



PRESIDENT'S REPORT

2022-2023

2022 - 2023

MEMBERS OF THE MANAGING COMMITTEE



PARTHA SINHA
President



RANA BARUA
Vice President



SHASHI SINHA
Secretary



MITRAJIT BHATTACHARYA
Jt. Secretary



DR. BHASKAR DAS
Treasurer

MANAGING COMMITTEE MEMBERS



PRASANTH KUMAR
Member



VIKRAM SAKHUJA
Member



AJAY KAKAR
Member



DEBABRATA MUKHERJEE
Member



RAHUL JOHRI
Member



ADITYA SWAMY
Member



MANASI NARASIMHAN
Member

CO-OPTED MEMBERS AND SPECIAL INVITEES



PUNITHA ARUMUGAM
Co-Opted Member



SONIA HURIA
Co-Opted Member



PRADEEP DWIVEDI
Co-Opted Member



AVINASH PANT
Special Invitee



RAJ NAYAK
Special Invitee



AJAY CHANDWANI
Special Invitee



SAPANGEET RAJWANT
Special Invitee



NAMRATA TATA
Special Invitee



RATHI GANGAPPA
Special Invitee



LATE SIDHARTH RAO
Special Invitee



ALOK LALL
Special Invitee



VIKAS KHANCHANDANI
Special Invitee



MALCOLM RAPHAEL
Special Invitee



PARTHO DASGUPTA
Imme. Past President

FROM THE PRESIDENT'S DESK:



Time really flies very fast. It feels that I had got elected as President of The Advertising Club just a couple of months back. However, the reality is I am completing 24 months i.e., two years of my tenure as the President of the buzziest and biggest Advertising Club in the world. In fact, I am going to review and update the members about the accomplishments and the new activities the club has undertaken during my second year as the President. As stated earlier, my entire focus was to build all the engagement and activities around one word - Excellence. I am happy to say that we have achieved the desired result not only in terms of the numbers but also the finesse, class, grace, elegance, bigness, and grandeur that we could lend to our activities and events.

Excellence in Effectiveness: EFFIES

The EFFIES is easily the most coveted awards of the industry. It is extremely heartening to witness EFFIE become the most coveted trophy within the Marketing and Advertising fraternity. This is the only event of its kind which has the participation of more than 500 Marketing professionals both as jury members and attendants at the ceremony. EFFIE also keeps on establishing new records both in terms of entries received and surplus recorded. Kudos to Mitrajit Bhattacharya, Pradeep Dwivedi, Manasi Narasimhan, Bipin Pandit and his team at the Advertising Club Secretariat.

Excellence in Media: EMVIES

EMVIES is undoubtedly the Oscar of the media world. It is the biggest media award of our country. It gives me pleasure to announce that during my two years we have recorded the highest surplus ever both at EMVIES and EFFIES. I am particularly happy to state that during my tenure we introduced the Pradeep Guha trophy for the category YOUNG EMVIE of the year which Times of India sponsors. A huge round of applause for Aditya Swamy, Rathu Gangappa, Alok Lal, Bipin Pandit and his team at the Advertising Club Secretariat.

Excellence in Creativity: ABBY AWARDS IN PARTNERSHIP WITH ONE SHOW

During my tenure, we turned the ABBY awards into the ABBY One Show Awards. It not only raised the bar to an international level but also offered the much desired credibility and statute to the awards. This was the second year of the partnership. The Awards Governing Council under the stewardship of Rana Barua has done an amazing job for the past two years, right from receiving the entries up to execution of the event the operations have been very smooth. Besides Rana Barua, I must single out the efforts of Ajay Kakar and Ajay Chandwani who have played a stellar role in making a difficult job look easy to accomplish. The Advertising Club Secretariat under Bipin Pandit continues to be rock solid in their support. I will also put in a word of appreciation for our partners AAAI who have been extremely co-operative.

Excellence in the Digital Sphere: D-CODE

The team of Punitha Arumugam, Aditya Swamy along with Bipin Pandit and the Advertising Club Secretariat have been absolutely outstanding in making D-CODE a big property in the hands of the Advertising Club. Aditya Swamy worked closely with Punitha Arumugam till the year 2021. This year while the speakers were outstanding our conscious decision to hold the event at the prestigious Reliance Jio center made a world of difference as the entire look and feel of the event changed

considerably, we truly scaled up the event. It was heartening to see some new names coming on board as sponsors. Thanks to Bipin Pandit for getting Meta and Times Television Network on board as sponsors.

DIVERSITY, EQUALITY & INCLUSION (DE&I):

As you all are aware that we have tied up with the UN on UnStereotype Alliance. However, we always wanted to contribute in a big way in this area and take the cause and our participation to the next level. Thus, we introduced a category DE&I at all our major awards like ABBY, EFFIES & EMVIES. A big thanks to Namrata Tata for all her efforts. I assure you that you will see the Advertising Club contributing to this area majorly in the days to come.

M.AD QUIZ:

While the Advertising Club used to host the M.Ad Quiz as an annual event, many years back, however, for some reasons it was not conducted for the past 8 to 10 years. It was on my wish list that M.Ad Quiz should be revived in a big way. Thus, on 3rd February we hosted the M.Ad Quiz at the Jade Gardens with Derek O'Brien as the Quiz Master.

Dr. Bhaskar Das stood like a rock and ensured that the execution was flawless, and Bipin Pandit pitched in with getting formidable partners and gift sponsors. The Times of India team who partnered us and proved to be a perfect ally and brought in lot of experience and expertise. The team at the Advertising Club Secretariat deserves a pat on their back. I am happy to say that the event was a huge success and will be a part of our annual activities from here on.

PUBLIC RELATIONS:

Sonia Huria and Malcolm Raphael take a bow. You have been consistently brilliant and so are your teams.

TIE UP WITH IPA:

Malcolm Raphael deserves a pat on his back for this important tie-up. His contribution in the area of creativity also deserves a special mention.

PROMOTIONAL LITERATURE FOR EVENTS:

Alok Lall and his team at McCann deserves a special mention for doing some great work in this area.

TREASURY:

It gives me immense pleasure to inform you all that Ad Club has reserves of 5 crores and during the year under review it accounted for the highest surplus ever.

THANK YOU:

I take this opportunity to thank Rana Barua, Vice President who has been rock solid in his support as also, Dr. Bhaskar Das, Shashi Sinha, and Mitrajit Bhattacharya the Office Bearers for standing firmly behind me. Not to forget the contributions made by all the Managing Committee members.

I was extremely happy to have a dream team. I also would like to thank Bipin Pandit for being extremely proactive, passionate, and committed. He has lined up sponsorships worth crores of rupees and played his role to perfection along with his extremely reliable team of Mathew, Smita, Gopal, Neehar, Suresh and Amol.

Partha Sinha

President

EFFIE:

The EFFIE India Awards 2022 was held on Friday, 13th January, 2023 at the Hotel Taj Lands' End, Bandra Mumbai.

Effie awards acknowledges the impact of success through work done by Agencies and Clients that sets new benchmarks in effectiveness in Marketing and Advertising communication.



MITRAJITBHATTACHARYA



PRADEEP DWIVEDI



MANASI NARASIMHAN

Like every year, this year too, EFFIE has witnessed significant patronage from industry veterans and category leaders. It is extremely heartening to witness that EFFIE has become the most coveted trophy within the Marketing and Advertising fraternity.

This year, EFFIE India received 986 entries, the highest ever in 22 years, and saw participation from 53 agencies. The new challenge this year was implementation of the Global software ACCLAIM in India. I am happy to state that this was done successfully.

The below given statistics speaks volume and how industry holds the Effie in high esteem:

YEAR	NO. OF CATEGORIES	NO. OF ENTRIES RECEIVED	TOTAL JURY MEMBERS	CLIENT REPRESENTATION	NO. OF METALS GIVEN
2022	50	986	493	300	115

A big thank you to Mitrajit Bhattacharya, Pradeep Dwivedi, Manasi Narasimhan, Bipin Pandit, and his team at The Advertising Club Secretariat for making this event a huge success. I am sure EFFIE will scale new heights in years to come. It is indeed the biggest property of the Advertising Club besides EMVIES and ABBYS.

EMVIE:

The 23rd edition of the Emvies was hosted by The Advertising Club on March 10, 2023 at Hotel Taj Lands' End, Bandra Mumbai.

A striking and stand out feature of EMVIES has always been the judging process. While the

Round I is judged by Media professionals the Round II takes the shape of case study presentations which is done online stretched over a period of 10 days.



ADITYA SWAMY



RATHI GANGAPPA



ALOK LALL

The outdoor event was attended by more than 1000 professionals from the Media, Marketing, Advertising, and Research fraternities.

The Advertising Club's EMVIES in a way has not only brought in the forefront the best work in Media but has given the industry some great talent when it comes to the Art of Presenting.

The below given Statistics says it all:-

YEAR	NO. OF CATEGORIES	NO. OF ENTRIES RECEIVED	ROUND 1 JURY MEMBERS	FINAL ROUND JURY MEMBERS	NO. OF METALS GIVEN
2023	49	1469	172	179	138

We thank the Media Agencies and all entrants for supporting EMVIES unconditionally over the years. Emvies undoubtedly has established itself as the Oscars of the Media world. It is a worldclass platform today and is owned equally by the media, marketing, and advertising fraternities. It is a burning example of our overall theme of excellence.

A fantastic job done by the strong team of Aditya Swamy, Rathi Gangappa, Alok Lall, Bipin Pandit and his team at the Advertising Club Secretariat.

ABBY'S AT GOAFEST 2023:

The Abby Awards 2023 was held from May 24, 2023, to May 26, 2023, at Grand Hyatt, Goa.

As you all are aware that ABBY Awards is an integral part of Goafest, South Asia's Advertising, Media, and Marketing festival that is held to celebrate excellence and discuss the future of creativity. Co-hosted by The Advertising Club (TAC), The Advertising Agencies Association of India (AAAI) and, in the presence of internationally acclaimed speakers and industry stalwarts.



PARTHA SINHA



RANA BARUA



SHASHI SINHA



AJAY KAKAR



AJAY CHANDWANI



MALCOLM RAPHAEL

The festival also signified the second year of association of The ABBY Awards with The One Show. With an underlying theme of 'The Future of Creativity is Here'.

We are extremely happy with the response we have received with the number of entries this year; a whopping 3,300."

Renowned advertising personalities from around the world, such as Nick Law, the Global Creative Chairperson of Accenture Song, and Ed Pank, the Managing Director of WARC APAC, captivated the audience with their visionary perspectives. In addition, iconic celebrities from Indian sports and Bollywood, including Harbhajan Singh, Tabu, and Rana Daggubati, inspired delegates with their remarkable achievements and stories of strength.

Distinguished corporate figures, such as Hemant Malik of ITC Foods, Rohit Kapoor of Swiggy, Prabha Narasimhan of Colgate-Palmolive, Chandan Mukherji of Nestle India, Priyanka Gill of Good Glamm Group, Ravi Santanam of HDFC, and Vipul Prakash of MakeMyTrip, actively participated in engaging panel discussions.

Given below are some important highlights: -

No.	Category	Jury Chairperson	No. Of Juries	Entries	Shortlist	Grand Prix	Gold	Silver	Bronze	Merit
1	CREATIVE ABBY	22	134	2133	675	2	56	145	193	131
2	BROADCASTER ABBY	1	7	81	33	0	6	8	4	1
3	PUBLISHER ABBY	1	6	67	28	0	2	5	6	5
	TOTAL	24	147	2281	736	2	64	158	203	137
4	MEDIA ABBY	2	134	1019	408	1	26	34	38	0
	GRAND TOTAL	26	281	3300	1144	3	90	192	241	137

More than 60 esteemed Global and Indian speakers and performers graced the stage, delivering their insights and expertise through 20 power-packed knowledge seminars and 11 interactive Master-Classes.

Adding a unique and vibrant touch to the event was the 'Advertising Rocks' initiative, a captivating musical contest that showcases the industry's talent and passion.

Kudos to Rana Barua, Ajay Kakar, Ajay Chandwani, Bipin Pandit, and his entire team at the Advertising Club Secretariat. Thanks to Shashi Sinha and Malcolm Raphael as well for their valuable support. Collectively they made a huge task look easy to accomplish which speaks volume of their great efforts.

EFFIE MASTERCLASS:

It was thought to conduct EFFIE master class at places like Gurgaon and Mumbai. The entries shortlisted for Grand EFFIE (i.e., selected Gold EFFIE winners) can be presented by the respective agencies along with the client.



DEBABRATA
MUKHERJEE



MITRAJIT
BHATTACHARYA



PRADEEP DWIVEDI

The main agenda for this class is to bring in people from the small agencies, so that they can learn how to write the EFFIES case studies. The workshop should include not more than 30 people. The said event is planned in September, 2023.

M.AD QUIZ:

We decided to revive the M.Ad Quiz by hosting the biggest event of February 2023. The biggest attraction of the show was Derek O'Brien who donned the role of the Quiz Master.

The participants in the M.Ad Quiz were from the world of Media, Advertising and Marketing Industry, bright individual professionals, and even students at the B-School. In total 18 teams had participated.



DR. BHASKAR DAS



RAHUL JOHRI

At this keenly contested event, the winners were Avinash Mudaliar & Meghashyam Shirodkar from HT LABS (First Prize), Ankit Vohra & Trishla Jhaveri from McCann Worldgroup (First Runner up) and Anthony Padayachi & Somdatta Roy Chowdhuri from Leo Burnett (Second Runner up) they were richer by some Attractive Gifts like Haier Refrigerator, Titan Watches, Hampers from Unilever, Garnier, Britannia, Mondelez, Dabur, Bombay Shaving Company, and Nestle. There were some good gifts for the audience as well.

MARQUEES AWARDS:

Though, we haven't hosted the MARQUEES Awards for the past two years, I am sure with Raj Nayak and Vikram Sakhuja at the helm of affairs, MARQUEES will be organised in the near future and will be accomplished in great style.



RAJ NAYAK



VIKRAM SAKHUJA



PARTHO DASGUPTA

ADCLUB MICA COLLABORATION:

Two years back we announced a landmark partnership with the esteemed educational institution MICA – School of Ideas that drives excellence in Management, Strategic Marketing, Creativity & Communication and Digital learning.

The partnership is a step towards helping young minds in the industry upskill and stay ahead of the curve on global best practices and trends. The initiative stands true to the Advertising Club's agenda of driving growth of the Indian Advertising & Media industry, facilitating knowledge sharing and establishing global competitiveness.

Initiatives by the Advertising Club like D-CODE (Digital Review) and VICE & VERSA Series amongst others are all aimed at enhancing the learning curve of the category.

In the year 2021, The Advertising Club and MICA collaborated to design an exclusive Leadership Development Programme. The programme on "Data Science in Strategic Marketing & Management" aimed at driving learning and effectiveness in the category.

The first round was accomplished successfully, and we are all set to have the second Phase implemented.



VIKAS KHANCHANDANI



DR. BHASKAR DAS

UNSTEREOTYPE ALLIANCE:

The Advertising Club has tied up with the UN initiative on Unstereotype Alliance.

Stereotypes permeate our everyday lives and, when left unchallenged, lead to deeply rooted societal inequalities.

Advertisers have a responsibility to produce un-stereotyped content that portrays all individuals as authentic, multi-dimensional, progressive, and empowered.



NAMRATA TATA

About UA - India Chapter:

- The Unstereotype Alliance launched the India national chapter on 30th March 2021 with a coalition formed to tackle harmful stereotypes advertising. The Alliance will centre its work in India on broadening the representation of women and girls in non- traditional roles in advertising with a focus on women returning to the workforce.
- India is the ninth national chapter to launch worldwide, and the second in Asia.
- The Un stereotype Alliance's India National Chapter Members include Hindustan Unilever (Champion), Diageo, WPP India, Publicis Groupe, Havas Group, Mondelez International, Kantar, IPG Media brands, Advertising Standards Council of India (ASCI), Advertising Agencies Association of India (AAAI), The Advertising Club and Samhita Social Ventures.

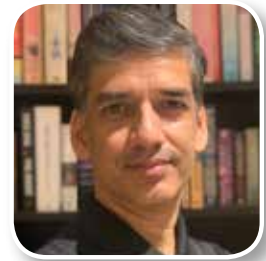
The Advertising Club fully appreciates the critical role it can play in this area. Thus, a category DE&I is introduced in all three major Awards of the Advertising Club EFFIES, EMVIES & ABBYS.

D-CODE:

I am sure like the last year Punitha Arumugam and Avinash Pant will do a fabulous job with the next version of D-CODE.



PUNITHA ARUMUGAM



AVINASH PANT

PROMOTIONAL LITERATURE FOR EVENTS:

I have to thank Alok Lall and his team from McCann for coming out with brilliant creatives for two of our major events ABBY Awards and M.Ad Quiz. Alok you and your team have done a fantastic job. A special thanks to Ajay Ahluwalia from Alok's team.



ALOK LALL

TREASURY:

EFFIES and EMVIES have over the years contributed hugely towards the bottom line of the Advertising Club. The ABBYS also has played an important part in shoring up the played surplus.

Even events like M.Ad Quiz and other programmes have provided a steady revenue stream to the Advertising Club.

Today with reserves of 5 crores and an independently owned office of its own. The Advertising Club is on a solid financial footing. Dr. Bhaskar Das, Bipin Pandit and his team and our Auditors deserve all the compliments.



DR. BHASKAR DAS

ADCLUB SECRETARIAT:



BIPIN R PANDIT



MATHEW



SMITA



GOPAL



NEEHAR



SURESH



AMOL

We are extremely happy to have a hugely committed team led by the Passionate & Experienced Bipin R Pandit who has been with Ad Club for the last 26 years.

Bipin Pandit is a self-starter hence most of the jobs get done like clockwork and even before they are requested or asked for.

The team of seven (7) delivers world class events like EFFIE, EMVIES, ABBYS at Goafest, M.Ad Quiz D-CODE, VICE-VERSA just to name a few. Proactiveness, Commitment and Leadership is the strength of our Ad Club Secretariat.

Keep up the good work Bipin, Mathew, Smita, Gopal, Neehar, Suresh & Amol you all are doing a wonderful Job.

SOCIAL MEDIA AGENCY:



MITRAJIT
BHATTACHARYA



PRADEEP DWIVEDI



MALCOLM RAPHAEL



SAPANGEET
RAJWANT



BIPIN R PANDIT

A team of Mitrajit Bhattacharya, Pradeep Dwivedi, Malcolm Raphael, Sapangeet Rajwant and Bipin R Pandit shortlisted the Agency “Small Big Idea” for the job. They have been working with us for two years to ensure that all the information pertaining to the Advertising Club events is flashed on our social media handles before time.

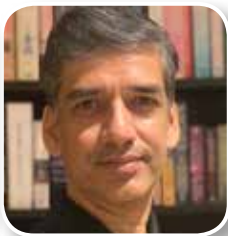
SPONSORSHIP:



PRASANTH KUMAR



VIKRAM SAKHUJA



AVINASH PANT



RAJ NAYAK



BIPIN R PANDIT

I have to thank Prasanth Kumar, Vikram Sakhuja, Avinash Pant, Raj Nayak and Bipin R Pandit for roping in formidable names as sponsors for all our events. A big thank to you all.

TIE UP WITH WARC:

Services provided by WARC:

- Host and co-market a webinar with The Advertising Club. Appropriate content and timing to be determined by WARC and The Advertising Club personnel for a Fair Value: GBP 25,000



PARTHA SINHA



MALCOLM RAPHAEL

In return, the Company provided WARC with the following:

- Co-market the webinar with WARC
- Publish Spotlight content (opinion pieces and Brand-in-Action interviews) on The Advertising Club of India. Appropriate content and timing to be determined by WARC and The Advertising Club's personnel.
- Promote 1 WARC content piece every month on The Advertising Club newsletter. For a Fair Value: GBP 25,000

TIE UP WITH IPA:

IPA has decided to join hands with the Advertising Club. They have great educational programs. Big thanks to Malcolm Raphael for making it possible.

IPA has shared 9 Courses which are in Finance, Media, Effectiveness, etc. To promote IPA, we had a special registration desk at ABBY at Goafest.



PARTHA SINHA



MALCOLM RAPHAEL

PUBLIC RELATIONS:

Sonia Huria, take a bow you have been doing a fantastic job over the years with great amount of consistency. Your efforts are truly commendable. Please convey our big thanks to your team as well.



SONIA HURIA

ATTENDANCE OF MANAGING COMMITTEE MEETINGS

Given below is the attendance record of each member:

NAME	ATTENDANCE
Partha Sinha	5
Rana Barua	5
Shashi Sinha	2
Mitrajit Bhattacharya	5
Dr. Bhaskar Das	1
Prasanth Kumar	1
Vikram Sakhuja	2
Ajay Kakar	5
Debabrata Mukherjee	2
Rahul Johri	0
Aditya Swamy	3
Manasi Narasimhan	3
Punitha Arumugam	1
Sonia Huria	2
Pradeep Dwivedi	4
Avinash Pant	2
Raj Nayak	2
Ajay Chandwani	4
Sapangeet Rajwant	1
Namrata Tata	4
Rathi Gangappa	3
Late Sidharth Rao	1
Alok Lall	4
Vikas Khanchandani	5
Malcolm Raphael	5
Partho Dasgupta	3

DETAILS OF OTHER MEETINGS HELD IN THE YEAR 2022-2023

NO.	DATE	PARTICULARS
Mancom Meetings: 5		
1	29.11.2022	1st Mancom Meeting
2	13.01.2023	2nd Mancom Meeting
3	10.03.2023	3rd Mancom Meeting
4	25.05.2023	4th Mancom Meeting
5	28.07.2023	5th Mancom Meeting
Other Meetings: 22		
1	15.11.2022	M.Ad Quiz Meeting with Derek O'Brien
2	19.12.2022	Effie Meeting with Meta & Hyperlink
3	09.12.2022	EMVIE 2023 MEETING
4	08.01.2023	M.Ad Quiz Meeting
5	08.02.2023	ABBY 2023 PRE TOWN HALL MEETING
6	09.02.2023	MEDIA ABBYS AT GOAFEST 2023 TOWN HALL MEETING
7	10.02.2023	ABBY SOUTH ASIA 2023 CREATIVE LEADERS TOWN HALL MEETING
8	23.02.2023	Award Hub + ABBY Awards
9	28.02.2023	MEETING REGARDS ABBY CREATIVE ENTRY FORM 2023
10	04.03.2023	EMVIE 2023 MEETING

11	21.03.2023	MEETING WITH MCCANN TEAM - ABBY 2023 CREATIVES
12	27.03.2023	Effie India x Effie WW
13	31.03.2023	Abby 2023 Meeting to discuss Appointment of Jury Chairman
14	06.04.2023	Abby 2023 meeting with KPMG
15	10.04.2023	Abby 2023 Meeting with KPMG & Hyperlink
16	21.04.2023	Abby Meeting with Awardor and KPMG
17	06.06.2023	Unstereotype Alliance - All Member Call
18	12.07.2023	AdClub's EFFIE 2023 Town-Hall Meeting
19	21.07.2023	AdAsia 2023 Meeting
20	31.07.2023	MEETING TO DISCUSS M.AD QUIZ SPONSORSHIP
21	01.08.2023	Unstereotype Alliance - All Member Call
22	25.08.2023	Call with Effies New York

CALENDAR OF EVENTS 2022-2023

NOS.	DATE	PROGRAMME	NO. OF DAYS	SPONSORS	SPEAKERS	VENUE	ATTENDANCE
1	28.11 to 04.12.2022	Effie 2022 Online Round 1 Judging	7	Online Judging	229 Juries
2	16.12 to 22.12.2022	Effie 2022 Final Round Judging	7	Online Judging	258 Juries
3	06.01.2023	Effie 2022 Grand Effie Judging	1	Online Judging	6 Juries
4	13.01.2023	Effie 2022 Meet & Greet	1	House of Nomad, Hotel Taj Lands End, Bandra, Mumbai	200+
5	13.01.2023	Effie 2022 Awards Ceremony	1	Meta Colors, Viacom 18 Media Pvt. Ltd. Ultratech Cement Limited Craving Digital Beam Suntory, Heineken	SeaSide Lawns, Hotel Taj Lands End, Bandra, Mumbai.	1000+
6	03.02.2023	M.Ad Quiz	1	Zee, Brand Equity, Jangid Group, Lighthouse Learning, Times Network, Beam Suntory, Hell Energy Drink, Bombay Shaving Company, Britannia, Craving Digital, Dabur, Haier Refrigerator, Garnier, Mondelez, Nestle, Titan Watches, Hampers from Unilever, Uppercase		Jade Sky, Jade Garden Terrace, Nehru Centre, Worli	300+
7	19.01 to 24.01.2023	EMVIE 2023 Online Round 1 Judging	6	Online Judging	172 Juries
8	20.02.2023 to 02.03.2023	EMVIE 2023 Online Case Study Presentations (Final Round Judging)	10	Online Judging	179 Juries
9	10.03.2023	Emvie 2023 Meet & Greet	1	House of Nomad, Hotel Taj Lands End, Bandra, Mumbai	200+
10	10.03.2023	Emvie 2023 Awards Ceremony	1	Google MiQ India Commercial TV9 Network The Times of India Beam Suntory, Heineken	SeaSide Lawns, Hotel Taj Lands End, Bandra, Mumbai.	1000+
11	24.04 to 28.04.2023	Abby 2023 : Creative & Media Round 1 Online Judging	5	Online Judging	
12	9.05 to 13.05 & 15.05 to 16.05.2023	Abby 2023 : Creative Abby Final Round Online Judging	7	Online Judging	
13	15.05.2023	Abby 2023 : Media Abby Final Round Online Judging	1	Online Judging	13 Juries
14	15.05.2023	Abby 2023 : Creative Abby Grand Prix Online Judging	1	Online Judging	
15	17.05.2023	Abby 2023 : Media Abby Grand Prix Online Judging	1	Online Judging	
16	24-26.05.2023	Abby One Show Awards - GoaFest 2023	3	The Grand Hyatt Bambolim, North Goa	2000+

INDUSTRY EVENTS SUPPORTED BY THE ADVERTISING CLUB FOR THE YEAR 2022-2023

1	April, 2023	AFAA CHANGEMAKERS FOR GOOD - NOMINATIONS ARE INVITED
2	AFAA - Advertising the force for economic growth
3	14-15.06.2023	Brands & Entertainment Conference 2023
4	23-26.08.2023	AFAA NEW AGE LEADERSHIP PROGRAMME

EFFIE 2022



Celebrating 69 Glorious Years of The Advertising Club

EFFIE 2022



Celebrating 69 Glorious Years of The Advertising Club

EMVIE 2023



Celebrating 69 Glorious Years of The Advertising Club

EMVIE 2023



GOAFEST 2023



GOAFEST 2023



M.AD QUIZ 2023



Celebrating 69 Glorious Years of The Advertising Club

M.AD QUIZ 2023





The Advertising Club

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