

Program on Use of Social Media by Banks

Date: July 25, 2014

Venue: Salcette, Taj Lands End, Bandra (West), Mumbai

Objective: Facebook, the world's largest social network has crossed 100 million users in India. Twitter, Google+, LinkedIn, Instagram, Blogspot, Pinterest, and many more social media network are increasingly becoming the preferred communication mode for customers. What are the implications of this emerging trend for banks in India? How can banks prepare and embrace the use of social media to enhance their brand and improve customer engagement?

Program Schedule

Time	Topic	Speaker
09:30 – 09:45 AM	Welcome and Opening Remarks	G Gopalakrishna Director <i>CAFRAL</i>
Session I 09:45 – 10:45 AM	Emerging Trends and Customer Behaviour in the Digital World	Rishi Jaitly Market Director, India <i>Twitter</i>
Session II 10:45 – 11:45 AM	Social Media for Customer Engagement: Inspiration from the World Outside Banking	Kunal Jeswani Chief Digital Officer <i>Ogilvy India</i>
11:45 AM–12:00 PM	Tea break	
Session III 12:00 -1:00 PM	Opportunities and New Avenues – Banking and Financial Services	Vikas Agnihotri Industry Director BFSI, Travel, Media & Entertainment <i>Google</i>
1:00 – 1:45 PM	Lunch break	
Session IV 1:45 – 3:15 PM	Customer Service Through Social Listening	Shridhar Rajgopalan Managing Director <i>Accenture</i> Pranayesh Singh Vice President <i>Accenture</i>
Session V 3:15 – 4:15 PM	Online Reputation Management and Customer Analytics	Vivek Bhargava Managing Director <i>iProspect Communicate 2</i> Gautamm Mehra Vice President

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4:15 - 4:30 PM	Tea break	
Session VI 4:30 – 6:00 PM	Panel Discussion on “Learnings from the Use of Social Media and Way Forward”	S K Mishra Deputy Managing Director <i>State Bank of India</i> Karen Ngui Managing Director <i>DBS Bank</i> Karthi Marshan Executive Vice President <i>Kotak Mahindra Bank</i> Manisha Lath Gupta Marketing Professional and Social Media Expert Smita Aggarwal Senior Program Director <i>CAFRAL</i>