



Coverage Count

Trade: 08 | Digital: 01 | Other Digital: 09

Social Media: 06

Total: 24


Coverage Dossier

IAA India Chapter's Inaugural Digital Event TechPulse Explores the Impact of Digital Transformation on Advertising and Marketers with Industry Experts and Innovation Awards

Trade

Date	S.No.	Publication/Link
01 May 2023	1	https://bestmediainfo.com/2023/05/iaa-india-chapter-holds-its-inaugural-digital-event-techpulse-
29 April 2023	2	https://indiantelevision.com/mam/marketing/mam/iaa-indias-techpulse-event-explores-digital-transformations-impact-on-advertising-230429
29 April 2023	3	https://www.medianews4u.com/iaa-india-chapter-concludes-its-inaugural-digital-event-techpulse-on-a-high-note/
28 April 2023	4	https://indiaeducationdiary.in/iaa-india-chapters-inaugural-digital-event-techpulse-explores-the-impact-of-digital-transformation-on-advertising-and-marketers-with-industry-experts-and-innovation-awards/
28 April 2023	5	https://mediabrief.com/iaa-techpulse-explores-impact-of-digital-transformation-on-advertising-marketers-with-industry-experts/
01 May 2023	6	https://www.adgully.com/iaa-india-s-techpulse-explores-digital-transformation-s-impact-on-advertising-131222.html
28 April 2023	7	https://www.campaignindia.in/article/ai-and-blockchain-can-be-a-saving-grace-for-marketers-in-a-cookie-less-world-experts/482876
29 April 2023	8	https://www.indianbroadcastingworld.com/iaa-india-chapter-concludes-its-inaugural-digital-event-techpulse-on-a-high-note/

S. No.	Publication	Link
1	Best Media Info	https://bestmediainfo.com/2023/05/iaa-india-chapter-holds-its-inaugural-digital-event-techpulse-



Advertising | Ad Craft | Marketing | Television | OTT | Digital | Print | Radio | In-depth


Advertising

IAA India chapter holds its inaugural digital event ‘TechPulse’

The event explored the impact of digital transformation on advertising and marketers with industry experts

BestMediaInfo Bureau

S. No.	Publication	Link
2	Indian Television	https://indiantelevision.com/mam/marketing/mam/iaa-indias-techpulse-event-explores-digital-transformations-impact-on-advertising-230429

**INDIANtelevision**TELEVISION CABLE TV DTH IWORLD MAM MOVIES REGULATORS RESOURCES SA

MAM

IAA India's TechPulse event explores digital transformation's impact on advertising

Industry experts and innovators had come together for a successful event.

29 Apr, 2023 - 12:02 PM IST | By indiantelevision.com Team

S. No.	Publication	Link
3	Medianews4u	https://www.medianews4u.com/iaa-india-chapter-concludes-its-inaugural-digital-event-techpulse-on-a-high-note/



Home > Events

IAA India Chapter concludes its inaugural digital event 'TechPulse' on a high note

The event explored the impact of digital transformation on advertising and marketers, followed by innovation awards.

S. No.	Publication	Link
4	Indian Education Dairy	https://indiaeducationdiary.in/iaa-india-chapters-inaugural-digital-event-techpulse-explores-the-impact-of-digital-transformation-on-advertising-and-marketers-with-industry-experts-and-innovation-awards/



IAA India Chapter's Inaugural Digital Event TechPulse Explores The Impact Of Digital Transformation On Advertising And Marketers With Industry Experts And Innovation Awards

By India Education Diary ... — On Apr 28, 2023



Mumbai: The India Chapter of International Advertising Association (IAA) hosted its first-ever digital event, TechPulse, on April 27, 2023, at the Taj Santacruz in Mumbai. The event was a resounding success, bringing together industry veterans, thought leaders, and innovators to discuss the latest trends, emerging technologies, and best practices in the field of advertising and marketing.

S. No.	Publication	Link
5	Mediabrief	https://mediabrief.com/iaa-techpulse-explores-impact-of-digital-transformation-on-advertising-marketers-with-industry-experts/

MEDIABRIEF

HOME MEDIA ▾ BRIEFS APPOINTMENTS PODCASTS ▾ MARKETING ▾ LEADERBRIEF ▾ DEEBRIEF

Digital

IAA TechPulse explores impact of digital transformation on advertising, marketers with industry experts

By **The News Desk** - April 28, 2023

S. No.	Publication	Link
6	Adgully	https://www.adgully.com/iaa-india-s-techpulse-explores-digital-transformation-s-impact-on-advertising-131222.html



ADVERTISING ▾
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IAA India's TechPulse explores digital transformation's impact on advertising

MEDIA

MINUTES TO READ
MAY 01, 2023

ADGULLY BUREAU

@adgully

News in the domain of Advertising, Marketing, Media and Business of Entertainment



The India Chapter of International Advertising Association (IAA) hosted its first-ever digital event, TechPulse, on April 27, 2023, at the Taj Santacruz in Mumbai. The event was a resounding success, bringing together industry veterans, thought leaders, and innovators to discuss the latest trends, emerging technologies,

S. No.	Publication	Link
7	Campaign India	https://www.campaignindia.in/article/ai-and-blockchain-can-be-a-saving-grace-for-marketers-in-a-cookie-less-world-experts/482876

campaign^{India}

REGION: AP | JP | CN | IN

AI and blockchain can be a saving grace for marketers in a cookie-less world: Experts

A session at the IAA Tech Pulse summit decoded how marketers need to navigate a cookie-less world and how they are conceptualising new data hooks

Apr 28, 2023 10:05:00 AM | [Article](#) | [Noel D'souza](#)

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S. No.	Publication	Link
8	Indian Broadcasting world	https://www.indianbroadcastingworld.com/iaa-india-chapter-concludes-its-inaugural-digital-event-techpulse-on-a-high-note/



IAA India Chapter concludes its inaugural digital event 'TechPulse' on a high note

New Delhi, 29-April-2023, By IBW Team



On April 27, 2023, the India Chapter of the International Advertising Association (IAA) hosted its first-ever digital event, TechPulse, at the Taj Santacruz in Mumbai.

The event brought together industry veterans, thought leaders and innovators to discuss the latest advertising and marketing trends,

emerging technologies, and best practices.

Digital

Date	S.No.	Publication/Link
28 April 2023	1	https://www.livemint.com/brand-stories/iaa-techpulse-bringing-digital-transformation-in-marketing-to-the-forefront-11682683357285.html

mint

IAA TechPulse : Bringing digital transformation in marketing to the forefront

8 min read . Updated: 28 Apr 2023, 06:04 PM IST

HT Brand Studio

Mumbai, India, April 27, 2023: – The India Chapter of International Advertising Association (IAA) hosted its first-ever digital event, TechPulse, on April 27, 2023, in Mumbai at Taj Santacruz. The event focussed on bringing together industry veterans, thought leaders, and innovators on a single platform to discuss the latest trends, emerging technologies, and best practices in the field of advertising and marketing.

Other Digital

Date	S.No.	Publication/Link
28 April 2023	1	https://www.passionateinmarketing.com/iaa-india-chapters-inaugural-digital-event-techpulse-explores-the-impact-of-digital-transformation-on-advertising-and-marketers-with-industry-experts-and-innovation-awards/
29 April 2023	2	http://businessnewsthisweek.com/business/the-india-chapter-of-iaa-hosts-its-first-ever-digital-event-techpulse-on-april-27-2023-taj-santacruz-in-mumbai/
29 April 2023	3	https://mediabulletins.com/business/the-india-chapter-of-iaa-hosts-its-first-ever-digital-event-techpulse-on-april-27-2023-taj-santacruz-in-mumbai/
29 April 2023	4	https://onlinemediacafe.com/business/the-india-chapter-of-iaa-hosts-its-first-ever-digital-event-techpulse-on-april-27-2023-taj-santacruz-in-mumbai/
29 April 2023	5	https://contentmediasolution.com/business/the-india-chapter-of-iaa-hosts-its-first-ever-digital-event-techpulse-on-april-27-2023-taj-santacruz-in-mumbai/
29 April 2023	6	https://smartbusinessnews.com/business/the-india-chapter-of-iaa-hosts-its-first-ever-digital-event-techpulse-on-april-27-2023-taj-santacruz-in-mumbai/
29 April 2023	7	https://biznewsdesk.com/business/the-india-chapter-of-iaa-hosts-its-first-ever-digital-event-techpulse-on-april-27-2023-taj-santacruz-in-mumbai/
29 April 2023	8	https://www.andhram.com/iaa-india-chapters-inaugural-digital-event-techpulse-explores-the-impact-of-digital-transformation-on-advertising-and-marketers-with-industry-experts-and-innovation-awards/
29 April 2023	9	https://www.indiagreets.com/iaa-india-chapters-inaugural-digital-event-techpulse-explores-the-impact-of-digital-transformation-on-advertising-and-marketers-with-industry-experts-and-innovation-awards/

Twitter

Date	S.No.	Publication/Link
01 May 2023	1	https://twitter.com/BestMediaInfo/status/1652880529220411392
29 April 2023	2	https://twitter.com/neel5/status/1652237019261677568
29 April 2023	3	https://twitter.com/ITVNewz/status/1652228825462235137
29 April 2023		https://twitter.com/AavishkarMedia/status/1652214675541487617

Facebook

Date	S.No.	Publication/Link
01 May 2023	1	https://m.facebook.com/story.php?story_fbid=pfbid02mvMEDUphT1hnpj1EuNsSMj9XvSFMTMiDF8APzcK8aRszpoNoEoRSn9woCvSWvwFJaI&id=68892308545
29 April 2023	2	https://m.facebook.com/story.php?story_fbid=pfbid02GJUUhWqpCQTXAYPHjG6SzRwSMa1CWHuQw9soZSA55346pGuVM1bj1jq2Rr8K38kUI&id=835464626529666