



Activity report of The World of Advertising

1. Name of the Webinar: Webinar on The World of Advertising
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Webinar: The aim of the Webinar was to unravel the spheres of the present advertising scenario as well as the future of advertising.
4. Date : 28th August, 2021
5. Duration in hours (approximate): 1 hour 30 mins
6. Number of Participants (approximate): 46
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Suneha Das	The World of Advertising	Sr. Account Executive, Wunderman Thompson, Gurgaon (Dpt. Alumni)	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Webinar: The session was extremely engaging and highly interactive. The students were introduced to mainline advertising and traditional advertising. The various careers and their roles and responsibilities were discussed. The challenges to be faced in the field were also highlighted. The students learnt the necessity of digital advertisements was emphasized and various tools to approaching it and mastering it. The participants enjoyed the brainstorming session on taglines and ad campaigns for newly launched products and offers along with a fun session on identifying logos and taglines of eminent brands. It was a refreshing session for the students as they could hear from someone who is not only familiar with the present scenario in advertising but also an alumni of the department.



GOKHALE MEMORIAL GIRLS' COLLEGE

GOKHALE MEMORIAL GIRLS' COLLEGE, KOLKATA

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT (ASPV)

presents webinar on

THE WORLD OF ADVERTISING

by
SUNEHA DAS
Sr. Account Executive

Wunderman Thompson, Gurgaon
(Ex- ASPV Dept.)

28th August, 2021
Saturday

11 a.m. to 12.30 p.m.

Via Google Meet

Link:- <https://meet.google.com/vwg-javy-trg>

