

# Seminar on “Harnessing the Power of Digital Advertising” went extremely well on May 14, 2013

## Highlights:

- Sponsorship support by HUL and IOCL
- Inauguration by Mr. R. Ramakrishnan from our EC
- Cream of speakers including Rob Norman – GroupM’s Global Digital Chief, Anuradha-Senior VP -Vodafone, Karthik-Media Services Manager (HUL) and others as seen in the attachment and Panel Moderation by Associate Director of Ernst & Young Bharat Rajamani
- Speakers were organized from a mix of Advertisers, Media Agencies and a Multinational Internet Corporation
- Audience of 49 members who paid and participated - Highest ever of any ISA seminar over recent years
- ISA non-member participation this time also
- In the context of trade closure, all requirements of the seminar such as speaker mementos, participant mementos, seminar pads, banner, standees etc had been met in a flawless manner
- Profuse compliments by speakers and participants about organization of the seminar and persuasion
- Photo coverage of the event in “Impact” magazine to be followed by a Corporate Image Building article next week. Thanks to GroupM India, all speakers & participants, E &Y’s Bharat Rajamani who helped design the program flow and moderated ;the two panel discussions, the staff of the secretariat for their back office work and our associates who helped create brochures, event site, and other program related items as per our concept.