

NATIONAL ADVERTISING WORKSHOP

Coordinator- Dr. Pragya Keshari

INTRODUCTION



Dept. of Marketing

The Institute regularly organizes Advertising Workshop with an objective of exposing the students to the real world of advertising and providing a platform to them to interact with the senior executives of the advertising world.

The First Workshop was organized on October 30, 2004. The Workshop was conducted by Shri Titus, Senior Creative Resource from Ogilvy and Mather.

Advertising Workshop since 2014



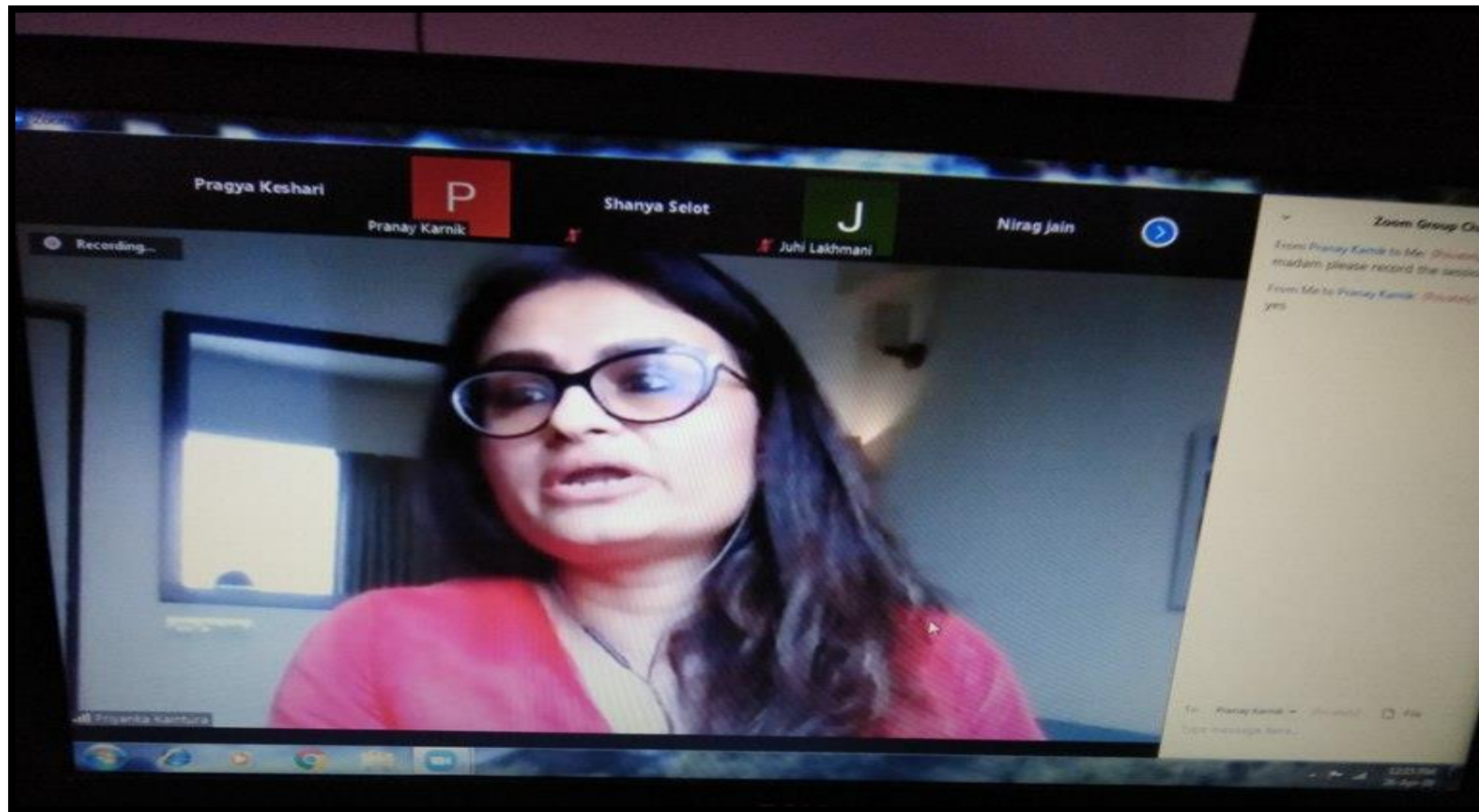
Dept. of Marketing

Date	Resource Person	Designation & Organization
2014-15	Mr. Mohit Mishra	Associate Vice- President, Integrated Services Team, Cheil Worldwide Inc.
2015-16	Mr. Ashwath Ramachandran	Managing Director and National Creative Director - Circle Marcomm
2016-17	Mr. Keshav Chandorkar	National Head – Activations (Dentsu Aegis Network)
2017-18	Mr. Rishabh Pandey and	Senior Content Manager – Airtel India
	Ms Rawal	Copy writer, 94.3 MY FM
2018-19	Mr Vishal Mittal	Group Creative Director , Taproot Dentsu,
2019-20	Ms. Priyanka Sharma Kaintura	Head, Corporate Communications, Monster.com



GLIMPSES

NATIONAL ADVERTISING WORKSHOPS



Ms. Priyanka Sharma Kaintura, Head, Corporate communications, Monster.com in year 2020



Mr. Vishal Mittal of Taproot Dentsu addressing students in year 2019



Mr. Keshav Chandurkar, National Head – Activations (Dentsu Aegis Network) in year 2016



Mr. Ashwath Racmchandra, Managing Director and Creative Director, Circle Marcomm in year 2015