

CONNECTING THE DOTS

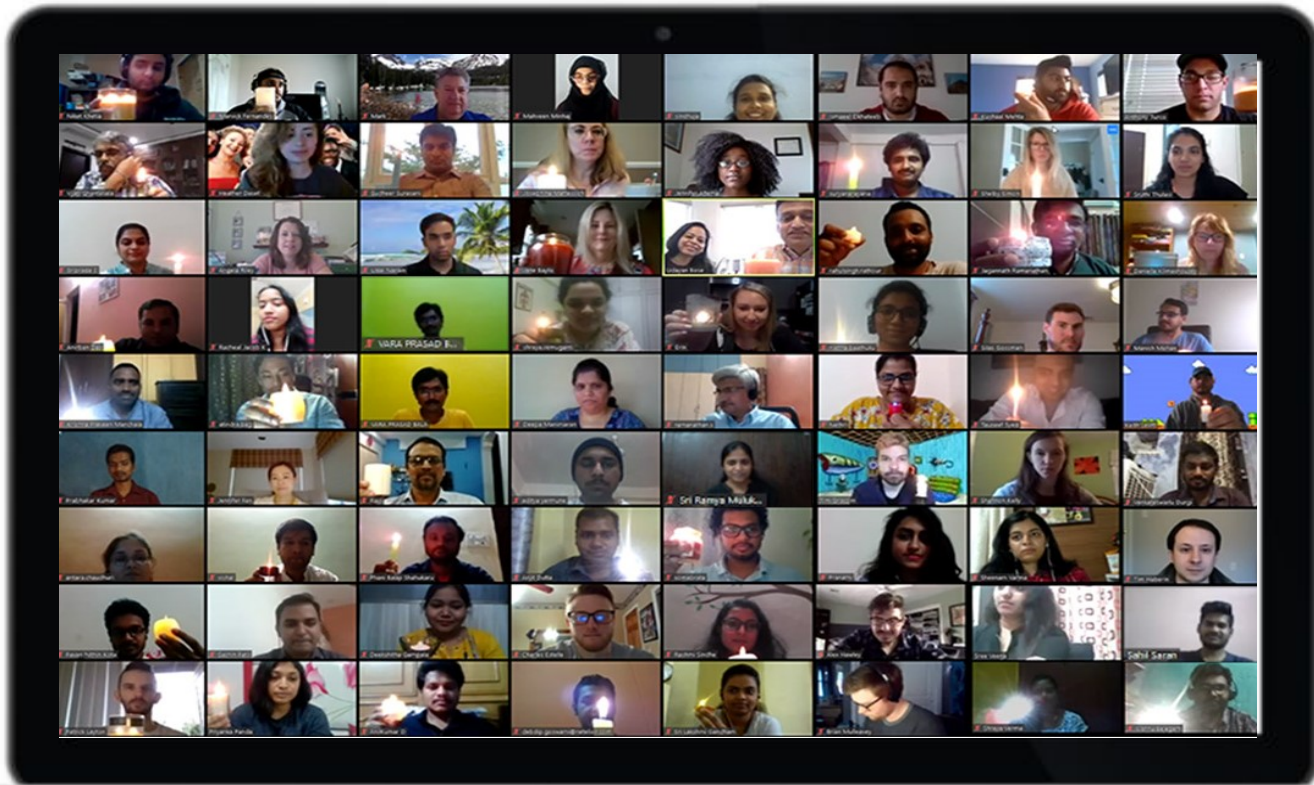
Holiday Readiness Summit For Retailers

AUGUST 13, 2020

NetEl^{ix}ir™



WELCOME



INSIGHTS

IDEAS

INSPIRATION



**CONNECTING
THE DOTS**

Holiday Readiness Summit For Retailers

NetElixir™

AGENDA



ABOUT NETELIXIR

PURPOSE OF THE EVENT

EVENT AGENDA

ABOUT UDAAN

OUR PARTNERS & SPEAKERS

INTRODUCTION: PROFESSOR SHEENA IYENGAR



WE HELP RETAIL BRANDS
FIND & ENGAGE
HIGH VALUE CUSTOMERS
&
ACQUIRE
GAME CHANGING INSIGHTS



**CONNECTING
THE DOTS**
Holiday Readiness Summit For Retailers

Confidential

NetElixir™

OUR SOLUTIONS

PAID SEARCH & SHOPPING

SEARCH ENGINE OPTIMIZATION

SOCIAL MEDIA MARKETING

AMAZON MARKETING SERVICES

ANALYTICS CONSULTING

ECOMMERCE TECH DEV

PARTNERS




CLIENTS



The coronavirus outbreak is a human tragedy of unimaginable proportion, affecting millions of people around the globe. With lives at risk, we hope that conditions improve quickly.

Please stay safe.

PURPOSE OF THE EVENT



The pandemic continues to wreak havoc on the global economy. The upcoming holiday season is poised to be the most unpredictable one ever for the retail industry. Retailers need to plan for various scenarios that may unfold and develop exceptional execution capabilities to succeed.

During today's summit our panel of exceptional speakers from the industry and academia will help you get started on your path to holiday success with actionable insights, game changing ideas and dollops of inspiration.

We hope that this summit plays an important role for you as you try to connect the dots for the holiday season.

THE EVENT AGENDA



Think Bigger Innovation Method with Prof. Sheena Iyengar: 11:45-12:30

Holiday Marketing Strategies from Google, Microsoft & NetElixir: 12:30-2:25

Magic Show with the iPad magician: 2:30-3:00

Executive Panel Discussion: 3:00-4:00

Holiday Shipping Strategies with UPS: 4:00-4:25

**How to think and operate like an FBI Behavioral Analyst with Robin Dreeke:
4:30-5:10**

THE UDAAN SCHOLARSHIP

Scholarships

Our scholarship covers the entire High School (2 year) and College (4 year) education

Employment offer at NetElixir post graduation.

The Girls

Currently sponsoring 12 girls

Attending top engineering, medical and business schools



Thank you for your generous contributions!

We have already raised \$3,128 of our \$10,000 goal.

A black and white photograph of two young girls in school uniforms, holding hands and jumping joyfully. The image is used as a background for the main heading.

SO THAT NO YOUNG GIRL WILL BE AFRAID TO DREAM AGAIN

The Udaan Trust (Flight Foundation) Was Created To Give Hope To Young Girls In India Who Struggle With The Costs Of Education.

Your contribution for our mission of educating underprivileged young girls is greatly appreciated

udaan-trust.org/donate

THANK YOU SPEAKERS AND PARTNERS



Sheena Iyenger,
Executive Committee
Member, Columbia
Business School



Robert Dillon,
Director of Agency
Sales for North
America, Google



Matt Guffey, President of
Global Strategy, UPS



**Kelly Thomas
Nojaim**, RVP of
North America
Corporate Sales,
Microsoft



Milton Reis, Global
Corporate Sales Manager
for North America,
Microsoft



Al Bessin, Chief
Operating Officer,
Circa Lighting



Carlo Savino, Executive
Director of eCommerce,
Lenovo



Parag Shah, Vice
President, Wakefern
Food Corporation
(Shoprite)



Robin Dreeke, Former
FBI Special Agency &
Founder, People Formula
LLC



Udayan Bose,
Founder & CEO,
NetElixir



INTRODUCING: PROFESSOR SHEENA IYENGAR



- S.T.Lee Professor of Business at Columbia University, NY
- In 2011 included as a part of Thinkers50-the 50 best business thinkers in the world.
- Two time TED mainstage speaker.
- Best selling author of The Art of Choosing which was named as one of the best business books of 2010 by the Financial Times.



THANK YOU

NetElixer™