



Presents

B2B NETWORKING

FIESTA

A Bespoke Evening for Marketeers

 12th December 2024

 Bengaluru

15+ Marketing Leaders

Unlimited Networking

Event Overview

In its commitment to fostering meaningful professional relations with B2B Marketeers, ObserveNow organised a gathering in an informal and engaging environment to foster networks and collaboration.

Participants: 16 Marketeers across Industry

- **Abhishek Praveen**, Director, Marketing India and SAARC, Commvault
- **Nitika Das**, Director & Head of Marketing, Dassault
- **Arpita Sengupta**, Head Of Marketing, Red Hat
- **Shreya Bhatnagar**, Head of Marketing (India & SAARC), JAMF
- **Kishore Acharya**, SVP Marketing, Masai School
- **Sriharsha Nallamilli**, Strategic Partnerships & Demand Generation, Wadhvani Foundation
- **Ranjana Pillai**, Country Marketing Manager - India & Singapore, Indeed
- **Tony Ghosh**, Product Marketing Manager - Global, Adobe
- **Vinay KG**, APAC Partner Marketing Manager, SUSE
- **Shakti Shrivastava**, India Acquisition Marketing, LinkedIn
- **Renil Mohan**, Senior Marketing Manager, Zscaler
- **Sailendra Routray**, Senior Marketing Specialist, Liferay
- **Bharath Iyer**, Senior Marketing Manager, VergeCloud
- **Sajid Abdul**, Marketing Manager, Logitech
- **Hemant Warier**, Marketing Manager, CloudSEK
- **Mohammed Aneez**, Marketing Manager - SAARC Region, Exclusive Networks

Event Highlights

ObserveNow successfully hosted its B2B Marketing Mixer on December 12, 2024, in an informal setting, designed to bring together 15+ marketing leaders from top industries.

Strategic Networking: The mixer provided a relaxed yet strategic environment for B2B marketers to interact, exchange ideas, and explore collaborations.

Engaging Activities: Attendees participated in beer pong, Bollywood - themed opening games, and interactive icebreakers, fostering camaraderie.

Curated Attendee List: Decision-makers and senior marketing professionals from top enterprises, digital-first brands, and tech firms attended, ensuring high-value interactions.

Live Polls & Feedback: Participants actively engaged in discussions and provided valuable feedback, highlighting their key marketing challenges and expectations from future events.

Marketing SlamBook Responses

ObserveNow Media recently conducted a comprehensive survey involving 16 marketers to gain insights into their preferred marketing activities. The survey allowed participants to select their preferred strategies, either as a single-choice option or by combining multiple activities that align with their marketing goals.

The data collected reflects a diverse range of preferences, showcasing individual and mixed approaches adopted by the marketers. This provides a nuanced understanding of the current trends and priorities shaping marketing strategies in today's dynamic landscape.

Survey Result

Around **84.61%** Marketeers prefer **Events** as preferred Choice of Marketing Activity.

Around **30.76 %** Marketeers prefer **Editorial** as preferred Choice of Marketing Activity.

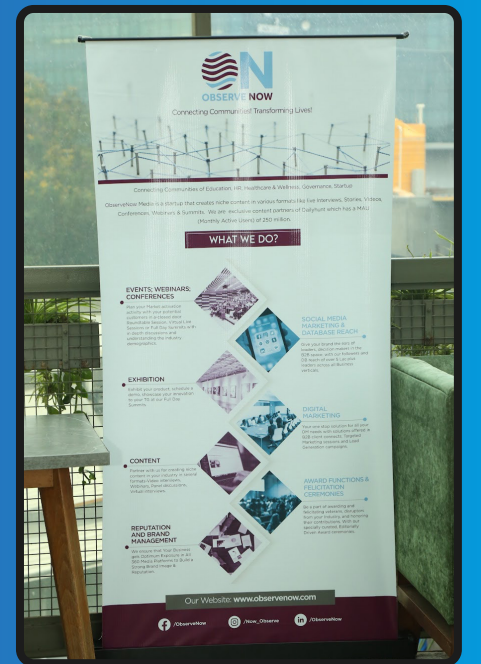
Around **61.53%** Marketeers prefer **Digital Marketing** as preferred Choice of Marketing Activity.

Around **38.46%** Marketeers prefer **Webinars** as preferred Choice of Marketing Activity.

Key Takeaways

- Strengthened community ties among B2B marketing professionals.
- Positive feedback on the unique and informal setup.
- Enhanced brand visibility and goodwill for ObserveNow.

Event Glimpses



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