



## THE 2018 CFO STRATEGY ROUNDTABLE PARTNERS' PROGRAMME

### OF BEACHES, BONDING AND BONHOMIE

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FRIDAY, OCTOBER 5<sup>TH</sup>, 2018

#### WHEN LIFE IS TRULY IDYLIC

*Registration and High tea at Vivo Lawns, Alila Diva*

4:00 pm – 6:00 pm

Leave the city behind and join a fun-filled evening with peers from across the country at the opening of the 2018 CFO Strategy Roundtable Partners' Programme. A pleasant evening in Goa, the company of friends and peers – there couldn't be better way to bring in a weekend of learning and deep camaraderie. The IMA India team will detail plans for the weekend as we sit down to some scrumptious tea, and get a sneak peek into your future with Savio, the tarot card reader.

#### ELECTIONS: DEVISING A WINNING STRATEGY

*A joint session with delegates at the Ballroom, Alila Diva*

*Rajat Sethi, Political Strategist, Bharatiya Janata Party*

6:00 pm – 7:30 pm

The BJP's electoral successes of Lok Sabha 2014 and several state assemblies thereafter have put the spotlight on the role of data and analytics combined with marketing and communication capabilities. The victory in Assam in 2016 was particularly important as the state had been dominated by the Congress for decades and the BJP barely had a presence. But thanks to its superior data analysis and electoral capabilities, the party swept to power with an overwhelming majority – 86 of the 126 seats – eventually paving the way for larger inroads in the North East.

**Rajat Sethi**, a public policy graduate from Harvard and an engineer from IIT, was instrumental in this process. Rajat and his team, through innovative approaches and the use of new-age analytical tools, took the election management game to the next level. The idea of establishing a unique citizen engagement series to initiate a dialogue with people and reflect on their aspirations became the basis of a 'vision document' for the BJP instead of a conventional manifesto. Intensive mining of data, for each constituency, on socio-economic indicators such as health and education lent valuable insights. Engage with Rajat as he shares an insider's perspective on the mechanics of modern-day electoral battles with a specific reference to some of the recent encounters he has been involved in.

#### COCKTAILS AND DINNER - BALLROOM LAWNS

7:30 pm onwards

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SATURDAY, OCTOBER 6<sup>TH</sup>, 2018

#### NATURE AND ITS BOUNTIES

*A visit to, and luncheon at, the Spice Plantation*

9:30 am – 2:00 pm

A visit to one of Goa's famous spice plantations will make for a trip both enjoyable and informative. Set amidst lush green surroundings, the Sahakari Spice Plantation is an organic farm. A traditional welcome will be followed by a guided tour of the farm where, apart from spices like nutmeg, cinnamon, black pepper, cardamom and cloves, there are also fruit plantations. You can



Insight beyond information

observe traditional Goan methods of organic farming and also buy some spices to take back home – what’s available in city markets is nothing like the real thing! The icing on the cake is the experience of typical Goan Hindu cuisine served for lunch in the traditional way – on banana leaves!

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**Must haves:** Sunscreen, sunshades, cool clothing and walking shoes!

**Travel time:** 45 minutes to the Spice Plantation.

Coaches will depart the porch **sharp at 9:30 am** – we would request you to be there at least five minutes prior out of regard for the rest of the group.

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### **THE REEL STORY**

*Catch a movie at the mini theatre*

*3:00 pm – 5:00 pm*

Films, like any art, have the power to create strong social bonds through a shared experience. It is great to get together with friends and immerse into a fun-filled and relaxed experience at the mini theatre by catching up on your favourite movie. Our team has hand-picked some great Bollywood and Hollywood movies to choose from.

### **COCKTAILS AND DINNER- EDGE DECK, SOUTH LAWNS**

*7:30 pm onwards*

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**SUNDAY, OCTOBER 7<sup>TH</sup>, 2018**

### **THE TASTEMAKER: CHEF EDIA**

*At Spice Studio, Alila Diva Venue: Vivo Lawns*

*10:00 am – 11:30 am*

What many trained chefs still struggle to accomplish, Chef Edia, a housewife-turned-chef, managed to do with ease – dish out food with authentic Goan flavours. She is not formally trained, but has what most hotels in Goa look for today – secret ancestral recipes and traditional methods of cooking that brings out the real flavours of India’s party capital. Engage with Chef Edia as she gives you the experience of home-cooked Goan food.

### **LUNCHEON AND CLOSE**

*12:00 pm*

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*IMA India reserves the right to alter the programme as necessary.*

*Children are welcome to join the Partners Programme in the daytime activities (except formal conclave sessions). As indicated at the time of registration, dinner functions are however **‘adults only’** and we would request you to ensure that alternate arrangements have been made— please contact the hotel for baby-sitting facilities if required.*

*The programme mentioned above is intended to provide a holistic set of activities that are both entertaining and interactive. This is however completely optional – partner participants are welcome to plan independent of this programme if desired. Please inform the IMA team of the same if so.*

**Dress code:** *Informal/ smart casual, also for the evenings. Evenings are planned in the open. Cool clothing and comfortable footwear is necessary and we would request consideration of this as you pack.*