

Content Theme : EVENT COVERAGE

Brand in Focus : **Linked**

Industry : Internet / Software

Ready to be inspired?

September 2016, Gurgaon

LinkedIn Leaders Meet Marketing Magicians

There are conferences and there are conferences.

The conferences of first kind are the ones you regret coming to. In these conferences you find boring speakers trying too hard to build a personal brand, uninspired attendees trying too tough not to get bored and “network”; plus panels and sessions planned with little thought other than trying to fill a slot.



The second kind of conference (they are far and few in between) are exact opposite of the boring, unthoughtful conferences.

They have speakers who teach, attendees who learn and sessions that are well thought. There is something there for everyone to take home.

LinkedIn Brand Connect (that was held on Sep 14, 2016 in Delhi) was a conference of the second type - good teaching, deep learning type. The one with focused sessions, designed with a lot of thoughts on takeaways. There were speakers who knew what they were talking about and a curated list of attendees to make sure that the interactions were rich and people could relate to those they met there.

Because it was an event hosted by LinkedIn so of course there were talks about LinkedIn products and new launches. But all for good. Because all those who were attending wanted to know how to use LinkedIn to meet their business goals.

Still wondering.. What is LinkedIn BrandConnect? It is a LinkedIn flagship event that brings together marketing leaders for learning and networking.

The speakers for the **LinkedIn BrandConnect Delhi** included LinkedIn CEO **Jeff Weiner**, LinkedIn CMO **Shannon Stubo**, Amitabh Kant, Chairman of NITI Aayog and Hugh Birkett of Marketing Society.

As it was a 4-hour event instead of a day long event; there were no filler sessions. I am sure LinkedIn team had to put a lot of thought into sharing all that they wanted in this short duration.

But they managed to do it well.

The names of the three sessions that the LinkedIn hosted were quite inspiring.

You see for yourself.

Session 1: Changing role of marketing

Session 2: Transforming the Nation's Brand

Session 3: Transforming the Way the World Works

Keynote: Transforming the Role of Marketing

In this keynote session, attendees learned about the fundamental shift in the role of marketing.

While addressing the audience that consisted of the top management CMOs and Industry Leaders - Jeff Weiner, CEO LinkedIn mentioned that "Marketers need to get stuff done irrespective of the task. That's how they can add value to top management."

It was wonderful to see when in a session like this an Indian Brand - Jaguar was discussed and talked about as a Global case study.

Fireside Chat: Transforming the Nation's Brand

This session introduced the concept of 'Nation Branding' and outlined best practices for creating highly visible campaigns that define an industry and country on a global stage.



In this Fireside chat session, Amitabh Kant and Akshay Kothari, Country Manager and Head of Product, LinkedIn India, discussed about the Skill India & Make in India campaign initiatives and how these can change the face of India at global level.

"India is today the largest recipient of foreign direct investment in the world. While FDI globally has declined 16%, in India it has risen 53%!" Kant said.



In addition to this, Kothari said, "India is a crucial market for LinkedIn, as we work towards realizing our vision of creating economic opportunity for every member of the global workforce. We are at the cusp of a new growth phase in India, where we are becoming even more relevant to the members and companies we serve. We are committed to India and to boosting our ability to deliver value to even more members and be a part of their professional growth journey, by investing and innovating locally."

Fireside Chat: Transforming the Way the World Works

This session was between Jeff Weiner and Shannon Stubo.



It was a delight to see that Jeff Weiner in his talk was all praise about Prime Minister Narendra Modi. He said, "Mr. Modi is an entrepreneur whose vision drives and inspire people in India to grow". He also added that Prime Minister of India is also the most active followed Head of State on LinkedIn.

Attendees of the event witnessed the leaders talking about the true potential of the marketing role, a manifesto to hone their leadership skills and best practices from world class marketers on their path to leadership.

There were various tweets from the attendees quoting Weiner and other speakers during the event. So if anyone missed out of attending they could still follow using the hashtag [#Librandconnect](#)

To save you the effort of going through hundred of tweets, we have chosen some interesting tweets with useful quotes and observations. Here they are.



Kanav Kalia
@kalakanav

Follow

Really a great event, @LinkedIn team! Esp. fire side chats with @amitabhk87 @jeffweiner
Hoping to see more such engagements.
#LIBrandConnect

RETWEET
1

LIKES
2



11:39 am - 14 Sep 2016



1



2



Aashish Washikar
@a_washikar



Follow

Wonderful feeling when a indian brand
@Jaguar is spoken about as a global case
study at #LIBrandConnect

RETWEET
1

LIKES
2



11:39 AM - 14 Sep 2016



1



2



Reply to @a_washikar @Jaguar



Anshuman Gupta
@anishgupta

Follow

@amitabhk87 Have never ever thought that an IAS would understand Brand, Communication and Customer Experience this good
#LIBRANDCONNECT

RETWEETS
9

LIKES
31



10:10 am - 14 Sep 2016



5



31



Natasha Jogi (@natashajogi) · Sep 15
@anishgupta @amitabhk87 : that is SO true! Another stereotype shattered :)



Anshuman Gupta (@anishg) · Sep 15
@natashajogi @anishgupta : Yes I was goosebumped with An. Kant's thoughts and the way he put the complete narration in front of audience #Imped



Rohan Krishnan (@Rohankrishnan) · Sep 14
@anishgupta @amitabhk87 IAS officers are the best of the best. System sucks.



Puneet Nagpal
@punetnagpal

Follow

Deconstruct negative*aggressive customer feedback on sm by viewing it without the emotion. Great insight by @jeffweiner
#librandconnect

RETWEETS
2

LIKES
3



6:21 am - 14 Sep 2016



2



3



Bedharth Hegde (@bedharth) · Sep 14
@punetnagpal didn't realize you were there today...yd have been good to catch up.



Puneet Nagpal (@punetnagpal) · Sep 15
@Bedharth Hegde Same here man. Didn't realise. Lets catch up sometime :)



As the event progressed, Jeff Weiner happily announced that LinkedIn has hit 100 million users mark in Asia Pacific which is around one-quarter of the total global user base of LinkedIn.

LinkedIn also launched three new products.

These products are:

LinkedIn Lite, a lightweight version on LinkedIn app for those on on low mobile data plans.

LinkedIn Placements, a standardized online test in partnership with leading assessment companies in India. This is to help students in finding job opportunities with different companies based on a single test score.

And, **LinkedIn Starter pack**. This product is to help SMBs (Small and Medium- sized Businesses) find talent for their business. The Starter Pack aims to offer these SMBs better marketing, hiring, and learning solutions on the single platform.

All in all a good event.

I am leaving with you this pic of **Virginia Sharma, Director-** LinkedIn Marketing Solutions, talking to the marketers present there.



If you were there - share your experience in comments.

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