

**XIM UNIVERSITY, BHUBANESWAR**  
**SCHOOL OF COMMERCE**

**DynamicX Club**

**-----Framework of Marketing eXpo' 22 -----**

**Speaker 1: Jasmeet Singh Bhatia, Comedian**

**Date of the Event: 19<sup>th</sup> March 2022**

**Time: 6:30 pm onwards**

**Total Time: 140 minutes**

**Framework:**

- **Host Intro:** - 10 minutes
- **VC & Dean Sir Addressing the Marketing eXpo' 22:** 20 minutes
- **Host Addressing guest:** 10 minutes
- **Audience interaction (question & answer session):** 90 minutes
- **Vote of Thanks:** - 5 minutes

**END OF DAY 1**

**PANEL DISCUSSION**

**Speaker 2: Deepak Pareek, Founder of Career Keeda.**

**5x TEDx Speaker as well as Content Creator**

**Date of the Event: 20<sup>th</sup> March 2022**

**Time: 11:00 am onwards**

**Total Time: 160 minutes**

**Framework:**

- **Host Intro:** - 10 minutes
- **VC & Dean Sir Addressing the Marketing eXpo' 22:** - 20 minutes
- **Host Addressing guest:** - 5 minutes
- **Guest Speech:** - 40 minutes
- **Audience interaction (question & answer session):** - 10 minutes

**Speaker 3: Satanik Roy, Founder and Chief Product Officer, HyperXchange.**

Recognised under Forbes India 30 under 30 and Forbes Asia 30 under 30.

**Date of the Event: 20<sup>th</sup> March 2022**

**Time: 11:00 am onwards**

**Total Time: 160 minutes**

**Framework:**

- **Host Addressing guest:** - 5 minutes
- **Guest Speech:** - 40 minutes
- **Audience interaction (question & answer session):** - 10 minutes
- **Dean Sir addressing Thanking the guest:** - 15 minutes
- **Vote of Thanks:** - 5 minutes

**END OF DAY 2**

**PANEL DISCUSSION**

**Speaker 4: Mr. Alok Shankar, Country General Manager, Fitbit India.**

**Date of the Event: 21<sup>st</sup> March, 2022**

**Time: 2:30 pm onwards**

**Total Time:60 minutes**

**Framework:**

- **Host Intro:** - 10 minutes
- **VC & Dean Sir Addressing the Marketing eXpo' 22:** - 15 minutes
- **Host Addressing guest:** - 5 minutes
- **Guest Speech and Audience interaction (question & answer session):** 30 minutes

**Speaker 5: Mr. Ashok Das, Managing Director and Country Head- Tectura India.**

**Date of the Event: 21<sup>st</sup> March, 2022**

**Time: 2:30 pm onwards**

**Total Time: 40 minutes**

**Framework:**

- **Host Addressing guest:** - 5 minutes
- **Guest Speech and Audience interaction (question & answer session):** 30 minutes

**Speaker 6:** Miss. Poonam Kaul, Brand Evangelist and Former Apple CMO.

**Date of the Event: 21<sup>st</sup> March, 2022**

**Time: 2:30 pm onwards**

**Total Time: 40 minutes**

**Framework:**

- **Host Addressing guest: - 5 minutes**
- **Guest Speech and Audience interaction (question & answer session): 30 minutes**

**Speaker 7:** Mr. Amit Kumar Gope, Business and Marketing Strategist and Founder, Director of ALasaa Consultancy.

**Date of the Event: 21<sup>st</sup> March, 2022**

**Time: 2:30 pm onwards**

**Total Time: 40 minutes**

**Framework:**

- **Host Addressing guest: - 5 minutes**
- **Guest Speech and Audience interaction (question & answer session): 30 minutes**

## -----Competition in the Marketing eXpo' 22-----

### **REVIVE**

#### ***#Stike\_your\_strategy***

**Date of the Event: 18<sup>th</sup> March 2022**

Have you ever felt that a product could have done so much better with a different marketing strategy? Or a product could have been easily saved with a different marketing strategy? If yes, then we have the perfect event for you to express your brilliant, new marketing approach: REVIVE. In REVIVE, the participants will be given products which failed due to its marketing strategy, the participants would be asked to propose a new and innovative marketing strategy to reinvigorate the failed product.

PRIZE POOL WORTH Rs. 16,000

Registration Link:- <https://dare2compete.com/o/ISQBuHL?lb=BHwYbEG>

### **B- GRILL**

*"Where a smart answer won't get you fired!"*

**Date of the Event: 20<sup>th</sup> March 2022**

B-Grill is a diagnostic assessment that provides the test-taker with realistic, hypothetical events and requires them to pick the most acceptable solutions. The team will be graded based on their smart response. Participants in this competition will be asked hypothetical/situational questions, such as, "What would you do if you were assigned to work closely with a colleague on a project, but you two couldn't seem to see eye to eye?" This will be divided into two rounds, with the best five teams progressing to the bonus round, which is the final round. The final round will be a buzzer round in which the question will be displayed and the team that raises their hands first will be given the opportunity to respond. The top two teams with the highest scores will win in the end.

PRIZE POOL WORTH Rs. 16,500

Registration Link:- <https://dare2compete.com/o/K8LvITG?lb=BHwYbEG>

### **INVEST O' CLOCK**

*TIC\_TIC\_TIC*

**Date of the Event: 21<sup>st</sup> March 2022**

In this competition, All the participants have to choose a particular existing startup and explain why they want to invest in that, what are the future benefits of the startup and if there is a possibility of loss.

PRIZE POOL WORTH Rs. 16,000

Registration Link:- <https://dare2compete.com/o/fovXryg?lb=BHwYbEG>