

AFAA NEW AGE LEADERSHIP PROGRAMME

A 4-day experiential and inspirational immersive event

August 23 - 26, 2023

Organised by

Advertising Council of India (ACI)

(A Division of STACA Trust)

a distinguished member of AFAA

ABSOLUTELY FREE
for promising Young Leaders

afaa

ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

Insightful visits to institutions / Organisations in Mumbai Ahmedabad Surat

Salient Features of the Programme:

- Negotiation Skills
- Complex Problem Solving
- Customer Centricity
- Stakeholder Management
- Visionary Outlook
- Entrepreneurial Mindset
- Art of Continuous Learning
- Embracing Change
- Working with Missionary Spirit
- Leading with Purpose
- Taking Ownership
- Reflect to Re-Invent
- Time Manager to Time Investor
- Gratitude to Altitude
- Inspiration to Perspiration
- Receiving & Giving Feedback
- Reverse Mentoring
- Multiplying Outcomes
- Taking Calculated Risks
- Creating Personal Brand

4 days of multi-city WOLF to SMILE Programme for young leaders

In the 4 days of Experiential, Inspirational & Residential WOLF to SMILE, a programme which will help youngsters in Thinking, Acting and Speaking like the most successful leaders in the World. Our mission will be to enable young leaders so they can evolve professionally by learning to conquer the WOLF (Worries, Obsessions, Limitations and Fear), learning to STRIVE for Excellence in the area of People Centricity (Employee, Customers & Community), Innovation, Decision Making, Receiving and Giving Feedback, Problem Solving, Negotiation Skills, Continuous Learning & Development, learning to become CHAMP in the area of Communications which is the key to success and lastly creating an eco system which will help Leaders in embarking on the path of Sustainable or Exponential Growth.



Manish Advani, Programme Facilitator

Manish Advani, Founder & CEO MIMO Potentio is an eight Times TEDx Speaker, recipient of International Green Apple Award at the House of Commons in the British Parliament, recipient of Microsoft Presidents Award for improving Customer and Partner Experience, has over 2 decades of experience of working in leadership position / consulting / conducting sessions with large corporates such as Mahindra Group, Microsoft Canada, Jaguar & Land Rover, Schindler, New Jersey Department of Transportation, ISRO, Barclays, BNY Mellon, Apar Industries in diverse roles such as Change Management, Leadership Development, Marketing, Public Relations, Risk Management in diverse geographies such as India, United States of America, Canada, United Arab Emirates, Kingdom of Bahrain and Singapore.

Manish graduated with Management Degree with Suma Cum Laude from New Jersey Institute of Technology, USA, has done one year management Programme from Harvard & IIM Ahmedabad and Brand Building Programme from Stanford.

Programme Schedule

Day 1 Mumbai

(23/08/2023)

08:30 am - 09:30 am

Breakfast

09:30 am - 10:30 am

Introduction to the WOLF to SMILE Programme

10:30 am - 12:30 pm

The WOLF Programme

12:30 pm - 01:30 pm

Lunch

01:30 pm - 03:00 pm

Group interactions with 5 leaders from diverse industries

03:00 pm - 05:30 pm

Visit Mahindra & Mahindra Group's Corporate Office

06:00 pm - 07:30 pm

Continuous learning Treasure Hunt Game

07:30 pm - 09:15 pm

Dinner

09:30 pm

Travel to Ahmedabad

Day 2 Ahmedabad

(24/08/2023)

08:00 am

Breakfast

09:30 am - 12:00 pm

STRIVE for Excellence

01:30 pm - 03:30 pm

Learning visit to ISRO's Space Applications Centre

03:30 pm - 05:30 pm

Learning visit to IIM Ahmedabad - CIIE.CO

05:30 pm - 07:00 pm

Learning visit to Ahmedabad Municipal Corporation (AMC)

07:00 pm - 08:00 pm

Visit to the colourful LED Atal Bridge organised by AMC

08:30 pm

Dinner

Day 3 Surat

(25/08/2023)

05:30 am - 09:00 am

Travel to Surat (Breakfast while travel)

09:30 am - 10:30 am

CHAMP in Communications Programme in Tex Story Office

10:30 am - 12:00 pm

Learn from leaders of the textile industry

12:30 pm - 01:30 pm

Lunch at SRK House

01:30 pm - 02:00 pm

Quick learnings from leaders of the diamond industry

02:00 pm - 03:00 pm

How corporates can collaborate for greater good

03:30 pm - 05:00 pm

Learning from leaders of Apps and Gaming Industry

05:30 pm - 08:00 pm

Group assignment involving virtual interaction with 5 diverse global leaders

08:00 pm

Dinner

Day 4 Mumbai

(26/08/2023)

06:00 am

Travel to Mumbai

01:30 pm - 02:30 pm

Lunch

02:30 pm - 03:30 pm

Group presentations

03:30 pm - 04:15 pm

Special Session by Mr Tushar Jagdale, Hasya Yoga Expert

04:15 pm - 05:15 pm

Capturing Individual Feedback, Giving Away Certificates

05:15 pm - 05:30 pm

Conclusion

Participants will also be interacting with many leaders like

Mr Vijayant Rai

Country Head - BFSI,
Microsoft

Mr Stefan Haves

Director, Cirque

Mr Amrit Shahani

Partner Expand Research
Boston Consulting Group

Dr. Saju Skaria

Vice President, Capgemini

Mr Mayur Patel

CEO, Proflex Systems

Mr Bharat Melag

Senior Director, VISA

Ms Sonia Sng

Head Optimization, Airbnb

Mr Joseph Radhik

Celebrity Wedding
Photographer

Mr Karan Juneja

MD, Siddharth Industries

Mr Kapil

Rajpurohit

CEO, Tex Story India

Mr Gaurav Bhasin

CEO, Home Max India

Mr Binoay B

VP Corp. Affairs, Aditya Birla

Dr. Madhav Sathe

CEO, BMCWS

Mr Tushar Jagdale

Hasya Yoga Expert

Who is the programme for?

This experiential Programme is designed to make promising young professionals into future leaders. Young marketers, brand managers, advertising executives, space and time marketers, market research executives, digital and analytics executives etc, are likely to benefit from the Programme.

Free Registration

Interested young professionals should send their brief profile to Secretary General, Advertising Council of India (ACI), a division of STACA Trust at afaaindia@gmail.com on or before 31st July 2023.

Candidates will be shortlisted based on their evident leadership potential for an on-line interview. 25 participants will be selected based on their profile and the views of the interviewing panel.

This will be an all expenses paid programme sponsored by the Advertising Council of India (Ex-Mumbai).

About AFAA & ACI

AFAA is an international association for the development and support of the advertising industry of Asia. It offers a wide range of services, platforms and resources dedicated for the purpose of planning, coordinating and implementing programmes to elevate the standards and viability of advertising at the Asian level.

The Advertising Council of India (ACI) is a distinguished member of AFAA from India and is an operational arm of STACA Trust. ACI has as its constituents the Indian Society of Advertisers, Indian Broadcasting and Digital Foundation, Advertising Agencies Association of India, India Chapter of International Advertising Association and The Advertising Club. It promotes the development of skilled manpower resource for the advertising industry and it believes in shaping future leaders for a stronger tomorrow.

For details contact

Secretary General

Advertising Council of India (ACI),
A Division of STACA Trust

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Please feel free to Contact our Programme Facilitator
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Free registration deadline 31st July 2023