



MIND INITIATIVES
presents

BRAND MAGIC 2024

MAURITIUS

16 May, 2024

Intercontinental Resorts Mauritius, Balaclava

AGENDA

- 8:15 - 9:00** **Registration / Refreshments**
- 9:00 - 9:10** **Opening Remarks-** Ravin Lama, Chairman, Organising Committee, Brand Magic 2024 and Managing Director, Mind Initiatives Ltd.
- 9:10 - 9:15** Launch of The E-Brand Book 2024
- 9:15 - 10:15** **Brand Noise or Brand Voice? A Guide to Meaningful Communication** - Marie Claire Maalouf, Chief Creative Officer, Edelman
- 10:15 - 10:45** **TEA/COFFEE BREAK**
- 10:45 - 11:45** **Consumer Behaviour Analytics: How to Critically Analyse Data to Drive Brand Strategies** - Sheila Burman, Co-host of B2B Marketing Asia Podcast, Former Global Lead for MarTech and Marketing Operations, She Loves Data
- 11:45 - 12:45** **Revolutionising Creativity: Unveiling the Technology of Idea in Brand Communication** - Emmanuel Upputuru, Founder and Chief Creative Officer, EFGH Brand Innovations
- 12:45 - 13:45** **LUNCH BREAK**
- 13:45 - 14:00** Cannes Lions Festival Film Show Reel
- 14:00 - 15:00** **Elevating Customer Brand Experiences: The Integration of Technology and AI** - Sameer Muley, Multidisciplinary Creative Technologist and Strategist, H-Labs
- 15:00 - 16:00** **Cultural Branding in a Globalised World** - Philippa Dunjay, TikTok Consultant, Pip Dunjay Ltd.
- 16:00 - 16:30** **TEA/COFFEE BREAK**
- 16:30 - 17:25** **Top Brands of Mauritius 2024 - Understanding the Mauritian Consumer** - Soondaram N. Lutchmanen, Research Director, Insight Division, Analysis Kantar
- Award Ceremony: Top Brands of Mauritius 2024**
- 17:25 - 17:30** **Vote of Thanks** - Bhawana Maskey, Director, Mind Initiatives Ltd.
- 18:00 -** **Networking Cocktails**