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SAHARA STAR, MUMBAI



*Influence
with Intent*

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 TEAM MARKSMEN

Overview

In today's business environment, marketing and corporate communication leaders are no longer custodians of visibility alone, they are stewards of reputation, trust, and business impact. As organisations navigate rapid shifts driven by artificial intelligence, evolving media ecosystems, heightened stakeholder scrutiny, and increasing pressure to demonstrate measurable outcomes, influence must be exercised with clarity, credibility, and purpose.

According to recent industry studies, over 70% of CMOs and communication leaders now sit closer to the CEO and boardroom than ever before, with responsibilities spanning brand growth, reputation management, crisis preparedness, and stakeholder trust. At the same time, AI-led content creation, real-time reputation monitoring, short-form digital storytelling, and integrated marcom strategies are redefining how influence is built and sustained.

Against this backdrop, the **Marketing and Communication Excellence Awards 2026** is envisioned as a curated forum that brings together senior marketing leaders, heads of corporate communication, and PR leaders in an intimate setting. The platform goes beyond conventional conferences by combining thought leadership, peer dialogue, and recognition, with a strong emphasis on building meaningful personal connections.

Aligned with the theme **“Influence with Intent”** the forum celebrates leaders who are shaping narratives responsibly, driving business impact, and building enduring trust across stakeholders.

“A curated leadership forum recognising those shaping influence with clarity, credibility and intent.”

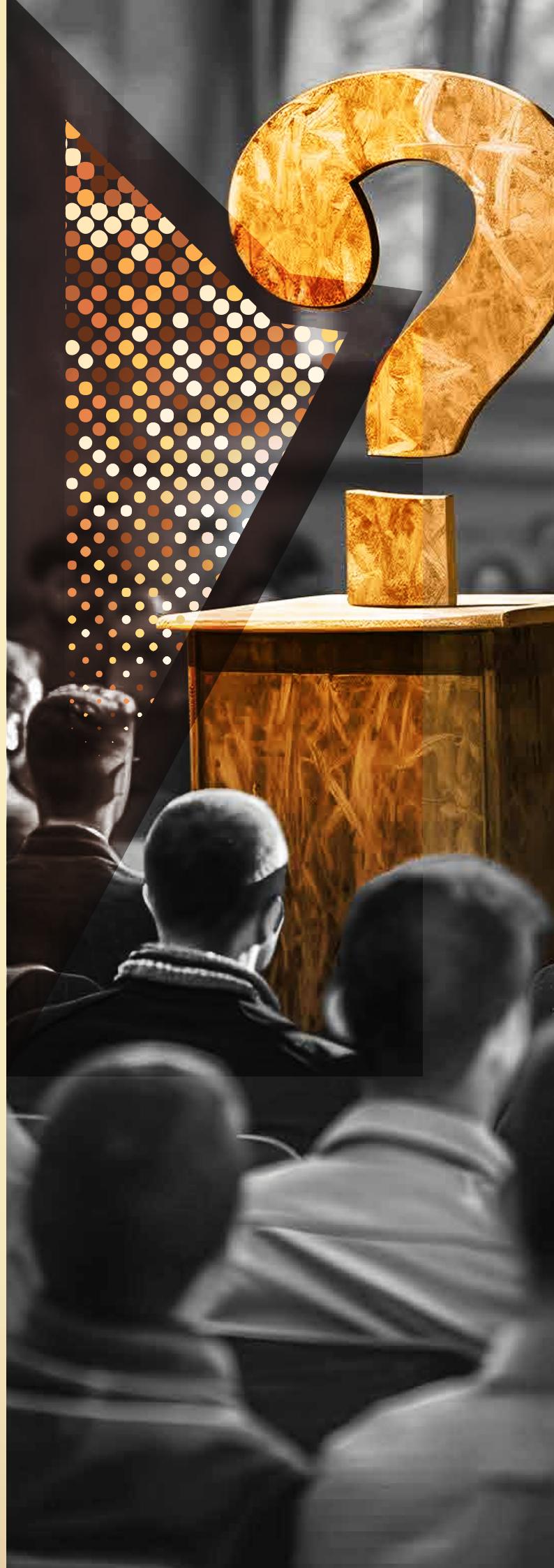


Who Should Attend

- Chief Marketing Officers (CMOs)
- Heads of Corporate Communication
- Heads of Public Relations
- Brand, Reputation & Digital Strategy Leaders
- Senior Marketing and Communications Decision-Makers
- Select industry ecosystem partners

Key Focus Areas

- Influence as a Leadership Responsibility
- AI, Data and the Future of Strategic Storytelling
- Reputation, Trust and Integrated Communications
- Measuring Marketing & Communication Impact Beyond Visibility
- Leadership Narratives in an Always-On Media Environment

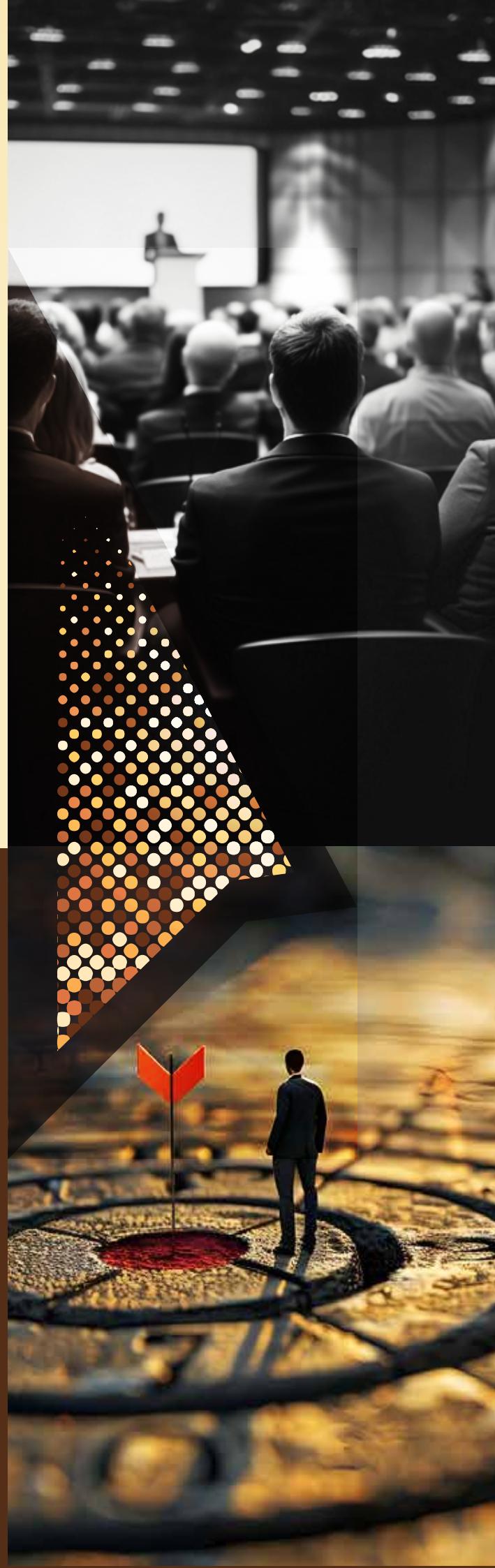


Why Attend

- Engage in high-level dialogue with senior marketing and communication leaders in a curated, invitation-only setting
- Gain insights into how influence, trust, and leadership are evolving in the age of AI and fragmented media
- Learn from industry veterans and peers shaping narratives with intent and credibility
- Build meaningful, long-term relationships beyond transactional networking
- Celebrate leadership excellence across marketing, corporate communication, and PR

What Sets This Forum Apart

- **Senior-only, invitation-led format**
- **Integrated focus on marketing and corporate communications**
- **Recognition based on leadership impact, not campaign volume**
- **Designed for dialogue, not scale**



Tentative Agenda

Time	Session
10:00 AM – 11:00 AM	<i>Registrations & Networking Breakfast</i>
11:00 AM – 11:15 AM	<i>Opening Address by Team Marksmen Network</i>
11:15 AM – 11:30 AM	<i>Keynote Address - Influence with Intent: Leadership, Trust and Impact Today</i>
11:30 AM – 12:30 PM	<p><i>Panel Discussion - Who Owns Influence Today - Brands, Leaders, or Algorithms?</i></p> <p>As influence becomes increasingly decentralised, shaped by leadership voices, digital platforms, and algorithm-driven amplification, the traditional notion of brand-led control is being challenged. This discussion examines where influence truly resides today, and how it can be exercised with intent, credibility, and responsibility.</p> <p><i>Discussion Points:</i></p> <ul style="list-style-type: none">• Has influence shifted from brands to leaders and platforms in a fragmented media ecosystem?• To what extent do algorithms shape perception versus strategic intent?• Can leadership credibility outperform brand messaging in building trust?• How do organisations balance AI-led scale with authenticity and ethics?• What defines meaningful influence beyond reach, impressions, and visibility?
12:30 PM – 01:00 PM	<i>Felicitations</i>

Award Evaluation & Research Parameters

The **Marketing and Communication Excellence Awards**

2026 recognises leaders based on independent research and qualitative assessment, ensuring credibility and relevance across marketing, corporate communication, and PR functions.

Key Research Parameters

- **Leadership Influence & Decision-Making**
- **Strategic Impact on Business Outcomes**
- **Integrated Communications Approach**
- **Credibility, Trust & Reputation Management**
- **Innovation & Use of Emerging Tools**
- **Consistency & Long-Term Contribution**
- **Industry & Ecosystem Influence**

*Awardees are identified through a combination of secondary research, industry inputs, and qualitative assessment, ensuring recognition is rooted in merit and sustained leadership.



About Team Marksmen

At Team Marksmen Network, our mission is to lead from the front as trailblazers in the B2B media landscape. We are India's fastest growing B2B media firm also recognized by DPIIT. We create impactful platforms that inspire thought leadership, foster collaboration, and spark innovation across industries. Driven by a relentless commitment to excellence, we aim to amplify stories of resilience, innovation, and transformation, shaping narratives that empower leaders and drive meaningful progress in India and beyond.



Social Media



Digital



Print



Television



Bespoke Experiences

About Marksmen Daily

Marksmen Daily is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex. MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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Lets Discuss !!



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