



Event Report

IFCCI_Pune

Thursday, 26th October 2023

Peer Learning Session | Best Practices in MarCom



The Indo-French Chamber of Commerce and Industry (IFCCI) organised a Peer Learning Session on Best Practices in MarCom on Thursday, 26th October 2023 in Pune.

Indo-French Chamber of Commerce & Industry (IFCCI), Pune organized a Peer Learning Session on Best Practices in MarCom for its members on Thursday, 26th October 2023.

The session commenced with welcome remarks from IFCCI setting the tone for an engaging peer learning experience. This was followed by a round of introductions from each participant. Ms. Nandita Khaire, Director – Brand Cell, UJA Global Advisory Pvt. Ltd. moderated the session by narrating the journey of MarCom from the boom of advertising agencies to Digital Marketing. Participants discussed Marketing Communications, covering topics like marketing evolution, AI in MarCom, inclusive communication, and the significance of regional languages for market reach.

The several key areas of discussions also included:

- Standardizing internal communications
- Customer understanding
- Adapting legacy brand strategies
- Incorporating customer feedback in marketing
- Brand storytelling
- Current challenges in MarCom
- Influence of AI
- Data capture for insights.

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Additionally, they also spoke about the evolving landscape of social media for brand building and lead generation, with ongoing efforts to enhance understanding and effectiveness in this domain.

The session concluded with an open discussion and was well received by the participants

About Indo-French Chamber of Commerce & Industry (IFCCI)

Established in 1977, the Indo-French Chamber of Commerce belongs to a worldwide network of 120 French Chambers (CCIFI) in 90 countries with over 33,000 companies. One of the most active bilateral chambers in India, the Indo-French Chamber is a private association that promotes mutually beneficial trade relations between India & France and caters for its members' needs and interests. The Chamber has four offices in Mumbai, New Delhi, Chennai, Bangalore and two representations in Chandigarh and Pune.

For more information, please visit <https://www.ifcci.org.in/>

For event enquiries, please contact:

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