

DMASL DIGITAL SUMMIT

SRI LANKA 2024

July 03 - 04, 2024

Agenda

Day 01

- 08.00 Summit Check-In for Day 01
- 09.00 Welcome & Inauguration - President & Secretary of DMASL
- 09.15 Speech by The Chief Guest, His Excellency, the President of Sri Lanka
- 09.30 Preserving Human Creativity in the Age of AI - Uma Rudd Chia
- 10.00 Focus on what matters: How to optimise your Digital Marketing mix to perfection - Sotirios Seridis
- 10.30 "My Ad was Rejected! Why?" and the history of Ad Review - Nuwan I. Senaratna
- 11.00 Brain Break**
- 11.15 "My Boss Didn't See My Ads": A Discussion on Advertising in a Digital World - Anand Tilak & Gamika De Silva
- 11.45 Get Comfortable with being Uncomfortable: Digital Marketing & Measurement in an AI-Driven World - Kenny He
- 12.15 Beyond Tech: Timeless Catalysts for Success - Nicole Ingra
- 12.45 Working Lunch**
- 01.30 [Initiating the Breakout Rooms: Three Different Themes](#)
- 01.30 [The Gym: A Series of Workshops to Get You Pumped](#)

	01.30 - 02.00	02.00 - 02.30	02.30 - 03.00	03.00 - 03.30
Ballroom: The Frontier	Asela Waidyalankara: Guardians of the Digital Realm: Cybersecurity Stories from the Marketing Frontline	Aruni Abeyesundere: Mastering eCommerce: Challenges and Best Practices	Vishal Agarwal: Social Listening in the World of GenZ & GenAI - Powered by LocoBuzz and Neural Network	Ruhbir Singh: The Future of Digital Marketing: Trends in Data, Cloud, and AI

Eagle: The Voyage	Sidharth Jain: From Trading Money to Trading Stories	Dilanjan Seneviratne: Turning Artists into Icons: The Role of Branding and Marketing in Music	Driving the Optimal Creator Content Mix - Powered by Dice Global: India, Bangladesh & Sri Lanka
Link: The Odyssey	Niranka T. Perera: Search is Cool! Leveraging the Power of Search in 2024	Panel Discussion: The Road Ahead in Search Marketing. Niranka Perera, Kenny He & Archana Roche. Moderated by Rohan Jayaweera	Anand Tilak: Digital for Good: Creating Impact Beyond Awards
Pelican: The Gym	Sotirios Sediris: Crafting a Winning Digital Marketing Strategy		Uma Rudd Chia: AI Unleashed: Harnessing the Power of Generative AI for Brand Innovation.

03.30 **Brain Break - SheLovesData: Initiating the Sri Lankan Chapter**

03.45 Power of Executive Thought Leadership and Corporate Brand - Harry Sangha & Santosh Krishnamoorthy from LinkedIn APAC

04.15 Marketing Vision 2030 - Why customer data needs to be at the core of marketing strategy - Pavel Bulowski & Jana Marle Zizkova (Meiro)

04.45 Cracking the Creator-driven Content Game - Rahul Tamada

05.15 End of Day 01 & Live Gen AI Challenge with Happy Hour

Day 02

- 09.15 Summit Check-in for Day 02
- 09.45 Welcome to Day 2 of the Summit & Recap - By DMASL EXCO - Gazza & UD
- 10.00 AI CAN'T GET ANGRY. YOU CAN: How to get pissed off and use it as a creative inspiration - Pooja Manek
- 10.30 Measuring Marketing Effectiveness in the Digital Age - Archana Roche
- 11.00 Brain Break**
- 11.15 Merging Culture & Commerce in a Social-First world: How Influencers hold the key - James Baldwin & Alessandro Fragiaco
- 11.45 The Next Frontier: AR Advertising Beyond Smartphones - Casie Lane
- 12.15 Game On: How Brands Can Enable God Mode in Gaming - Rey Tiempo
- 12.45 Working Lunch**
- 01.30 [Initiating the Breakout Rooms: Three Different Themes](#)
- 01.30 [The Gym: A Series of Workshops to Get You Pumped](#)

	01.30 - 02.00	02.00 - 02.30	02.30 - 03.00	03.00 - 03.30
Ballroom: The Frontier	James Baldwin: The Untapped Opportunity of B2B Influencer Marketing & the ROI they bring	Alessandro Fragiaco: Mastering Influencer Marketing in Europe: Navigating Cultural Nuances Across 40 Markets	Donal Kenan: Unlock Award-Winning Ideas What does Creative Excellence look like?	Archana Roche: Marketing Mix Modeling for Scaling & Incrementality
Eagle: The Voyage	Panel Discussion on Digital Payments & Future of E-commerce in Sri Lanka	Pavel Bulowski: Customer Data Strategies for CMOs	GamerTech Session Harnessing Digital Marketing for Esports Success: GamerTech's Blueprint	Casie Lane: Level Up Your Marketing with AR
Link: The Odyssey	Keshaka Kularatne: Generative AI in Practice for Digital Marketers	Thisal Samarasinghe: Role of Gen AI in Shaping Today's Creativity: & Learn How Sri	Panel Discussion: Gen AI & Future of Marketing Automation: Joson Chokatte, Isura Silva, Sotirios Seridis.	

		Lankan Kings were Resurrected using Gen AI	Moderated by Nazreen Ramzi	
Pelican: The Gym	01.30 - 02.15 Rey Tiempo: Press Start: Let's Take A Crack At Gaming x Marketing		Pooja Manek: Big ideas Start small: Packed with enlightening case studies and actionable insights.	Nicole Ingra: IMPROV TO IMPROVE: Rethinking Solutions & Collaborations With Improv Techniques

03.45 **Brain Break**

04.15 Creative Excellence in Digital Marketing - Donal Keenan

04.45 Waterside Chat – Future of Marketing in the Digital World

05.15 End of Summit & Vote of Thanks by DMASL - Arjun Jegar - Project Chair

06.00 Summit Social

Additional Arrangements: