



PRESIDENT'S REPORT 2020 - 2021

2020 - 2021 MEMBERS OF THE MANAGING COMMITTEE



PARTHO DASGUPTA
President



PARTHA SINHA
Vice President



DR. BHASKAR DAS
Secretary



ADITYA SWAMY
Jt. Secretary



SHASHI SINHA
Treasurer

MANAGING COMMITTEE MEMBERS



LAXMIRAJ SEETHARAM NAYAK
Member



MITRAJIT BHATTACHARYA
Member



PRADEEP DWIVEDI
Member



PUNITHA ARUMUGAM
Member



SIDHARTH RAO
Member



SONIA HURIA
Member



VIKAS KHANCHANDANI
Member

CO-OPTED MEMBERS AND SPECIAL INVITEES



AJAY KAKAR
Co-Opted Member



RANA BARUA
Co-Opted Member



SABBAS JOSEPH
Co-Opted Member



AJAY CHANDWANI
Special Invitee



ASHA KHARGA
Special Invitee



AVINASH PANT
Special Invitee



DEBABRATA MUKHERJEE
Special Invitee



KARTIK SHARMA
Special Invitee



NAMRATA TATA
Special Invitee



RATHI GANGAPPA
Special Invitee



SANJAY ADESARA
Special Invitee



SAPANGEET RAJWANT
Special Invitee



VIKRAM SAKHUJA
Immediate Past President

Celebrating 67 Glorious Years of The Advertising Club

FROM THE PRESIDENT'S DESK



Time really flies and it flies pretty fast. It just seems like yesterday that I got elected as the President of The Advertising Club and a period of two years has already elapsed as my term comes to an end on 3rd September, 2021 at the Annual General Meeting.

It is that time of the year when every President reviews the year that has gone by and summarizes the activities undertaken while looking forward to the future. Here I must say that the first year of my term i.e., September 2019 to 2020 began with a bang as we put up a fabulous Envies, Marquees and Effies Nite. In fact, we registered an impressive surplus of Rs.67,01,668/- as on 31st March, 2020. (Out of which an amount of Rs. 35,00,000/- was transferred to Community Development Fund.)

However, Since March 2020, the pandemic arrived in a big way and threw open new challenges thereby compelling everyone to adopt a new style of operation and change the way in which business is being done. The economy was slowing down, media and advertising activities were affected and we were no exceptions. As a team our approach was not to try and do mindless events and programmes, but rather do meaningful ones with minimal expenditure. It was important to appreciate and understand the financial challenges the media and advertising companies were going thru.

We never got disheartened and quickly adopted to the new normal by instituting online events like VICE & VERSA and also making a foray in the field of Education by collaborating with an August Educational Institution like MICA. These two were initiated for the first time in TAC and am really happy at the traction it got in the first year.

The LEADERSHIP DEVELOPMENT programme got a good response, and we will continue our efforts with doing more in this particular area. MICA has been an excellent partner and we would look at collaborating with more such partners to serve the industry in the coming years.

Am extremely happy that these two new initiatives were undertaken during my tenure and for years to come will stay on the annual roster of The Advertising Club. It is equally heartening to announce that our tie up with the UN chapter of Unstereotype Alliance is proceeding extremely well. We also have in place a committee that will be handling PROJECT MENTAL HEALTH an initiative that will focus on making work environment better for the employees.

We have also opened a window with the Export Promotion Council which helps resolve issues (if any) for advertising services export and members can approach them for policy and operational issues.

However, when it came to Awards, the results were not so good. We had several town hall meetings with the stakeholders and basis their feedback we took a conscious decision against hosting them in 2020. On ABBYs, several internal Meetings were conducted at the Managing Committee Level as also between the two Associations - Adclub & AAAI - and a collective decision was taken to refund an amount of Rs.140,49,920/- to the entrants. The industry quite appreciated the said decision.

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We were keen to hold the Effies and Emvies online in the year 2020. We again conducted several meetings with the stakeholders as TAC believes in collective decision making with its stakeholders. The feedback that we received from the industry was not encouraging as some from the industry succumbed to COVID 19 and there were critical cases as well. The industry had also faced budget cuts and many stakeholders expressed that they won't be able to support the awards. It was after these meetings, that we decided to postpone the Awards to dates that are suitable for the industry at large. Thus, there were no Effie and Emvies and Marquee Awards in the year 2020.

If you happen to look at the schedule of 35 online meetings held on Zoom during the year you will come to know about how consciously and carefully we have gone about planning our course of action.

It was during the third round of meetings with the stakeholders and post their inputs and feedback we have planned the Effies in October 2021 and Emvies in February 2022. It must be stated here that we have to abide by the guidelines of Effies New York when it comes to hosting the Effie Awards. Thus, postponement beyond a point will not be permitted by Effies New York.

While the Income and Expenditure account for the year ended 31st March, 2021 is showing a loss of Rs.128,65,320/- the same has occurred primarily due to the fact that we could not conduct our major events in the said year. However, with Effies and Emvies planned in the immediate future we hope to make good the losses and will be back on track. Our Reserves stand at Rs.5,00,00,000/- (Rupees Five Crores Only) which reflects a strong financial position.

I am taking this opportunity to thank all my Managing committee members who have stood by me in this difficult circumstance created by COVID 19. They were truly Rock solid in their support.

The Secretariat led by Bipin R. Pandit and his team comprising of Mathew, Smita, Neehar, Suresh, Gopal and Amol continue to deliver with great consistency and efficiency. A highly driven, proactive, and committed team, they have adapted themselves well with the changing environment and demands pretty fast.

It was a pleasure to lead an august body like The Advertising Club. My sincere and best wishes to Partha Sinha who will be the new President. I am sure he will do a fabulous job.

Warm regards,
PARTHO DASGUPTA
PRESIDENT

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KEY EVENTS OF THE ADVERTISING CLUB

EMVIE 2021



PARTHA SINHA



ADITYA SWAMY

Post the town hall meeting with the Media fraternity and the subsequent meeting with the Agency heads the date finalized for Emvie awards is Friday, 25th February, 2022.

My sincere and best wishes to Partha Sinha and Aditya Swamy.

EFFIE 2021



MITRAJIT BHATTACHARYA



PRADEEP DWIVEDI

The online Effie Awards ceremony is planned on Friday, 29th October, 2021.

We have arrived at this date post our four to five meetings with the Industry Representatives.

My best wishes to Mitrajit Bhattacharya and Pradeep Dwivedi the Adclub Effie Committee for what will be Adclub's first Awards Gala online.

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TREASURY



SHASHI SINHA

The last year was very challenging. Like most of the Organizations we had to take some tough decisions like Restructuring of Employee Salaries, Refund of Abby entry fees, Not hold any events on account of the feedback received from the industry regards COVID 19.

We have however moved on and you will shortly see Adclub holding its two premier events online. This will make good for the losses incurred as on 31st March, 2021.

The Advertising Club has reserves of Rs. 5,00,00,000/- (Rupees Five Crores Only) which is handsome by any standards. Thus, the Adclub is on a strong financial wicket

THE ADVERTISING CLUB & MICA



DR. BHASKAR DAS



VIKAS KHANCHANDANI



PARTHA SINHA



ADITYA SWAMY



SIDHARTH RAO



SONIA HURIA



SAPANGEET RAJWANI

School of Ideas Announces Leadership Development Programme - "Data Science in Strategic Marketing & Management":

When I took over the reins of The Advertising Club in September 2019, I did express a desire in my opening address to contribute in the area of Education. Thus, when an opportunity came our way in the form of Collaboration with MICA to conduct a Leadership Development Programme - "Data Science in Strategic Marketing & Management" we

immediately seized the opportunity and went ahead with our plans. Here I will have to single out the Efforts of Dr. Bhaskar Das in making this tie up a reality and Vikas Khanchandani making the project see the light of the day. Bipin did put in lots of efforts in getting the enrolments ably supported by his team in the admin related work. Supporting the communication efforts of this initiative is Dentsu Webchutney who have come on board as Creative Partner. There is a Microsite in place having all the relevant details that can be seen at www.theadvertisingclub.net

This online management development programme has two parts – a main and an advanced module. The overall objective is to empower its participants with knowledge required to understand the role of data science in delivering high impact marketing solutions while also building execution capabilities.

Though the impact of COVID 19 cannot be denied on overall business and the mood of the industry still we could make a modest beginning by registering candidates from Corporates like Omnicom Media Group India Pvt. Ltd., Aditya Birla Health Insurance Pvt. Ltd., Republic, Viacom 18, ITC Limited, Axis Bank, Zee Entertainment and Master Card.

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THE INTERACTIVE DIGITAL DEBATE SERIES "VICE & VERSA"



RANA BARUA



DEBABRATA MUKHERJEE



As you all are aware that we instituted a new property last year in the form of VICE & VERSA which is a series of Interactive Digital Debates. It was our endeavour to give something different to the industry who surely had an overdose of a series of online seminars/webinars. Ideated by Agnello Dias, his event stood out and came in as a breath of fresh air for the fraternity.

While we conducted two debates last year the first session was Moderated by industry thought leader than Agnello Dias, Creative Chairman - Dentsu Aegis Network & Founder, Taproot Dentsu, and had the presence of media industry veterans Santosh Desai, CEO, Future Brands and Josy Paul, Chairman and Chief Creative Officer, BBDO India was held on Saturday, 20th June, 2020 at 6.15 pm on Zoom. The Subject chosen for the first debate was "BRAND PURPOSE – RESPONSIBLE OR OPPORTUNISTIC".

The Subject chosen for the second debate was THE EPITAPH OF CLASSICAL ADVERTISING IS ALREADY WRITTEN. The session was moderated by Sonali Krishna and Swapan Sheth and Roshan Abbas were the panelists and was held on Saturday, 4th July, 2020 at 6.15 pm on Zoom.

Encouraged by the overwhelming response received for the first two debates this year we organized the third debate 'THERE IS NO LIFE BEYOND CRICKET IN INDIAN SPORTS' as held on Tuesday, 6th April, 2021 at 6.30 pm on Zoom. Sporting fans as well as experts believe that as a nation, we are consistently taking significant steps towards helping other sports in India flourish. India hosting a FIFA Tournament in 2017, the success of Pro Kabaddi League and Indian Super League being recognised globally is a true testament to the statement, however has it done enough to challenge Cricket's position in India?

Moderated by renowned Ad Man & Author, Broadcaster and Cricket Junkie Gautam Bhimani, and the panelists were Shashi Sinha, CEO-India, Mediabrands and Boria Majumdar, Historian & Journalist

These three extremely well received online sessions were hosted on Zoom platform and live streamed on Facebook and Youtube. A big thanks is due to United Breweries our Presenting Sponsor.

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INDIA CHAPTER OF THE UNSTEREOTYPE ALLIANCE



NAMRATA TATA



RATHI GANGAPPA



SAPANGEET RAJWANT



ASHA KHARGA

THE UNITED NATIONS ENTITY FOR GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN, UN WOMEN

The Advertising Club (TAC) has shook hands with the India Chapter of the Unstereotype Alliance, a global thought and action platform that seeks to eradicate harmful gender-based stereotypes in all media and advertising content. Convened by UN Women, this global membership-based platform was launched in 2017 at Cannes and leverages the UN Women's global reach among 193 member states. Members include leading brands, creative agencies and advertising associations. Further details of the Alliance can be found at www.unstereotypealliance.org

Unchallenged, harmful stereotypes are a root cause of gender discrimination and inequality. As long as these attitudes are perpetuated and reinforced in advertising and media culture, we cannot hope to achieve a truly equal world. As brands, advertisers and creative content creators, we have the power to influence culture and society in a positive way by challenging these biased attitudes.

To quote, Ms. Phumzile Mlambo-Ngcuka, Executive Director of UN Women, "Stereotypes reflect deep-rooted ideas of femininity and masculinity. Negative, diminished conceptions of women and girls are one of the greatest barriers for gender equality and we need to tackle and change those images wherever they appear. Advertising is a particularly powerful driver to change perceptions and impact social norms. UN Women is excited to partner with the foremost industry shapers in this Alliance to challenge and advance the ways women are represented in this field.

Status update of UA - India Chapter

- UA-India Chapter was launched on 30th March, 2021 with 10 Founding Members which includes The Advertising Club.
- Due to Covid-2nd wave most of the member organizations and UN Women machinery had to focus on sudden priorities in April & May 2021.
- In the Month of May 2021 (25th & 26th) Unstereotype Alliance Global Member Summit (GMS) Virtual Event was organized successfully. India Chapter C-suit leaders had brief discussion with UN Women Executive Director and UA Global Leadership team reinforcing their commitments.
- All the member organizations were sent out the link of the GMS which has links to important conversations and market reports including Gender Attitudes Study-2 and The State of Industry Report.
- In June 1st week - UA - India Chapter was interviewed by CNBC. Publicis Groupe supported this PR initiative. <https://www.cnbctv18.com/videos/advertising/media-dialogues-the-unstereotype-alliance->

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industry-led-initiative-for-gender-equality-9616111.htm

- From June 2021, UA - India Chapter had been actively working on Work Plan finalization. The templet is ready and will be shared with members in coming week for review and inputs.
- UA-IC - Round table is proposed on 22nd July to collectively discuss and finalize the work plans.
- Once the work plans are finalized, Members will lead different action points which will be reviewed by the chapter members periodically.
- UN Women is looking forward for active and substantial contribution from The Advertising Club to strengthen UA - India Chapter with constructive actions and initiatives basis its strengths.

SERVICES EXPORT PROMOTION COUNCIL (SEPC)

The Advertising Club is also tied up with Services Export Promotion Council (SEPC) with the sole objective of helping the industry in tackling persisting issues being faced by them while exporting their services viz. Trade Barriers, FDI, Tax related, Manpower related, etc. Covering any mode (out of 4 modes available).

If at all anyone reports issues confronted by them they will be addressed by SEPC in consultation with the Ministry of Commerce in no time. All the issues should be reported directly to Mayank Sharma, Dy. Director Events, SEPC. His Co-ordinates are Cell No. 8349417890 and email id is mayank.sharma@servicesepc.org

About SEPC

The Ministry of Commerce and Industry, Government of India, with a view to give proper direction, guidance and encouragement to the Services Sector, set up an exclusive Export Promotion Council for Services in the name of Services Export Promotion Council (SEPC). The Council since its inception in 2006 has been instrumental in facilitating exports of services through the following services:

1. Trade Intelligence: Trade Information, Market Analysis, Business Contacts, Business Opportunities and Market Access Conditions
2. Export Development: Export Readiness, Training and Counselling, Strategy Formulation and Development, Value Chain Optimization
3. Export Promotion: Exhibitions, Buyer Seller Meet, Business Delegations to overseas markets, Brand Campaign for India's Services Sector
4. Enabling Business Environment: Policy inputs to Ministries, Facilitating Cross Border Trade, Policy Advocacy, Facilitating implementation of various export promotion schemes.

Vision

To make India an international services export powerhouse by effectively promoting and representing every sector of Indian services and contributing to the overall growth of the economy.

Mission

- To be an effective voice of the Indian services sector globally, raising its profile through interventions and exchanges leading to increase in business.
- To serve as a bridge between government and other stakeholders and the services sector.
- To disseminate knowledge and recognize the achievements of organizations in their quest to increase services exports.

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SPONSORSHIP



LAXMIRAJ SEETHARAM NAYAK



SAPANGEET RAJWANT



VIKRAM SAKHUJA

As you all are aware that business has been under tremendous crunch because of COVID 19. It has been very difficult to get sponsorships for the events.

However, the said scenario will not remain for a longer time, and we shall see an improvement even in this area and things will be back in its old glory.

WEBSITE OF THE ADVERTISING CLUB

www.theadvertisingclub.net

We have recently revamped the Advertising Club website www.theadvertisingclub.net

We have always thrived to keep the website updated with the latest activities of The Advertising Club. We also put up the microsite for the new initiative of the Advertising Club i.e., The MICA LDP Programme.

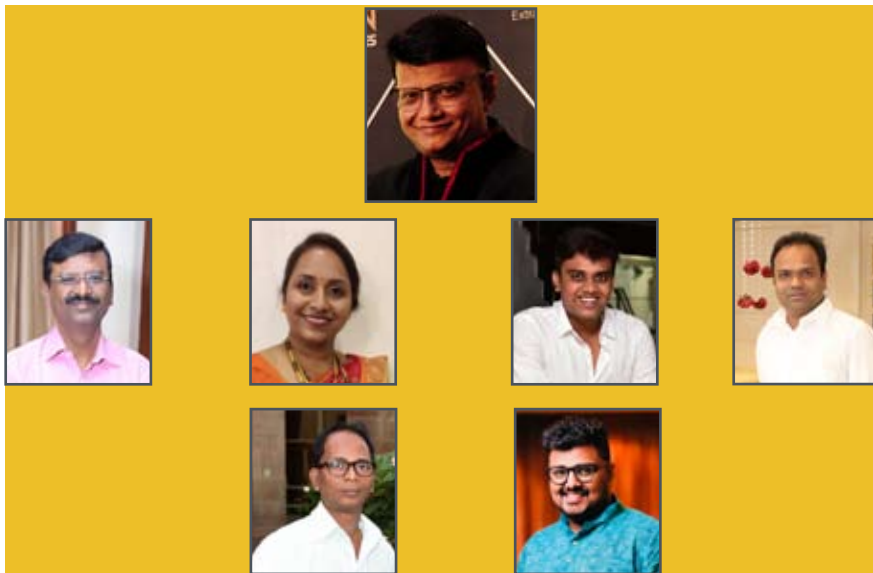
Further we are happy to announce that there is a independent Effie India website that we have put together, the URL for which is www.effieindia.org

THE ADCLUB SECRETARIAT

The Advertising Club is a 67-year-old Association and to many the biggest and busiest in the world. A guaranteed recipe for success at the Association level is the tuning with which the Mancom and the Secretariat works. The Secretariat constitutes the Fulcrum around which the Activities of an Association takes places.

The Advertising Club has Bipin R Pandit heading the Secretariat for the last 23 years and 5 Months and this continuity helps a great deal in the smooth functioning of the Club and work happening like clockwork.

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The Advertising Club in good old days was known for ABBYs and AdAsia but today it has Pre-eminent events like Effies, Emvies, Marquees, Goafest, Ad Review, Media Review, D-CODE : Digital Review, VICE & VERSA, Young Achievers Awards, M.Ad Quiz etc. to accomplish all these mega shows of the country with a lean staff strength of seven is most certainly praiseworthy job.

The Leadership and the team is committed hence they deliver consistently and efficiently. They have a desire to learn new things

and adapt themselves well to the changing situations.

Today all our judging processes are automated and so is the day-to-day functioning. I quite appreciate the way in which the online VICE & VERSA and the AGM was handled.

It was a pleasure to have a team that is so Proactive, Committed and Passionate. My best wishes to Bipin R Pandit, Mathew Samuel, Smita Khot, Neehar Chury, Suresh Shirke, Gopal Singh and Amol Patil.

MEMBERSHIP



LAXMIRAJ SEETHARAM NAYAK



PUNITHA ARUMUGAM



AJAY CHANDWANI

Membership Details	2021
CORPORATE MEMBERS	390
LIFE MEMBERS	1178
ANNUAL MEMBERS	13
HONORARY MEMBERS	3
TOTAL MEMBERS	1584

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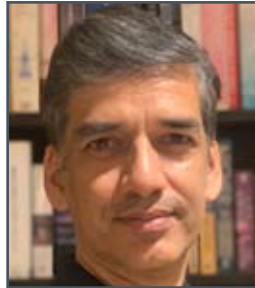
LENDING SUPPORT TO VERY GOOD INDUSTRY INITIATIVES



AJAY KAKAR



SABBAS JOSEPH



AVINASH PANT



KARTIK SHARMA



SANJAY ADESARA

CREATIVE COLLECTIVE OF INDIA:

The Advertising Club has supported this event since last year and will continue to do so in the days to come.

Who is involved?

CCI is a national collective effort by a set of concerned individuals, many recognized agencies, well known professionals and creatives and organizations that have come together. Some of these include:

- The Advertising Club Bombay
- EEMA – Events & Entertainment Marketing Association of India
- RMAI – Rural Marketing Association of India
- IOAA - Indian Outdoor Advertising Association of India
- ADI - Association of Designers of India

What does CCI hope to do?

Recognizing the fact that we will be living with the viruses for some time to come, there's an urgent need to drive behavioural change and make every Indian accountable. Our country's diversity requires that we create communication that is region, culture and language-specific and strays clear of ideological, political and religious sensitivities.

COLLABORATION WITH WIZCRAFT - ALL ABOUT MUSIC 2021:

We will continue to extend our support to this event as we did last year.

SPECIAL THANKS FOR HELP EXTENDED ON SOCIAL MEDIA PLATFORM PROMOTION



SAPANGEET RAJWANT



TONY PRATAP



SHRENI SAPANI

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ATTENDANCE OF MANAGING COMMITTEE MEETINGS

Given below is the attendance record of each member:

NAME	ATTENDANCE
Partho Dasgupta	3
Partha Sinha	4
Dr. Bhaskar Das	3
Aditya Swamy	2
Shashi Sinha	2
Vikas Khanchandani	3
Pradeep Dwivedi	3
Sonia Huria	3
Mitrajit Bhattacharya	3
Sidharth Rao	3
Punitha Arumugam	1
Laxmiraj Seetharam Nayak (Raj Nayak)	3
Ajay Kakar	4
Rana Barua	4
Sabbas Joseph	1
Debabrata Mukherjee	2
Avinash Pant	2
Ajay Chandwani	4
Kartik Sharma	2
Asha Kharga	2
Rathi Gangappa	3
Sapangeet Rajwant	2
Namrata Tata	4
Sanjay Adesara	2
Vikram Sakhuja	2

DETAILS OF OTHER MEETINGS HELD IN THE YEAR 2020 - 2021

NO.	DATE	PARTICULARS
Mancom Meetings : 4		
1	10.11.2020	1st Mancom Meeting
2	25.02.2021	2nd Mancom Meeting
3	29.04.2021	3rd Mancom Meeting
4	06.08.2021	4th Mancom Meeting
Other Meetings : 35		
1	06.10.2020	Meeting on LDP - Adclub and MICA Collaboration
2	13.10.2020	Effie meeting
3	20.10.2020	Action points from the new Committee Members
4	28.10.2020	Effie India 2021 - Tentative budget based on three different assumptions for online event only - discount on entry fee
5	30.10.2020	PLANNING of activities for the forthcoming year 2020 - 2021
6	03.11.2020	Adclub MICA Collaboration
7	05.11.2020	Effie India Catch up call (with Effies New York)
8	13.11.2020	Marquees Awards 2020 meeting
9	20.11.2020	Meeting on Vice & Versa
10	25.11.2020	Unstereotype Alliance - Briefing Meet - The Advertising Club
11	25.11.2020	ERNST & YOUNG software and invoice related - GOAFEST 2020
12	27.11.2020	Effie meeting with E&Y team
13	08.12.2020	Effie Walkthrough with E&Y team
14	17.12.2020	To discuss way forward Project Mental Health
15	25.01.2021	EFFIE INDIA 2021 entry kit and other documents (with Effie New York)
16	02.02.2021	Unstereotype Alliance - All-Member Call
17	01.03.2021	UnStereotype Alliance: C-Suite Meeting India
18	02.03.2021	Effie meeting
19	03.03.2021	Meeting on Vice & Versa
20	06.03.2021	Effie meeting
21	12.03.2021	MICA TAC LMDP
22	18.03.2021	Meeting on Vice & Versa

N0.	DATE	PARTICULARS
23	30.03.2021	Meeting on Effie 2021 Entry Kit
24	30.03.2021	Launch: Unstereotype Alliance India Chapter
25	31.03.2021	EFFIE software and concall (with Effies New York)
26	01.04.2021	Meeting on Vice & Versa
27	03.04.2021	MICA TAC LMDP Summing up & Presentation
28	06.04.2021	Unstereotype Alliance - All-Member Call
29	04.05.2021	Unstereotype Alliance - All-Member Call
30	10.05.2021	Goafest Meeting
31	11.05.2021	Effie meeting
32	17.06.2021	Meeting to discuss project mental health
33	01.07.2021	Meeting to discuss project mental health
34	22.07.2021	Emvie 2021 Meeting
35	09.08.2021	Meeting on Accounts Matter F.Y 2020-21
		Town Hall Meetings : 5
1	14.10.2020	Effie 2021 : 1st Pre Town Hall Meeting
2	03.12.2020	Effie 2021 : 2nd Pre Town Hall Meeting
3	02.03.2021	Effie 2021 : Town Hall Meeting
4	27.10.2021	Emvie 2021 : Pre Town Hall Meeting
5	07.07.2021	Emvie 2021 : Town Hall Meeting

CALENDAR OF EVENTS 2020 - 2021

NOS.	DATE	PROGRAMME	SPONSORS	MENTORS / SPEAKERS	PLATFORM	ATTENDANCE
1	03.04.2021	MICA TAC LMDP Summing-UP & Presentation	...	Ashutosh Dutt, Assoc. Prof & PGP Chair, MICA; Dharun Kaslingam, Asst. Professor, MICA; Rajneesh Pathak, VP, Augmented Intelligence, Genpact; Anand Kalidasan, Independent Machine Learning Consultant; Siddharth Deshmukh, Adjunct Faculty and Senior Advisor, MICA; Komal Goyal, Platforms Solutions Lead, Google Australia; Prantosh Banerjee, Visiting Faculty & Mgmt. Consultant in Analytics-based Strategy; Rajneesh Krishna, Registrar, Associate Dean Professor MICA; Sukaran Thakur, Principle Partner, ICE Studios & Adjunct Faculty, MICA; Mayank Verma, Leading Advanced Analytics & Data Science Practice, E&Y India	ZOOM	15 Candidates
2	06.04.2021	Webinar - Vice & Versa The Power Of Open Debate: THERE IS NO LIFE BEYOND CRICKET IN INDIAN SPORTS	United Breweries Limited	Renowned Ad Man & Author Broadcaster and Cricket Junkie Gautam Bhimani, Shashi Sinha, CEO-India, Mediabrand & Boria Majumdar, Historian & Journalist	BIG MARKER	570 Viewers

EVENTS SUPPORTED BY THE ADVERTISING CLUB FOR THE YEAR 2020 - 2021

1	26.10.2020	AFAA Inspiration Series	AFAA
2	27-28.10.2020	IAA Global Virtual Conference on 'Creativity4Better'	IAA
3	09.12.2020	BuzzInContent Conversations and Awards 2020	BestMediaInfo.com
4	19.04.2021	AFAA Inspiration Talk	AFAA
5	...	AFAA GLOBAL NEWSLETTER	AFAA
6	...	The World Needs a Breather Campaign	IAA
7	...	Share issues in your respective service sector while exporting your services	SEPC

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504, Radhe Vallabh Society, French Bridge Corner,
Opera House, Mumbai 400 004.
Tel: +91-22-2389 4091 / 2381 0213 / 2381 3034 Fax: 2389 2067
E-mail: adclub@theadclub.in
www.theadvertisingclub.net



@TheAdClub_India



/TheAdvertisingClub