

## About the workshop - a small write-up

Whatever you say is an observation, what I say is an insight'. After coal mines, gold mines and land mines, comes 'mind' mines. 'Mind' mines exist in every human being around us. Insights lay deep within them. 'Insights, like ideas, is one of the most used and abused words in the advertising and marketing business. This workshop will attempt to provide an insight (pun intended) into insight- what it is, how to get to it and how to use it to create fresh communication.

## Who is it for / What does the workshop cover?

It's designed for advertising and marketing professionals curious about and excited by consumers, people, society and culture. It's for the open minded who want to listen to new perspectives to add to their own or augment their own views on the subject. It's for people who want to or deserve an enjoyable day of work outside the workplace. Cynics and Skeptics (euphemism for seniors) are excused.

Registration : 9.30 am

## Flow of the workshop

10.00 am - 11.30 am : Exercise on unearthing insights behind powerful communication

11.45 am - 1.00 pm : Presentation on insights

1.00 pm - 1.30 pm : Lunch

1.30 pm - 3.00 pm : Exercise on unearthing insights from raw data

3.00 pm - 3.15 pm : Tea / Coffee

3.15 pm - 4.15 pm : Closing Remarks

4.15 pm - 4.30 pm : Q & A Session

## About the facilitators

Madhukar Sabnavis has spent twenty three years in advertising and has seen society, consumers, brands and markets transform through India's economic liberalization. His latest passion is understanding culture- more particularly how Indian culture is different from the west. His general interests include hindi movies, cricket, teaching and writing. He is currently Country Head- Discovery and Planning, Ogilvy India and Regional Director- Thought Leadership, Ogilvy Asia Pacific

Kunal Jeswani is a post liberalization advertising professional. He spent two years performing with a theatre company in streets, restaurants and the occasional theatre. He then spent twelve years performing with advertising and marketing professionals in streets, restaurants and the occasional boardroom. He understands the value of applause and, more importantly, the value of an audience that is willing to pay for what you have to offer. He loves english movies, fiction novels and his iphone. He is currently Vice President, Ogilvy & Mather Advertising.

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

