



### Agenda Highlights:

Time	Session Title	Focus / Activity
9.30 am	Registration	
10:00 AM	Inaugural Ceremony	Welcome Address
10.15 AM	Keynote: The Scientific Alliance	How branding and movies form a strategic, data-driven partnership for ROI.
10.45 AM	The Win-Win Strategy	Mutually beneficial models for production houses and corporate brands.
11.15 AM	Case Studies: Success Stories	<b>Jurassic World:</b> Global product integration <b>Soggade Chinni Nayana:</b> Rural brand placement <b>The RajaSaab:</b> Brand synergy in Hero Prabhas film
11.45 AM	Networking	Interacting with Branding Heads & Film Directors and Film Producers in the Foyer
12.00 PM	IPR & Legal Framework	Understanding Intellectual Property Rights, Trademarks, and brand safety in cinema
12.20 AM	Script to Screen Integration	Practical workshop: How to naturally weave a brand into a movie script.
12.45 PM	Commercials & Payments Strategy	Transparency in payment methods, escrow, and performance-based contracts
1.00 PM	The Big Launch	<b>Official Release of the Book: "100 Crore Handshake"</b> – A guide to movie-brand deals
1.20 PM	Closing Remarks	Vote of Thanks & Group Photo
1.30 PM	Networking Lunch	Continued discussions

## Cinetaria Media Works

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