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Presents

An Initiative by
**IWM
BUZZ
LIVE**



THE KIDS CONTENT SUMMIT

6 APRIL 2022 | 10am to 6pm

KidZania

Co Powered by



Radio Partner

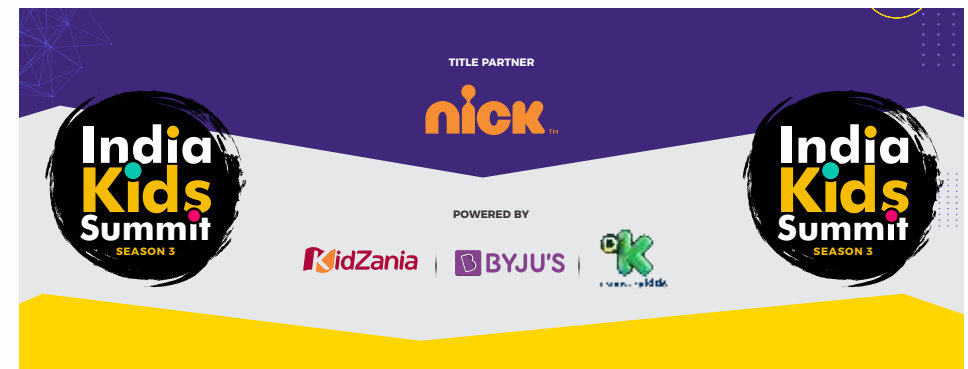
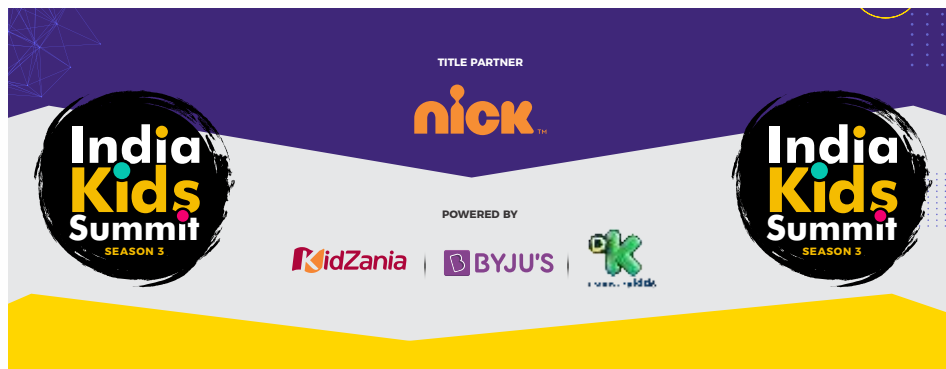


AGENDA

Kids content economy in India has seen an encouraging, impactful, impressive rise in terms of content creation, innovation and engagement. From animation to fiction, non-fiction to apps which make kids learning more entertaining, kids as a genre is here to stay and grow in leaps and bound.

The summit intends to bring together the custodians, creators, marketers, influencers under one roof to discuss current and future trend of kids content in India. From CEOs, CMOs and COOs to innovative content creators, marketers and media professionals: the best in kids business comes under one roof.

9:30AM to 10:50AM	REGISTRATION & BREAKFAST ☕	
10:55AM to 11:00AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
11:00AM to 11:15AM	WELCOME NOTE	KARUNA BADWAL Producer, Red Chillies Entertainment Pvt. Ltd. & Business Manager, Shah Rukh Khan
11:30AM to 12:10PM	PANEL DISCUSSION Post Covid World: Experiential Marketing And Kids Engagement	<i>In conversation with</i> PRERNA UPPAL Chief Partnership Officer, KidZania India Joined by ALAMJIT SINGH SEKHON Commercial Director, Bel India RANJITA RAMAN CEO, Jaro Education TARAK BHATTACHARYA Executive Director, Mad Over Donuts VEDANG JAIN Director, Digital Media, Prachar Communications Pvt Ltd SONIA CELINE REGO Corporate Sales and Marketing Manager (West & South India), Turkish Airlines



12:15PM to 12:50PM	PANEL DISCUSSION Let's Talk Business: Kids & Brands	<i>In conversation with</i> SUJATA DWIBEDI Group Trading Director, Amplifi India, Dentsu Joined by UTTAM PAL SINGH Head, Discovery Kids ABHISHEK DUTTA South Asia Network Head, Cartoon Network & POGO AMEDEO ARAGONA Regional Marketing Manager Indian Subcontinent, Kinder Brands NUPUR SAXENA Senior Vice President & Head Revenue, Youth Music English & Kids Entertainment, Viacom18 Media Pvt Ltd
12:55PM - 01:45PM	LUNCH BREAK 🍴	BON APPÉTIT
1:45PM to 2:05PM	FIRESIDE CHAT SESSION Future Of Kids Content In India	<i>In conversation with</i> RON CRASTO Senior Media Consultant Joined by LEENA LELE DUTTA Business Head, Sony YAY!
2:10PM to 2:30PM	KNOWLEDGE SESSION Engaging Kids Through Differentiated Formats	DEVIKA PRABHU Business Head, Kids and Infotainment Cluster, Disney Star
2:40PM to 3:20PM	PANEL DISCUSSION Let's Discuss: Franchise Building In Kids Content	<i>In conversation with</i> VINEET KANABAR Host, Story Tellers & Story Sellers Podcast Joined by JASKIRAT 'KABIR' SINGH GILL COO, USP Studios MITALI DESAI Co-Founder & COO, Black White Orange Brands Pvt. Ltd JIGGY GEORGE Founder & CEO, Dream Theatre MURTUZA KUTIANAWALLA Country Head, Distribution & Syndication India, Toonz Media Group PUNEET SIRA Film Director, Co-Founder of The Foundry

3:20PM to 3:50PM	TEA BREAK ☕	
3:55PM to 4:30PM	PANEL DISCUSSION Immersive Marketing Campaigns 2.0: Kids Content	<i>In conversation with</i> SOUMINI SRIDHARA PAUL Senior Vice President, Hungama Digital Media Ent. Joined by AZMAT JAGMAG Head Marketing & Corporate Communications, Discovery Communications India SONALI BHATTACHARYA Head Of Marketing, Kids TV Network, Viacom 18 PANCHAM LILLANEY CMO, Runwal Group & R Retail Ventures Pvt Ltd MAYANK SHAH Senior Category Head, Parle Products Pvt Ltd MANSI ZAVERI Founder & CEO, kidsstoppress.com
4:35PM to 5:10PM	PANEL DISCUSSION Vlogging In Kids Content: Challenges and Opportunities	<i>In conversation with</i> TARANDEEP SINGH SEKHON Marketing Director, KidZania India Joined by MITALI JAKATDAR Zero Waste, Supermommy NISHA OSWAL Founder & Top Mom Influencer at diamonds_and_chocolates SNEHALATA JAIN Parenting Blogger RUCHI VERMA Author, Blogger and Certified Teen Parenting Practitioner
5:15PM to 6PM	KIDS ROLEPLAY ACTIVITIES	KRUTI PAREKH World's Premier Female Mentalist