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"Sūji wa dokushin ni kagiru"

By: Punitha Arumugam | Praveen Sharma | C Mallikarjundas
Friday, 13th June, 2008 at Lounge, Mayfair Rooms, Worli, Mumbai.

Workshop Fees

Gold Member : Rs.1250

Silver Member : Rs.2500

with added bonus of annual membership

Workshop Venue

Lounge, Mayfair Rooms, Worli, Mumbai.

For further details contact

Mr. Bipin Pandit or Ms. Arati Shirodkar at
Ad Club Bombay, 504 Radhe Vallabh Society,
French Bridge Corner, Opera House,
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About the workshop

"Sūji wa dokushin ni kagiru"- does media planning and media buying sound as incomprehensive as this phrase to you? Then come join the Madison Media team of Punitha, Praveen and Malli as they unravel all the mysteries and myths surrounding the most challenging facet of the advertising industry today - media planning and media buying.

If you have ever asked yourself questions like these...

- " What does all the mumbo-jumbo jargons in media mean?"
- " Do I need to be a whiz with numbers to work in a media agency?"
- " Can media agencies help in building or selling brands?"
- " On what basis does a media agency negotiate rates?"
- " Why does one brand buy IPL and another brand stick to the regular K serial?"
- " How is a negotiated deal allocated across brands during implementation?"

...then you will find the answers for all these and many more at this workshop

Who is it for?

Anyone who interacts with media agencies as a part of their job at the junior/middle management level or anyone who is looking for a career in a media agency can participate in this workshop. This includes colleges to media sellers to research agencies to media coordinators at client's end and of course, to media agencies

What does the workshop cover?

"Suji wa dokhushin ni kagiru" is the Japanese phrase for the more commonly known "Sudoku"

The workshop will cover all facets of a media agency and breakdown what seems like a gigantic puzzle "suji wa dokhushin ni kagiru" in media planning and buying to a simplistic, easily understandable "Sudoku"

At the end of the workshop, the participants will understand the fundamentals of media planning and buying along with the nuances.

Flow of the workshop

The workshop will start at 9:30 am and end at 4:30 pm with breaks for tea and lunch. Between these breaks will be multiple sessions filled with theory, fun, games, role play that will bring alive the professional skills and challenges of a media agency.

Punitha Arumugam

The Group CEO of Madison Media, Punitha has over a decade of experience in media and has learnt the business working under stalwarts like Sam Balsara and on clients that rank amongst the most savvy media minds in India. She will bring her experience to provide a industry perspective and SMART learnings at the workshop.

Praveen Sharma

The COO of Madison Media Infinity-Delhi, Praveen has varied experience across agencies and today leads the media business on Airtel in the most challenging telecom category in addition to other Bharti group companies. In the workshop, he will throw light on media buying and the travails and tactics that define this role.

C Mallikarjundas

The Director of the research wing of Madison Media called MMRC, Malli has dabbled in media planning, brand management, analytics and statistical modeling. He will provide insights into the logic and analysis that define media strategy and planning at the workshop.

t h e m i n d w o r k s o n l y w h e n i t i s o p e n e d

