



## IAA Young Turks Interactive session featuring Praseon Joshi & Kaushik Roy

*Kaushik Roy (L) with Praseon Joshi*

October 17, 2014, Mumbai

The International Advertising Association (IAA) India Chapter hosted an interesting session with Praseon Joshi, Chairman APAC, CEO, McCann Worldgroup India, and celebrity Bollywood lyricist, as part of its Young Turks series. The discussion was moderated by Kaushik Roy, President, Brand Strategy and Marketing, Reliance Industries Ltd. Mr Joshi spoke about his early childhood and how it fundamentally made him who he is. Addressing the young audience Mr Joshi spoke on the fundamental trust that shaped his professional life. He said, "Even today, my instinct is to trust people".

He advised the young audience - "You are not the electricity, you are the wire that conducts the electricity. Be a good conductor. And very importantly, be humble."

## ET Best Brands 2014

October 16, 2014, Mumbai

The Economic Times Best Brand Summit celebrated the top brands of the country in October at Mumbai. IAA was a supporting partner to the event.

Eminent speakers from Bharti AXA General Insurance, LT Food, Adidas Group-India, Idea Cellular, Pfizer India, L'Oreal, Twitter, Johnson & Johnson Medical India, addressed the audience at this event.

Mr. Srinivasan Swamy President IAA (India Chapter) took the opportunity to explain the role and activities of the Chapter to the audience.

### The key discussions were on:

- 5 steps to building lasting connects with the consumers
- Co- Making, The next era of branding?
- Making of an iconic brand
- Brand in a virtual globe
- Leveraging existing brands Vs creating new identity

## IAA Mentorship Webinar with Maarten L Albarda

October 16, 2014



As part of the IAA Mentorship initiative a face-to-face webinar with Mr Maarten L Albarda, Founder MLA Consulting LLC, Ex Global Director of Media & Communication Innovation, The Coca Cola Company, Atlanta was organised.

India Goes Digital is an initiative launched by IAA to understand digital advantages and highlights success stories from practitioners who also answer queries of participants.



## Knowledge seminar on Marketing of Real Estate

October 9, 2014, Mumbai

IAA India Chapter organized the third edition of its Knowledge seminar on "Marketing of Real Estate" event under the theme 'Let's Get Real'.

It focussed on the problems of the industry and possible solutions through marketing and communication strategies.

Such industry- specific seminars are unique and are receiving a lot of attention not just in Mumbai but also in smaller cities.



L to R. Jaideep Gandhi Chairman, Knowledge Seminar, Niranjan Hiranandani and Srinivasan K Swamy.

This knowledge seminar attended by over 100 participants featured eminent panelists from Landor Associates, Nielsen India, Google India, GroupM, BBDO India, Housing.com, LinkedIn amongst others apart from stalwarts like Mr Niranjan Hiranandani, Hiranandani

## TEDxGateway 2014 Simulcast

November 2, 2014, Mumbai

IAA India Chapter organized the simulcast of the TEDx Gateway event at the Bombay Stock Exchange (BSE) Hall.

The event was attended by about 600 participants comprising students and professionals. The simulcast was followed by interaction with speakers present.



Speakers with some participants at the TEDx Gateway event at the Bombay Stock Exchange(BSE) Auditorium.



## IAA Mentorship Program

November 2, 2014, Mumbai

Participants of the TEDx event at Bombay Stock Exchange were mentored by business leaders like Aparna Hegde, Stuart Sender, Cynthia Koenig, Madan Padaki, Arsh Shah Dilbagi who spoke to young aspiring professionals about their career prospects.



Participants at the event at the Bombay Stock Exchange (BSE) Auditorium.

## IAA Conversations

November 3, 2014, Mumbai

IAA Conversations was organised in partnership with Harvard Business Foundation. The speakers in conversation were Mr Walter Douglas (Minister Counselor for Public Affairs, US Mission in New Delhi), Ms Indrani Bagchi (Times of India) and Ms Manjeet Kripalani (Gateway House). Ms Shloka Nath (Harvard Club, Mumbai) was the Moderator. The topic for the Conversation was - 'Government 2.0: How Governments Approach Marketing & Public Relations'. Over 60 people attended the event.



Ms Indrani Bagchi (Times of India), Mr Walter Douglas (Minister Counselor for Public Affairs, US Mission in New Delhi), Ms Manjeet Kripalani (Gateway House) and Ms Shloka Nath (Harvard Club, Mumbai).



Participants at the IAA Conversations

## IAA Mentorship Webinar with Mr Ram Subramanian

27 November 2014

As part of the IAA Mentorship Webinars under the overall theme 'The World Goes Digital', IAA conducted a face to face webinar with Mr Ram Subramanian, Film maker, Writer, and Founder Director, Handloom Picture Company, facilitated by Pradyuman Maheshwari.







# IAA Debates

November 28, 2014, Mumbai

It was one of the most engaging open debates held on the topic: "Metro Markets are losing their sheen to Tier II & III Towns for Consumer Products/Services."

Speaking for the motion were Mr Sadashiv Nayak (CEO, Future Retail Ltd) and Mr Atul Phadnis (CEO, Whats-On and GM (APAC), Gracenote) and against the motion were Ms Ronita Mitra (Senior VP, Brand Communication & Insights, Vodafone India) and Mr Amitabh Pande (Senior Director – Consumer Insights and Strategy, PepsiCo India Region). The debate was moderated by Ms Mini Menon (Executive Editor, Bloomberg TV India).



Mr Sadashiv Nayak, Mr Atul Phadnis, Ms Mini Menon, Mr Amitabh Pande and Ms Ronita Mitra

## IAA Mentorship Webinar with Mr Rajjat A Barjatya

December 4, 2014

An engaging and entertaining session with the third generation Barjatya on films that are pure family entertainers – movies that one can see with children and not be embarrassed a bit.





# IAA Seminar on Changing Trends in Portrayal of Women in Indian Advertising

(L-R): Mr Srinivasan K Swamy (President, IAA India Chapter); Dr AL Sharada (Laadli), Mr Colvyn Harris (Advertising Council of India), Mr Rajat Ray (UNFPA), Ms Anuja Gulati (UNFPA) & Ms Monica Tata (Event Chairperson & MD, HBO India Pvt Ltd)

December 10, 2014, Mumbai

IAA conducted a Seminar on “Chaning Trends in Portrayal of Women in Indian Advertising” and also released the definitive research findings conducted by

The Seminar was conducted in association with the United Nations Population Fund (UNFPA), well-known NGO Laadli and the Advertising Council of India (ACI).

The Seminar was addressed by senior marketers, advertising leaders amongst others. These included Dr Sonya Mehta (Psychologist), Sanjay Tripathy (HDFC Life), Sam Balsara (MadisonWorld, ASCI), Sonal Dabral (DDB Mudra), Geetu Verma (Unilever), K V Sridhar (Sapient Nitro) and Rajat Ray (UNFPA). The event also had an engaging discussion with actors Dia Mirza, Richa Chadda along with Anuja Gulati (UNFPA) and Monica Tata (HBO) talking about changes that are slowly taking place in the film industry too.







## IAA Knowledge Seminar on Future of Retail Marketing

IAA Knowledge Seminar being inaugurated by (L-R): Mr Srinivasan K Swamy (President, IAA India Chapter), Mr Ramesh Aravind (Popular Film Actor, Writer, Director, Producer and TV host), Mr Anand Sankeshwar (Event Chairperson & MD, VRL Media Ltd), Mr Janak Sharda (IAA Member & Director, Daily Deshdoot) and Mr Ramesh Narayan (IAA Member & Founder, Canco Advertising Pvt. Ltd)

## IAA Mentorship Webinar with Mr Tushar Vyas

19 December, 2014



December 20, 2014, Bengaluru

The seminar was inaugurated by Mr Ramesh Aravind, popular film actor, writer, director, producer and TV host. India's retail sector is 15% of the country's GDP. It gives employment to 4.43% of the population. The IAA Knowledge Seminar brought to the fore several issues concerning the sector.

The seminar provided a great learning opportunity to the 200 odd delegates present.

IAA- India Chapter conducted webinar as part of the 'World Goes Digital' webinar series with Mr Tushar Vyas, veteran digital media specialist and Managing Partner, GroupM South Asia.

The number of people who have embraced digital as a medium is a testimony to its growth and importance, Mr Vyas said in the webinar. "There are 5 million smartphones being bought every month in India," he said which has ensured that 25 per cent of the Indian population is digitally connected.