



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report of Webinar on Evolution of Advertising from Traditional to Digital

1. Date of the event: **26th May, 2024**
2. Number of participants: 14
3. Venue: R13 (ASPV Department Room), Gokhale Memorial Girls' College, Kolkata
4. Sponsorship (if any): NA
5. Collaboration (if any): NA
6. Name, designation, affiliation and topic of lecture of each and every speaker

Name of Speakers	Title of Speech	Designation	Affiliation
Smt. Suneha Das	The Evolution of Advertising From Traditional to Digital	Account Manager Genesis Advertising Pvt. Ltd.	-

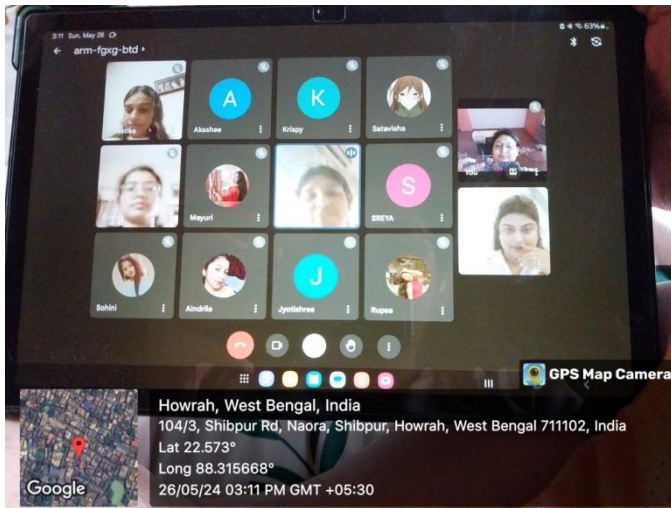
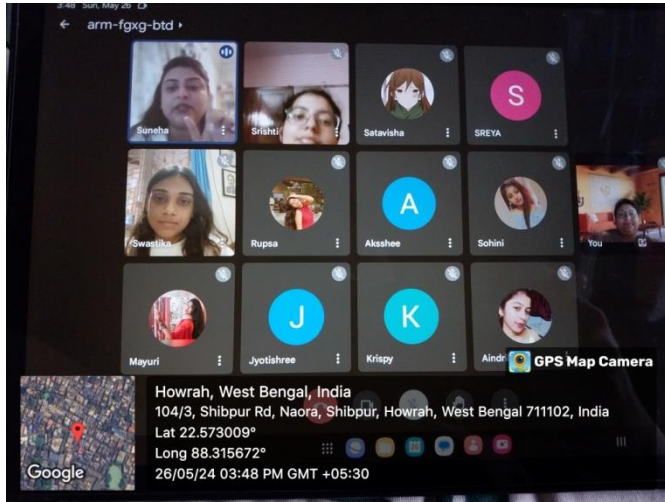
7. Details about the resource person/brief resume/introduction-:

Smt. Suneha Das is an alumnus of the department of Advertising, Sales Promotion and Sales Management. She has experience in the field of Advertising and has worked in JWT-one of the leading advertising agency. Presently, she is the Account Manager of Genesis Advertising Pvt. Ltd.

8. Other necessary information (if any) – The students of the department had an interactive session with the speaker. The speaker introduced advertising world to them and the practical aspects of advertising, how advertising works in practical world, how they can prosper in the field of advertising and what are the future prospects of the field. Also the shift of advertising from traditional mode to digital mode was the main topic of discussion. The advertising style shifting to digital mode where everything is going online was discussed.



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PLATFORM: GOOGLE MEET
DATE: 25TH MAY, 2024
TIME: 8 PM

GOKHALE MEMORIAL GIRLS' COLLEGE
DEPT. OF
ADVERTISING, SALES PROMOTION
AND SALES MANAGEMENT

organises a
WEBINAR
on
THE EVOLUTION OF ADVERTISING:
FROM TRADITIONAL TO DIGITAL

BY SMT. SUNEHA DAS
ACCOUNT MANAGER
GENESIS ADVERTISING PVT. LTD.



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Feedback cum Attendance sheet

Name of Activity Webinar on The Evolution of Advertising from Traditional to Digital.

Date: 25/5/2024.

Name of the organizing cell/committee/ department ASP.V.

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1	Kushti Ghosh	22/BSCV/0180	Kushti Ghosh	Fun
2	Swastika Chakraborty	22/BSCV/0033	Swastika Chakraborty	Fun
3	Sruya Chakraborty	23/BAV/0026	Sruya Chakraborty	Fun
4	Jyotishree Dutta	23/BAV/0016	Jyotishree Dutta	Fun.
5	Mayuri Das	23/BSCV/0095	Mayuri Das	Fun
6	Trisha Ghoshipati	22/BSCV/0177	Trisha Ghoshipati	Fun
7	Sohini Hali	22/BAV/0076	Sohini Hali	Fun
8	Rupsa Das	23/BSCV/0014	Rupsa Das	Fun
9	Debarati Chakraborty	23/BAV/0017	Debarati Chakraborty	Fun



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10	Satavisha Dutta	23/BSCV/0007		Fun.
11	Keisfy Mirdha	21/BSCV/0211	Keisfy Mirdha	Fun
12	Akshree Gupta	21/BSCV/0024	Akshree Gupta	Informative
13	Aindrila Das	21/BSCV/0213	Aindrila Das	It was informative.