

HIGHLIGHTS FROM LINKEDIN'S BRANDCONNECT DELHI

#LIBrandConnect



THE FINEST MINDS IN MARKETING gathered together at LinkedIn's flagship event, BrandConnect Delhi on 14th September 2016.

Learn



Network



Transform



SPEAKERS



"Great marketers should go beyond their **domain expertise** and also be great at strategy, operations and execution."

Jeff Weiner, CEO, LinkedIn



"To build a **great nation brand**, you need to **change mindsets**."

Amitabh Kant, CEO, NITI Aayog



"We are no longer **compared** to our **competitors**, we are compared to **every experience ever**."

Virginia Sharma, Director, LinkedIn Marketing Solutions



"Boards **spend 90%** of the time talking about how to **spend money** and hardly any time on **how to make it**."

Hugh Burkitt, CEO, The Marketing Society



ATTENDEES



400+ Attendees



Over 50% are Directors



2/3 of the audience are SME Owners

COMBINED MARKETING EXPERIENCE FOR ALL ATTENDEES IS OVER **4,500** YEARS