

**ewms
MENA**

electronic **WORLD
MARKETING SUMMIT**

06 — 07

November 2022

**MARKETING
CHANGES**

TO MEET

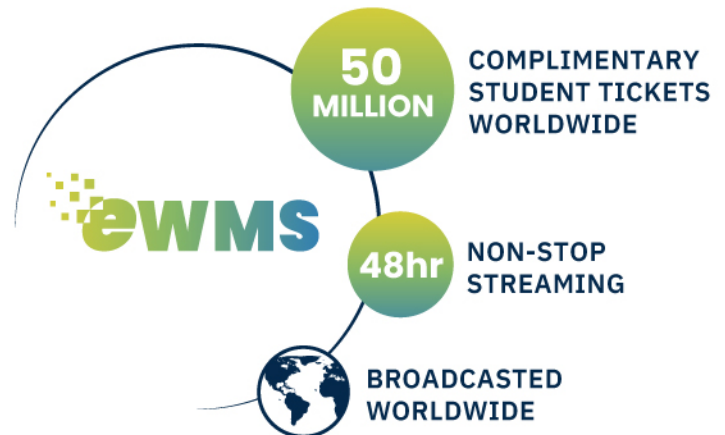
**SUSTAINABILITY
GOALS**

JOIN
THE WORLD
101+ Eminent
SPEAKERS

JOIN THE GLOBAL COMMUNITY AND HUNDREDS OF THOUSANDS OF PROFESSIONALS INCLUDING LEADERS, MOVERS & SHAKERS, ENTREPRENEURS, DIGITAL EXPERTS, AND STUDENTS FROM ALL SECTORS OF LIFE & INDUSTRIES FOR A DIALOGUE FOR RETHINKING FUTURE FOR YOURSELF AND FUTURE GENERATIONS ON THIS PLANET AS WE, “NEVER STOP” FOR CREATING A BETTER WORLD THROUGH MARKETING.

The World Marketing Summit (WMS) is an independent global organization committed to “Creating a Better World through Marketing”. World Marketing Summit is a brainchild of the Father of Modern Marketing, Philip Kotler. WMS unites some of the most innovative minds from corporate, public, non-profit and academic spheres to explore ways to integrate marketing solutions with action to tackle socio-economic issues. WMS aims to initiate global movements through marketing strategies that lead to a positive impact on society and on the lives of future generations.

electronic **WORLD
MARKETING SUMMIT (eWMS),
THE VIRTUAL VERSION OF WMS**



Today's critical times demand that we all need inspiration, guidance, and leadership to proceed in the future. New expectations are being placed on CEOs /CMOs, HR team, and culture & marketing in all its forms. Even in critical times, innovation, marketing, and trust play key roles to gain consumer confidence.



DEAR FRIENDS, GREETINGS!

I am pleased to inform you that after the successful conclusion of the 2nd edition of the eWMS (electronic World Marketing Summit 2021) with the presentations of 126 influential global speakers and viewership of 42.07 million worldwide. We "NEVER STOP," and now our preparations have arrived with the launch of the 3rd edition of the summit (2022 eWMS) with the theme **"Marketing Changes to Meet Sustainability Goals."**

We invited over 101 distinguished leaders from the academic and corporate sectors to be part of this exciting event which will take place on November 6-7 2022, in the form of online presentations starting at 00:01 am GMT on November 6th and ending at 11:59 pm GMT on November 7th. The program will be available worldwide targeting more than 100 million viewerships.

PROF. PHILIP KOTLER

VISION 2031

BY KOTLER IMPACT
OF PROF. PHILIP KOTLER

As the year 2022 marks the decennial anniversary of the world marketing summit, we launch our vision for the next ten years to educate and train socio-economic groups at the bottom of the pyramid while aligning with the paradigm to create a better world through marketing. In 2022, WMS Group & Kotler Impact are offering **complimentary tickets** of (**electronic world marketing summit 2022**) for students worldwide, set to increase the complimentary tickets by thirty-five percent in each of the subsequent years. Each ticket of the value of US\$100. Hence from 2022 to 2031, World Marketing Summit Group will educate a minimum 1 billion students worldwide under it's vision 2031 for "hello tomorrow" so in 2031 we all can celebrate the 100th years of the birth of the father of modern marketing, prof. Philip Kotler.



Driven by the initiatives of Kotler Group and as part of the social responsibility and in support of our strategic partners globally, we are offering **50 million complimentary tickets** for students, so that the message of marketing with sustainability can reach as many millennials worldwide, this is part of eWMS mission aiming

**“TO CREATE A BETTER WORLD
THROUGH MARKETING.”**

VISIT [WMS-MENA.COM](https://wms-mena.com)
FOR MORE INFORMATION

eWMS

LIST OF TOPICS

- 
- VALUE CREATION
 - DESIGN THINKING & MODELING
 - NEW PRODUCT DEVELOPMENT
 - CUSTOMER JOURNEY MAPPING
 - MARKET SEGMENTATION
 - BEHAVIORAL ANALYTICS
 - TARGETING AND POSITIONING THROUGH PRICING
 - OMNI-CHANNEL STRATEGY
 - DIGITAL MARKETING
 - DIGITAL TRANSFORMATION
 - INFLUENCER MARKETING
 - CUSTOMER DATA MANAGEMENT
 - BLOCKCHAIN TECHNOLOGY
 - MARKETECH
 - SOCIAL ENTREPRENEURSHIP
 - MANAGEMENT OF TECHNOLOGY
 - START-UPS MARKETING
 - SOCIAL MARKETING
 - HEALTHCARE MARKETING
 - ONLINE NEGOTIATIONS
 - INTERNET OF THINGS
 - CONTENT DEVELOPMENT AND MANAGEMENT
 - PUBLIC RELATIONS
 - INTERCONNECTEDNESS OF MARKETING FUNCTIONS
 - WINNING THROUGH INNOVATION

& MORE

eWMS TICKETS PACKAGES



- > Full access to eWMS
(November 06-07th 2022)
- > Translation
in 5+ languages (Including Arabic)
- > Certificate of Attendance
Included
- > Access all Speakers Video
6 months
- > Exclusive Discounts
 - 15% discount on executive training through Kotler Business Program
 - 20% discount in the next eWMS and Live WMS (World Marketing Summit).
- > Big Bang Book 2022
- > Essentials of Modern Marketing
(e-book Global Edition)

\$100



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Included
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4 months access replays

\$15



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\$00