

## **CII-Gujarat to host conference on best marketing practices**

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In a bid to identify trends and customer needs, the Gujarat Council of Confederation of Indian Industry (CII) will be organising a conference on best marketing practices' to be held in Ahmedabad on February 5 2011.

To be held as 'Best Marketing Practices: A Vision and Strategy for Sustainable Growth', the conference will attempt to understand marketing capabilities and the environment in which customers operate, said Yatindra Sharma, chairman CII Gujarat State Council.

Apart from Sharma, the likes of Parag Desai, chairman, CII Gujarat - Retail and Marketing Taskforce, Damodar Mall, director, food strategy, Future Group, and Atul Garg, vice chairman, CII Gujarat state council will address the inaugural. The conference will also select and implement actionable marketing strategies so that their company can achieve their business, marketing goals. It will also help to understand how to formulate and implement these marketing strategies.

Moreover, the conference would have the session of consumer insight process, connecting to and knowing the new age customer through technology and branding strategy in the challenging word. Other speakers at the conference would include Mahesh Murthy, founder, Pinstorm, Soma Sharma, head - liability campaigns and EBM, HDFC Bank, Shardah Uniyal, general manager – marketing, Gitanjali group, Nandip Vaidya, president – retail broking, IIFL, Shashank Sinha, general manager, marketing, Eureka Forbes, and Jayen Mehta, general manager, marketing(GCMMF).