The Key to Successful Marketing Strategies by - <b>Mr. Nicholas Gerard. G</b> Business Development Manager, Wonderla Amusement Park
9.45 am - 10.30 am	Foster the latest trends and best practices in Marketing by - <b>Mr. Wassem Akram &amp; Mr. Manjunath S</b> Sales Trainer, Performance Improvement, Strategic Development, Kalyani Motors
10.30 am - 10.45 am	Tea Break
10.45 am - 11.30 pm	Essential skillset required for MBA students specialising in marketing by - <b>Mr. Kiran Gowda</b> Head, Business Development & Program Management, iCAM Solution Pvt Ltd
11.45 pm - 12.15 pm	Panel discussion- All the Speakers, Moderator by <b>Mr. B Vinod Kumar</b> Supply Chain Operations Manager, Accenture
<b>VALEDICTORY</b>	
12.15 pm - 12.20 pm	Video Play
12.20 pm - 12.25 pm	Invocation song by Ms. Meghana
12.25 pm - 12.30 pm	Felicitation to Resource Persons
12.30 pm - 12.35 pm	Address by <b>Dr. K. V. A. Balaji</b> , CEO, KSGI
12.35 pm - 12.40 pm	Address by <b>Dr. K. Rama Narasimha</b> , Principal/Director
12.40 pm - 12.45 pm	Vote of Thanks with Concluding Remarks by <b>HOD-MBA</b>
12.45 pm - 12.50 pm	Group Photo

## MARKETING CONCLAVE – 2024

### Innovative Marketing Strategies For Competitive Advantage

A Vibrant Platform for Marketing Mavericks K.S. School of Engineering and Management hosted a dynamic “Marketing Conclave” in collaboration with the K.S. Research and Innovation Foundation. The event, centred around the theme of “Innovative Marketing Strategies for Competitive Advantage,” brought together a stellar line-up of industry leaders and aspiring marketers. Distinguished personalities such as Mr. Kiran Gowda, Head – Business Development & Program Management at iCAM Solution Pvt Ltd, Mr. Waseem - Sales Trainer at Kalyani Motors, Mr. Nicholas Gerard. G, Business Development Manager at Wonderla Amusement Park, Mr. Vinod Kumar, Supply Chain Operations Manager at Accenture.

The session was initiated by Mr. Nicholas Gerard. G Business Development Manager, Wonderla Amusement Park on the topic - "Enhancing Customer Satisfaction: The Key to Successful Marketing Strategies". Mr. Nicholas Gerard shared valuable insights on customer experience, focusing on how to deliver exceptional service and effectively manage various customer types. He emphasized the importance of understanding customer needs and achieving customer satisfaction as key elements to succeed in today’s competitive market.



Throughout his address, the practical examples, how businesses can implement these strategies to achieve sustainable growth. and actionable insights were shared.

Following Nicholas Gerard’s enlightening session, Mr. Wasseem Akram, Sales Trainer, Performance Improvement, Strategic Development, Kalyani Motors delivered talk on Foster the latest trends and best practices in Marketing. Mr. Waseem Akram provided an in-depth analysis of digital marketing, emphasizing the importance of understanding the product life cycle and the key factors required for successful marketing. He also highlighted the latest trends in the marketing industry, offering insights on how to stay competitive in the rapidly evolving market landscape.



The next session was taken by Mr. Kiran Gowda Head, Business Development & Program Management, iCAM Solution Pvt Ltd, has spoken on Essential skills required for MBA students specialising in marketing. Mr. Kiran Gowda elaborated on the concept of branding and the role of both external and internal stakeholders in shaping a brand's success. He also discussed the importance of the 4 Ps of marketing—Product, Price, Place, and Promotion—and emphasized the need for strong analytical skills to excel in the field of marketing.



The next session was held by Mr. Vinod Kumar B, Supply Chain Operations Manager, Accenture. Mr. Vinod Kumar emphasized the importance of aligning minds within an organization to achieve common goals. He discussed how fostering a unified approach among team members can significantly enhance collaboration and drive the company towards success. Overall, Vinod Kumar's insightful presentation was thought-provoking and informative, inspiring to navigate the complex and dynamic landscape.

The conclave delved into a myriad of topics, including the nuances of various marketing roles, dispelling sales myths, and exploring the transformative potential of AI in the marketing domain. Interactive sessions led by marketing experts provided participants with practical tools and strategies to navigate the complexities of the modern marketplace.



This conclave also featured a panel discussion with these industry experts where the panelists deliberated on a wide range of topics related to marketing trends, opportunities, skillsets required in marketing, & many more. Mr. Vinod's role as the moderator ensured that the discussion was both insightful and engaging, with a focus on aligning minds to create effective marketing strategies. This Marketing Conclave was a significant opportunity for students to engage in interactive sessions with seasoned marketing professionals. The insights gained from these sessions were invaluable, equipping the students with the knowledge and skills required to navigate the future of marketing management successfully.



The event culminated in a thought-provoking panel discussion that offered fresh perspectives on industry trends and challenges. The Marketing Conclave proved to be an unparalleled platform for knowledge sharing, networking, and inspiration. Attendees left the event empowered with the knowledge and enthusiasm to drive marketing excellence.



Marketing Conclave was a truly enriching experience for participants. Your efforts to provide us with a platform to learn from industry experts and network with peers are truly appreciated. The conclave was a resounding success, and benefited immensely from the insightful sessions and interactive activities.



A series of conclaves in the domains of Marketing, HR and Finance was concluded with a Valedictory Session in the end. The main objective of the conclaves is to equip students with the industry trends, skill sets needed and opportunities, requirements and choose the right career path. Mr. Kiran Gowda, Head – Business Development & Program Management at iCAM Solution Pvt Ltd, Mr. Waseem - Sales Trainer at Kalyani Motors, Mr. Nicholas Gerard. G, Business Development Manager at Wonderla Amusement Park, Mr. Vinod Kumar, Supply Chain Operations Manager at Accenture, CEO of K S Group of Institutions Dr. K V A Balaji, Principal of KSSEM - Dr. K Rama Narasimha and Prof. Manjunatha. S – HOD of the MBA Department graced the occasion, sharing their invaluable insights on the evolving marketing landscape. The CEO and Principal addressed the gathering and highlighted the importance of the series of conclaves organised by the department. The session was ended with concluding remarks by the HOD of the MBA

Department and Group Photo.



Certificate issued for the Participants:

 **K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**   
APPROVED BY AICTE, NEW DELHI; AFFILIATED TO VTU, BELAGAVI, KARNATAKA; ACCREDITED BY NAAC

**DEPARTMENT OF MBA**  
In Association with  
**K. S. RESEARCH AND INNOVATION FOUNDATION**

*Certificate of Participation*

This certificate is presented to Mr./Ms. Akash E has participated in the “Marketing Conclave - 2024” on 10th August, 2024 organised by Department of MBA & K.S. Research and Innovation Foundation.

  
**Prof. MANJUNATHA S**  
HOD-MBA

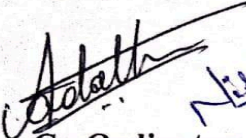
  
**Dr. SWAMY D R**  
EXECUTIVE DIRECTOR, KSRIF

  
**Dr. K. RAMA NARASIMHA**  
PRINCIPAL/DIRECTOR,


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Certificate ID: E6A3I4-CE000010

Sl. No	Particulars	Details
1	Name of the resource person	Mr. Vinod Kumar Mr. Kiran Gowda Mr. Waseem Akram Mr. Nicholas Gerard. G
2	Designation	Supply Chain Operations Manager at Accenture Head -Business Development & Program Management at iCAM Solution Pvt Ltd Sales Trainer at Kalyani Motors Business Development Manager at Wonderla Amusement Park
3	Contact Details - Mobile	+91 98869 97001 +91 76187 76551 +91 98456 15151 +91 98865 57851
4	Contact Details – email id	<a href="mailto:vinod786@gmail.com">vinod786@gmail.com</a> <a href="mailto:iampkirangowda@gmail.com">iampkirangowda@gmail.com</a> <a href="mailto:kalyanitrainer@kalyanimotors.com">kalyanitrainer@kalyanimotors.com</a> <a href="mailto:nicholasg@wonderla.com">nicholasg@wonderla.com</a>
5	Date of event	10-08-2024
6	Duration in mins	9.00 am - 1.30 pm
7	Number of student participations	70
8	Number of faculty participations	7
9	Number of external participations	5

  
Co-Ordinators  
Prof. Arundathi KL  
& Prof. Niraja S Patil

  
Head of Department  
Prof. Manjunatha S  
**Professor & HOD-MBA,**  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
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Principal/Director  
Dr. K Rama Narasimha  
**Principal / Director**  
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