



Activity report of Interactive Session & Presentation on Publicity & Celebrities

1. Name of the Seminars/conferences/workshops: Interactive Session & Presentation on Publicity & Celebrities
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops : To make students interact in the interesting topic of Celebrities and Publicity not just through discussion after a lecture but by actively making them interact through PowerPoint presentations made by them.
4. Date : 3rd March, 2022
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 13
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Aditi Chatterjee	Publicity & Celebrities	SACT, ASPV, GMGC & Dpt. Alumni	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops : Students were very excited to present on celebrities and their negative or positive publicity. This is a topic where everybody wants to cultivate on. Hence this session was an added interesting session for the students where they presented the modern publicity affairs of celebrities of various fields. They were very enthusiastic in presenting this topic through PowerPoint presentations and share and discuss their knowledge with everybody present. This session not only made them gather some new knowledge which is also required in their course curriculum but also enhanced their presentation skills.



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