

**Content Theme :** EVENT COVERAGE

**Brand in Focus :** **Linked**

**Industry :** Internet / Software

# Ready to be inspired?

September 2016, Gurgaon

## LinkedIn Leaders Meet Marketing Magicians

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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 Washkar**  
@a\_washkar



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\_washkar @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 Jog (@natashajog) · Sep 15  
@anishgupta @amitabhk87 : that is SO true! Another stereotype shattered :)



5



1



Anshuman Gupta (@anishgupta) · Sep 15  
@natashajog @amitabhk87 : Yes I was goosebumped with An. Kant's thoughts and the way he put the complete narration in front of audience #Imped



5



1



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



5



1



**Puneet Nagpal**  
@puneetnagpal

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 (@bedharthegde) · Sep 14  
@puneetnagpal didn't realize you were there today...yd have been good to catch up.



5



1



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



5



1





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 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.*

*Subscribe to our updates, for in-depth coverage of industry events and other useful info.*

**Content Theme : EMPLOYER BRANDING**

**Brand in Focus :**



**Industry : Financial Services**

# I ♥ my job

## I Love American Express. Here is Why ?

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My name is Shayla Gonsalves and I am really happy today.

I'll share why I am happy a little later.

Before that I wanted to share what is on my mind today.

On my mind today is the company I work for.

American Express.

And, I love this company.

Not because it is chosen, year after year, as one of the best companies to work for. But because I love everything this company does for me and other employees.

You see - I came to American Express (***We call it Amex***) from a place where work meant being a little stressed all the time. If you looked too happy - your boss thought that either you were not serious about your work or you did not respect her enough, or both.

Now, don't try to go to my LinkedIn profile and check for my work history. Because I have not mentioned that company in my profile. In place of it - I have added a volunteer role that I worked on to keep myself happy during those 'dark' times.

These kind of workplaces are the majority. In such places, your manager keeps a hawkish eye over you, banning even the use of mobile phones in office. Such managers insist on silence and colonial formalities in the office.

The other small set of companies and workplaces care for their employees; because these

Such companies reach out to their employees in the times of crisis and support them in the best way possible.

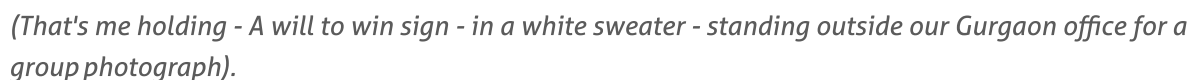
**Why?** Because gone are the days when employees looked only for high paying jobs even if it was in a ruthless office set up.

Lack of care for employees, results in an unfriendly environment. This results in attrition.

**My employer, Amex, is one such company.**

I have been here from past 4 years.

Here is why I and other 10,498 employees in India, love this company.





## Continuous Effort to Create an Inspiring Workplace

Amex encourages hiring people from varied and diversified background, talents and culture. Every new joiner brings new energy, thoughts and learning to the environment. Company is open to new ideas and beautifully integrates these ideas with the company's vision. The open culture and diversified background offers a unique experience to the employees and makes Amex an inspiring place to work for.

## Structured Guidance for Growth

Amex promotes growth and positive relationship with employees.

It does it through its 'People Leader Learning Path' program. This program has been greatly valued across levels and career stages, especially by the young leaders. As part of this program, HR takes regular feedback from employees and makes improvements to meet the need of each leadership segment.

## Opportunities for Rewards & Recognitions for Everyone

Amex reward and recognition programs are extremely popular with employees and help in creating a winning culture. One of these programs is 'Reward Blue'. It is a recognition program that enables leaders and employees to recognise each other – across business units, band levels; and reward great work and effort.

## It's Not All Work

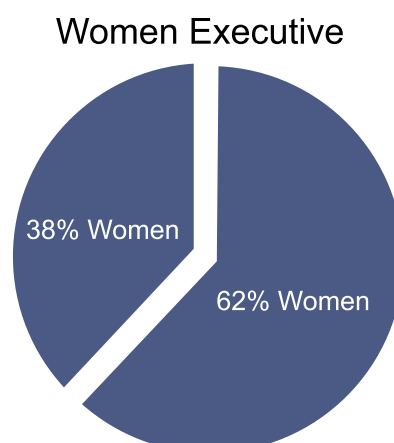
Amex organises several fun-filled activities to drive and inculcate a culture of gratitude and appreciation for each other in the organisation, the most recent being the Blue Bucket Challenge. This was inspired by the famed viral ice bucket challenge.

## Growth Opportunities for Women Employees

Amex designed a unique gender diversity initiative in 2014 called 'Reach Out'.

This program is in collaboration with four other leading companies - PepsiCo, Microsoft, PwC and Tata Group. The vision is to have a common platform for senior women leaders to 'Share, Network and Learn' from leaders and peers across other partner organizations, and to enable greater career success.

*(Gender Ratio at AMEX)*



## Focus on Employee Financial Wellness

Amex introduced a 'Smart Savings' program that enhances overall financial wellness of employees. It gives employees a direct access to their earnings and long term savings through an online portal and onsite help desk. This helps employees save time and effort.

## Effective Work Life Balance Programs

My company offers flexible work environment and employees can work where and how it makes sense for them. There are also programs for parents on maternity or paternity leave and people nearing retirement.



## Competitive Compensation Packages

Amex offers highly competitive compensation packages to its employees through cash pay, annual incentives, special rewards, and long-term incentives. Compensation programs are designed to be result-oriented, market-focused, and flexible with a consistent pay-for-performance message to its employees.

## Looks after Employees' Health and Well Being

The company offers a wide range of health benefits including medical, dental, and vision care. Employees may elect medical, dental, and/or vision coverage for themselves; themselves and their spouse, or eligible same-gender domestic partner; themselves and their children; or any combination of the previously mentioned. The company also offers life and disability insurance packages.



## Ongoing Guide for Career Growth

As a member of the Amex team, I regularly get support from my leaders in mapping my career plan. They provide valuable coaching and feedback.

Leaders help the employees in finding the right place in the organization by encouraging them to work in different lines of business and career areas throughout their journey at Amex.

There is a huge scope to enhance one's skills and knowledge. Employees can take advantage of an abundance of training and development opportunities, including leadership programs, continued education and much more.

Amex recognizes that building strong leaders benefits everyone, so the leadership training programs help employees better manage their projects, inspire coworkers and customers to action, and reinforce the values they've stood by for more than 160 years.

**Hear my colleague Tarun speak about the leadership program that he was a part of.**

My friends always talk about Monday Blues. Honestly, I have never experienced them. My each day at work brings new learning, warmth, and positive action.

Amex has helped me in becoming an efficient performer and a better human being. The only way I know to payback is by performing my duties with sincerity and honesty; and also by writing blog posts like these :)



My journey of learning and growth continues with Amex.

And if you are still curious why I am happy today.

Here is the reason - I am happy because my hard work has been recognised today at Amex. I have received an award and an impromptu congratulatory visit from the "Prize Patrol", which consist of groups of five leaders. Prize Patrol assembled secretly and surprised me with celebratory flowers and gifts in front of everyone. It was a great surprise for me.

***Want to come and work with me.***

Start here - <https://careers.americanexpress.com/CareerAreas>

***If you have any questions that you want to ask before applying feel free to email me at shayla.g@aexp.com***

**Content Theme :** TESTIMONIAL / ROUNDUP POST

**Brand in Focus :** **Linked**

**Industry :** Internet / Software

# LinkedIn

## How LinkedIn Has Helped You ?

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We reached out to professionals and entrepreneurs to find out their views on LinkedIn and how it has helped them in their career/business growth.

Here is what they said.

(To see the LinkedIn profile of a professional who has been featured below please click on that person's name).



**Gurpreet Mehdiratta**

Group Head Marketing (APAC)  
NIIT Technologies Ltd.

" I think the key to use it more for the networking aspect, To make connections to get you to the interview."

"LinkedIn has become a prominent tool in job search due to its vast outreach and networking facilities. I am a live example. I got my job through LinkedIn."



**Ashim Gupta**

General Manager (Communications)  
Samsung Electronics



**Kapil Sharma**

Head (Regional Marketing & Activations)  
DHFL

"It's a valuable tool to create connections which help you network better in the Industry."





**Saahil Bains**  
Product Marketing Manager  
Times Internet Ltd,

"Linkedin has helped me reach out to individuals in different companies with whom we have formed alliances and business relationships. LinkedIn has also landed me quite a few interview calls."

"LinkedIn has helped me connect to the right people for my business. It's certainly the best amongst all the social media websites."



**Mukesh Nauhwar**  
Country Head  
DTV Asia



**Anjali Kumria**  
General Manager (Marketing)  
Amar Ujala Publications

"LinkedIn has really helped me connect with a lot of strategically important people in my career growth."

"LinkedIn has helped me in showcasing my talent and skills to the professional world. It's a great platform to network with like-minded professionals."



**Mayan Gogia**  
Business Development Executive  
Star India



**Shalini Jha**  
Head of Marketing  
JMS Buildtech

"LinkedIn gives a great structure for a social media site aimed at employment and careers. In comparison to other social media sites, where profiles are created more for entertainment purposes. When it comes to presenting your own personal brand as someone potentially employable, LinkedIn provides a structure to add all of your work experience and qualifications and interests in other companies."



**Chandan Ahuja**

Strategic Advisor  
Helptone Inc.,

"I believe that our voice is one of the most important gifts we've got. LinkedIn offers a place where we can share our voice – to impart knowledge, help shape opinions, and leave an imprint on the world. Not only am I inspired by people and their journeys, I'm also able to inspire others hoping to take a similar path."

"It's a fantastic tool to make connections in Industry and equally helpful in job search. Best is if you're on LinkedIn, your profile is essentially your resume. It's become very important for job seekers to have a LinkedIn profile because HR recruiters use the site regularly to view information traditionally seen on a resume."



**Aakash Gaur**

Assistant Manager Marketing,  
Montage Enterprises Pvt. Ltd., (UFLEX)



**Nitya Sharma**

Regional Manager  
9X Media Pvt. Ltd.

"LinkedIn's advanced job search features are robust. Keywords, salary, experience level, and location are just some of the ways you can search for job postings. A more innovative way is to search job postings by your connections so job results are returned along with the connections you have in that industry, at that company, or in a related field."

"I am a content and event specialist with over twelve years of experience in Content Creation and organising networking forums. LinkedIn helps me in connecting with the right people for my business. It's a platform for serious business, alliances and partnerships."



**Additi Malik**

Deputy Chief Manager  
Bennett Coleman and Co. Ltd.



**Mainak Maheshwari**

Founder  
Dietwholic

"It is very helpful for a startup like Dietwholic. Like most things it depends on how you use it. LinkedIn used properly and with discipline is invaluable. When you have a startup you use any and every advantage you can find. The trick is to think qualitatively and not quantitatively."



**Gaurav Jalote**

Co Founder  
Livnutrfit

"Speaking from a business owner's perspective, if you can invest the time to look for the groups where your prospects hang out, respond to some comments, write some insightful posts, I think LinkedIn is a very viable way to look for qualified leads. It's one advantage over Facebook and Twitter is that the people there are in a business-y state of mind. But still be very tactful and respectful, of course."

"Savvy salespeople selling in the connected world, are increasingly using LinkedIn as a primary source of new leads and tangible revenue because you can't always wait on marketing to generate leads for you. In fact, for business to business, LinkedIn is a critical tool that can make your prospecting faster, smoother and, ultimately, more profitable."



**Pratik Gandhi**

Area Sales Head  
Aptech



**Akshat Pandey**

Senior Portfolio Manager  
DCB Bank

"I feel LinkedIn is a great platform to promote your work experience and qualifications that an employer is looking for. It also gives you the chance to make connections with other professionals that may aid your career progression through gaining work experience and advice and possibly finding an employer."

"Who knows better than me that it's a magical tool to find a dream job. I have got my last two jobs through LinkedIn."



**Sabrina Bowen**

Advertising Sales Manager  
The Economist



**Ankit Guar**

Head of Marketing  
CuroCarte

"It's indeed a helpful tool. If you have your LinkedIn profile updated with quality content, you can use it to apply directly to certain jobs on LinkedIn's website."



**Dipanjan Das**

CEO

Network 18 Media & Investment Ltd.

" LinkedIn has helped me in more than one way. First is Networking and second is Talent hunting."

" LinkedIn is a good platform to make connections. I frequently use LinkedIn for my business interest. "



**Puneet Kaushik**

Sales Channel Leader

E-Commerce- India, Middle East & Afrika,  
Procter & Gamble

**Content Theme : THOUGHT LEADERSHIP**

**Brand in Focus :**



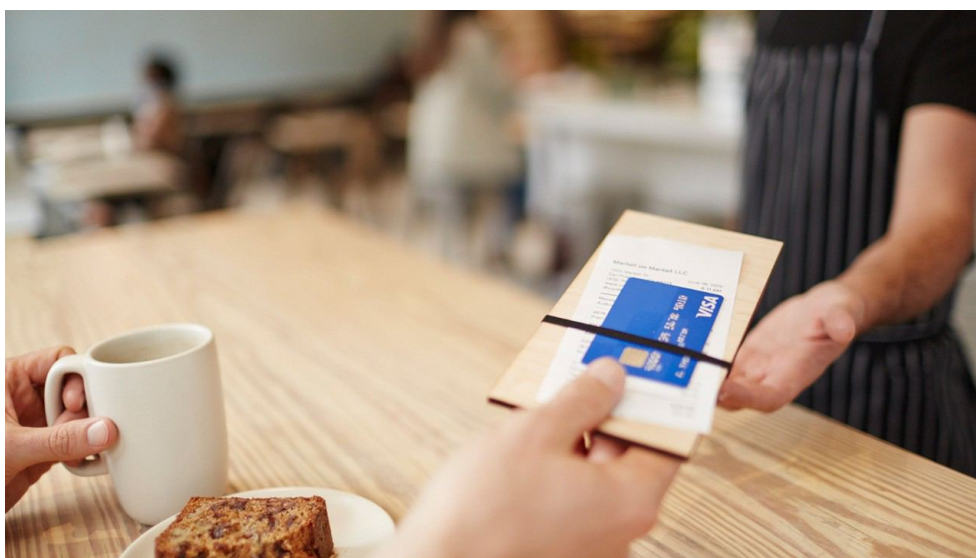
**Industry : Fintech**





## A Lifetime of Innovation in Payments Technology

This post is written as a thought leadership piece (an executive like Mark Jamison, Visa's global head of new product development - will be the right person to write a piece like this). To create such a thought leadership piece we'll interview the executive over phone while he is on the move or Skype and based on his responses we'll create it.]



I am happy to announce that Visa has once again made an appearance on the Forbes List of Top Innovative Companies globally in 2016.

Boston Consulting Group also honored us last year for innovation in payments technology by including us in their list of "The 50 Most Innovative Companies 2015."

The four key attributes on which BCG has identified Visa as fostering a climate of innovation includes: an emphasis on speed, well-run R&D process, the use of technological platforms, and the systematic exploration of adjacent markets.

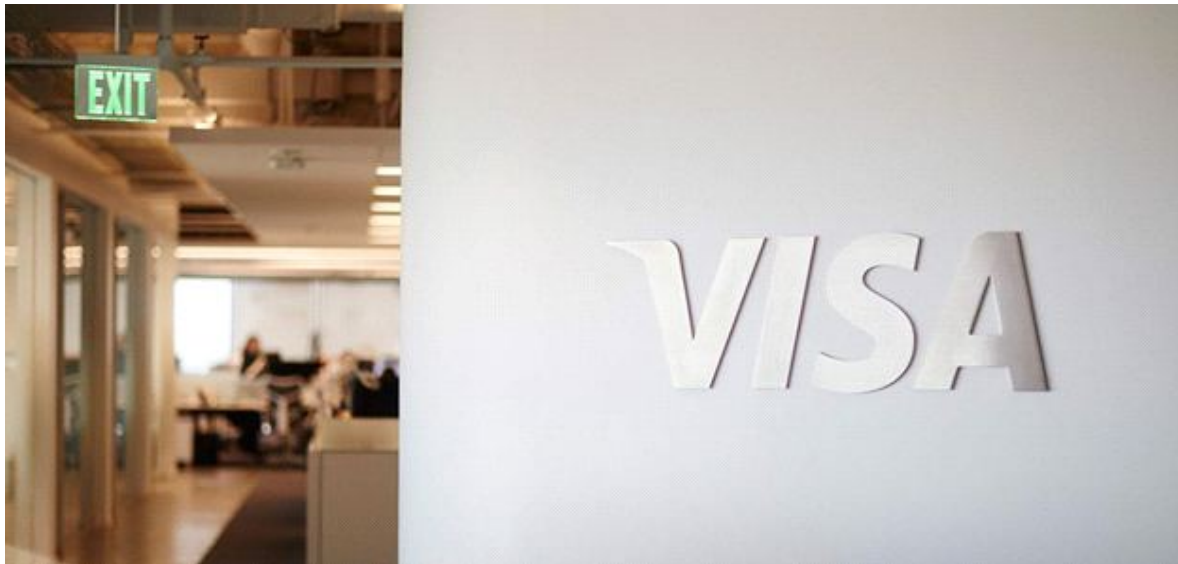
These are proud moments for the entire products team. This team works tirelessly on making sure that we are at the forefront of the payments innovation.

These innovations are important for us to as a leading global payments technology company that connects consumers, businesses, banks, governments and territories to fast, secure and reliable electronic payments.

I guess timing is also right to share some of our major innovative achievements at Visa:

### Real Time Payment Through Visa Direct

Customers' demands for speed and convenience are increasing, and as a result, traditional payment



instruments such as cards and checks are losing ground to real-time payments.

Real-time payments guarantee immediate availability of funds to the beneficiary of the transaction. These could potentially replace not only cards and checks, but even the automated clearing houses that banks now use.

More and more companies in the US and other regions are choosing Visa Direct to expand their real time payment services.

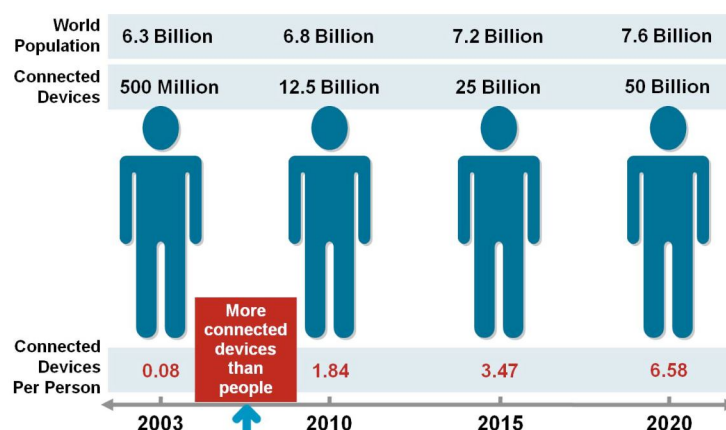
Additionally, we took this experience to a wider audience by tying up with PayPal. Now consumers will soon be able to instantly withdraw and move money from their PayPal and Venmo accounts to their bank account via their Visa debit cards leveraging Visa Direct. It will provide a delightful experience to the end consumers that offers speed, security and convenience.

## Secure Payment Program for IoT Companies

The number of IoT enabled devices is expected to reach 50 billion by 2020, providing a huge opportunity for secure payments to be a feature in just about any form factor.

More and more, consumers are relying on smart appliances and connected devices to make their lives easier, manage their money, shop, pay and get paid. By adding payments to these devices, we are turning virtually any Internet connection into a commerce experience – making secure payments seamless, and ultimately more accessible, to merchants and consumers.

Recently we announced that we are expanding our Visa Ready program to include Internet of Things



(IoT) companies, such as manufacturers of wearables, automobiles, appliances, public transportation services, clothing and almost any other connected device.

This program gives companies one seamless path to integrate secure payments into their products and services. Visa Ready partners receive access to industry best practices, tools and resources, and Visa's Digital Enablement Program (VDEP), which includes streamlined access to Visa Token Service (VTS). Visa Token Service, is an innovative security technology, allows secure mobile and digital payments anywhere where there is an Internet connection.

## Visa Checkout Services

Mobile and online shopping are fast becoming the preferred ways to buy and pay, as consumers spend more time on their devices. We need to make it much easier for people to buy things on a mobile device with their Visa card. It is simply too hard today.

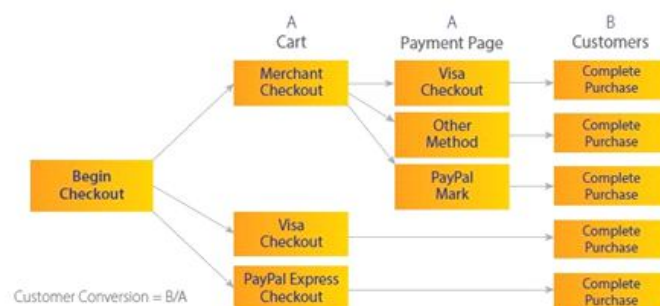


Our Visa Checkout is one of the fastest and easiest ways to pay online, allows consumers to make a purchase quickly and easily - no need to enter card and shipping details after a one-time enrollment.

This service provides not only fast payment experience but at the same time it is also secure and optimized to make payments easy on any device. computer, tablet or mobile. With this new simplified method users now can spend less time signing up and more time enjoying the benefits.

Visa Checkout will help online shoppers to experience the simplified digital checkout process, improved customer experience and hence will increase sales for our merchants. Starbucks, Walmart, Walgreens, NFL Shop, HSN and Match.com are some of the new companies choosing Visa Checkout to deliver seamless digital payments.

More than 10 million consumer accounts and 600 financial institutions in 16 countries have signed



up to use Visa Checkout since its launch 18 months ago.

## **Launch of Visa Developer, an Open Platform with Access to Visa's Payments Technology**

Commerce is migrating to digital channels as more consumers and merchants use connected devices to shop, pay and get paid. At Visa, we could not be more excited to see this shift because for nearly 60 years we have worked to replace cash with more efficient, more secure forms of digital payments. That's why we are pleased to announce the launch of Visa Developer, a new open platform that gives application developers access to Visa's payments technology, products and services.

Visa Developer is designed for software developers at financial institutions, merchants and technology companies who are building the next generation of commerce experiences.

We believe this will lead to entirely new digital commerce experiences with Visa payment capabilities integrated and providing the security and convenience consumers have come to expect of Visa.

We are very hopeful and delighted to see that as we move forward with our innovative Strategic achievements and our impact in the payment & commerce Industry, we at Visa, will change the face of the industry and the world.

***Thanks for being a part of this exciting journey.***

Products team at VISA has created a series of videos. This series offers an inside look at how Visa approaches innovation, how it develops new products and what drivers are influencing and what is next in payments.

To get these videos in inbox - please subscribe to our updates [here](#).

**Type of the content: Middle of the funnel / Thought leadership piece.**

Objective: Lead Qualification (Those who sign up for these will likely be product leaders in payments or related industries. Visa can leverage relationships with them for feedback and alpha testing of new features.)