



lyxel&flamingo
Building For The Future

The Great Diwali

Prep Countdown 2023

Schedule For the Day

Sept | 29 | Friday

10:30 a.m. onwards

Event Itinerary

10:30–11:00	Registration
11:00–11:15	Introduction to the event
11:15–12:30	Video Thinking with Google
12:30–12:45	Break – Snacks
12:45–1:15	How to leverage CTWA on Meta by L&F
1:15–2:00	Lunch
2:00–2:30	Exploring Opportunities with <i>Har Din Saasta</i> on Big Basket
2:30–3:00	Maximising Sales on Quick Commerce by Zepto
3:15–4:15	Scaling Flipkart Ads
4:15–6:00	Full Funnel Thinking by Amazon
6:00 onwards	Sundowner

Feature Sessions

1:00–1:15	The Whats and Whys of Google IGAP
2:30–3:15	Scaling your business with Microsoft Bing Ads

All Day Events

Hotstar	Seamlessly reach >500 million users with end-to-end automation
Weaver	Breaking down complex data to make data-backed business decisions
Creative	Taking a visual lead in today's video-first market
Paid Media	Leveraging Ad spaces to target and convert the masses
E-commerce	Breaking the clutter with best practices for online marketplaces

All Day Menu

Pass arounds from 11am-1pm:

- Mushroom vol au vent
- Tomato basil and goat cheese bruschetta

Working Lunch 1pm-3pm:

- Avocado and seasonal fruit salad
- Chicken steaks in mushroom sauce
- Shepherd's pie
- Spicy rigatoni pasta in vodka sauce
- Cottage cheese steak with tomato relish
- Mushroom and spinach risotto
- Assorted bread basket
- Individual Tiramisu

Grazing Table- 5pm-7.30pm:

Grazing table laid down snacks:

- Greek orzo salad
- Ricotta zucchini rolls
- Caprese sticks
- Mini veg sliders

Grazing table Boards:

- Butter board- strawberries, pistachio ,honey
- Feta board- olives, pickled onions, dil
- Goat cheese board- with truffle salt, pecans and cranberries

Grazing table Dips:

- Beetroot labneh
- Tzatziki
- Tomato salsa
- Classic hummus

Grazing table Crackers:

- Chilli oregano crackers
- Mixed seed lavash
- Beetroot lavash
- Pumpkin seed crackers
- Spicy crackers
- Assorted breads- focaccia, pita and sourdough

Grazing table Fruits:

- Strawberries
- Grapes
- Dragonfruit
- Figs- subject to availability
- Mandarin orange
- Kiwi

Grazing table Cheese:

- Smoked gouda
- English Cheddar
- Fontal
- Chilli gouda
- Brie