



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

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EVENT REPORT

Name of the Event / Activity: - Guest Session on “The Changing Dynamic of marketing B2B industry”

Committee / Cell: - Industry Institute Interaction Committee

Date : - July 31, 2021

Time : - 12:30 PM to 1:30 PM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Sandeep Shrivastava, Assistant general manager at Panasonic.

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Ms. Akshata Swamy

Number of Students Participated: - 89

Brief Information of the Event: -

A session on “The Changing Dynamic of marketing B2B industry” was conducted under the guidance of Dr. Amarish Padma. The session was hosted by Miss. Akshata Swamy from 2 nd Year MBA who introduced the topic of the session & gave brief introduction of the guest speaker Mr. Sandeep Shrivastava .

Sandeep Shrivastava, Assistant General Manager Marketing at Panasonic, delivered a thought-provoking session on the evolving dynamics of marketing in the B2B industry. Leveraging his extensive expertise in Salesforce implementation, product management, and strategic marketing, Sandeep provided valuable insights into the changing landscape of business-to-business marketing.

Sandeep's session focused on several key areas:

- **Salesforce Implementation:** The critical role of Salesforce in streamlining marketing processes and analytics.
- **Digital Marketing:** The growing importance of digital strategies in B2B marketing.
- **Strategic Planning:** Crafting effective strategies for business planning and global project management.
- **Channel Management:** The intricacies of managing distribution networks in the contemporary business scenario.

Sandeep briefly touched upon his experiences at Panasonic, Bajaj Electricals Ltd, and Philips Electronics India Limited, highlighting his roles in marketing, channel management, and Salesforce implementation.

The session left a lasting impact on participants, providing a deeper understanding of the challenges and opportunities in B2B marketing. Sandeep's insights into the significance of digital strategies and Salesforce implementation resonated well with the audience.

A lively Q&A session followed, where students engaged with Sandeep, seeking further clarification on topics such as digital marketing trends and effective channel management strategies.

Sandeep Shrivastava's session successfully bridged the gap between theoretical knowledge and real-world applications in the B2B marketing domain. The session was wrapped up by Ms. Akshata Swamy with vote of thanks.

Photos with Captions: -



Flyer of Guest Session


Dr. Amarish Padma
Event Coordinator




Dr. Kirti Dharwadkar
Director