



Activity report of Practical Approach to Advertising as a practice

1. Name of the Seminars/conferences/workshops: Seminar –Practical Approach to Advertising as a practice
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: To impart knowledge about the functioning of Advertising Agencies like client servicing, media planning and to give the students an experience of creating copy.
4. Date : 24th March, 2018
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 58
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Indranil Mitra	Practical Approach to Advertising as a practice	Senior VP, Lowe Lintas & Partners, Kolkata	-

8. Sponsoring agency: GMGC
9. Sponsored amount: Rs. 995
10. Outcome of the Seminars/conferences/workshops : The students are exposed to theoretical learning in classroom. The seminar helped them to gain practical knowledge on how an agency handles its clients, prepares an advertising campaign. They enthusiastically participated in creating copies, taglines and slogans. They learnt to connect the contents of their syllabus with the professional world.



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