

Seminar on Social Media on the 25th March 2011

Glad to share that the seminar on Social Media on the 25th March, 2011, went extremely well.

There were 42 participants, a very good number. Thanks to Mr. Aditya Save, Mr. Iyer and Ms. Paulomi Dhawan for having nominated good number of participants from their organizations.

We had with us Mr. Jimmy Anklesaria of ISA Executive Council welcoming the audience and inaugurating the day's program lighting the traditional lamp.

The keynote address by Mr. Srikanth Srinivasamadhavan was a wonderful start for the day ! Many participants have asked for his presentation. He has gladly provided too.

M/s Social Wavelength, partners for the conduct of the different sessions did very commendably. Their joint CEOs Messrs. Sanjay Mehta and Hareesh Tibrewala were teamed up with six other speakers. Each session invoked good amount of audience interaction.

Chairman Mr. Bharat Patel spoke later to the audience highlighting the services that ISA renders to the advertising community.