

OutThink

Strategy Session

1 August 2022 | CII Virtual Platform

The Metaverse and its Implications for Brands



NIRAJ DAWAR is Professor Emeritus - Marketing, Ivey Business School and Advisor & Board Member, Brand Strategy Group UK. He is a leading expert on market-based sources of competitive advantage. His current research focuses on the impact of technology on consumer interactions with business and he is the author of the best-selling book **TILT: Shifting Your Strategy from Products to Customers**, as well as seminal Harvard Business Review articles that flesh out the strategic implications of the marketing actions such as brand positioning and AI-based customer interactions. He is also a strategy advisor and facilitator with senior management teams in multinationals such as Algorithmics, BMW, Cadbury-Schweppes, HSBC, Microsoft, Manulife Financial, McCain Foods, TCS, and L'Oreal among others.

ABOUT THE SESSION

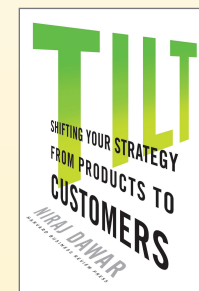
Marketing is poised to transform into an immersive, 3D experience thanks to the Metaverse. Drawing on the long-lasting changes in consumer behaviour set in motion during the pandemic, marketers are pondering on what exactly the metaverse can do for their brands

and what their brands can do in the metaverse. These new, immersive, virtual environments have the potential to define fresh approaches to staying relevant to existing customers while attracting new ones, and virtual interactions will not be just treated as a novelty or fad but an

extended reality for consumers to engage with. Against this background, this strategy session will deliberate on how brand executives will need to devote considerable resources to constructing purpose built brandscapes that attract, captivate and delight customers.

WHO SHOULD ATTEND

Senior business leaders involved in strategic visioning and decision making.



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Strategy Session

17 August 2022 | CII Virtual Platform

Achieving Innovation Excellence- Building a Deep Enterprise Capability for Continuous Growth and Strategic Renewal



ROWAN GIBSON is President of Imagination Bridge, a leading global consulting firm in the field of strategic innovation. He is the internationally bestselling author of three major books on business strategy, innovation and transformation namely **Rethinking the Future**, **Innovation to the Core** and **The Four Lenses of Innovation** – which have been published in 25 languages. Rowan was awarded 'Global Leader of Innovation' for his significant contribution to the field of innovation strategy, and he has also been shortlisted for the Thinkers50 Innovation Award. He is a trusted strategic adviser to a long list of Fortune 500 companies including Apple, Bayer, Coca-Cola, Dell, Haier, IBM, Mars, Microsoft, Philips, Procter & Gamble, and many others.

ABOUT THE SESSION

In most organizations innovation is still more of a buzzword than a core competence. Very few companies have so far managed to build a corporate-wide capability for innovation that consistently creates new wealth and competitive advantage. Consequently, turning innovation

from rhetoric to reality remains one of the great leadership challenges of our times. What today's senior executives need is a practical guide to achieving "Innovation Excellence" – an understanding of exactly how to build and sustain a deep, enterprise capability for

innovation. Against this background, this strategy session based on cutting-edge tools, processes and practices, will equip participating executives to build a corporate innovation system that actually works.



WHO SHOULD ATTEND

Senior business leaders involved in strategic visioning and decision making.



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Strategy Session

24 August 2022 | CII Virtual Platform

Winning the Right Game- How to Compete in a World of Ecosystems

RON ADNER is the Nathaniel D'1906 and Martha E. Leverone Memorial Professor of Business Administration and Professor of Strategy and Entrepreneurship at the Tuck School of Business at Dartmouth College. Prior to joining Tuck, he was the Akzo-Nobel Fellow of Strategic Management at INSEAD. Dr. Adner's award winning research introduces a new perspective on value creation and competition when industry boundaries break down in the wake of ecosystem disruption. His two books, **The Wide Lens: What Successful Innovators See that Others Miss** and **Winning the Right Game: How to Disrupt, Defend, and Deliver in a Changing World** have been heralded as landmark contributions to the strategy literature. Clayton Christensen described his work as "Path-breaking" and Jim Collins has called him "One of our most important strategic thinkers for the 21st century."

ABOUT THE SESSION

Ecosystem disruption occurs when the introduction of new value propositions impacts competition across industries, erasing boundaries and overturning structure. Ecosystem disruptors are not just adding competition, they are redefining the foundations

of competition. Success is no longer about simply "winning" but about making sure that you are winning the right game. Winners in ecosystems can create and capture value from a variety of positions and choosing where to play is just as important as what, how, and

when to play. Against this background, this strategy session will deliberate the concepts, tools, and frameworks necessary to confront the threat of ecosystem disruption and to develop the strategies that will let your organization play ecosystem offense.

WHO SHOULD ATTEND

Senior business leaders involved in strategic visioning and decision making.

WINNING THE RIGHT GAME

HOW TO DISRUPT,
DEFEND, AND DELIVER
IN A CHANGING WORLD

RON ADNER



"One of our most important strategic thinkers for the twenty-first century."
—JIM COLLINS

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Strategy Session

with

NIRAJ DAWAR | ROWAN GIBSON | RON ADNER

1, 17 & 24 August 2022 | CII Virtual Platform

REGISTRATION FEE

CATEGORY	MEMBER	NON-MEMBER
Individual	INR 8500 + 18% GST	INR 9500 + 18% GST
Group of 3 - 6 Delegates	INR 7650 + 18% GST per delegate	INR 8550 + 18% GST per delegate
Group of 7+ Delegates	INR 7225 + 18% GST per delegate	INR 8075 + 18% GST per delegate

NOTE:

- For group participation of 7 delegates or more, Company Logo Visibility on select event collaterals.
- Early Bird Discount of 5% per delegate is applicable to registrations done till 22nd July 2022.
- The payment must be made latest by 24 hours before series commencement.
- Participant fee once paid is non-refundable; however, change in nomination(s) will be accepted.
- No charges applicable for cancellations done before 48 hours from the commencement of the event.
- 50% of the delegate fee will be charged for cancellations done within 48 Hours from the commencement of the event.

For details please contact:

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