

Session by ISA Chairman Mr. Saugata Gupta in the 15th edition of exchange4media conclave on Oct 08, 2015 in Mumbai



"The 15th edition of exchange4media Conclave was held in Mumbai on October 08, 2015 on the topic of "Making technology work for Marketing". Sir Martin Sorrel, CEO, WPP, Mike Amour, President – APAC, Starcom MediaVest Group and Mr. Saugata Gupta, ISA Chairman and MD & CEO, Marico Limited were amongst the eminent speakers. We present here the link of the session by the ISA Chairman from the conclave"

<https://www.youtube.com/watch?v=LuHWbsrg0iY&feature=youtu.be>

There were two programs held on the topic of Client-Agency relationship enhancement during March 2015. Mr. Jeremy Caplin, CEO, Aprais Worldwide, from UK, facilitated the sessions both in Mumbai & Delhi.

March 10, 2015 Mumbai: Total audience had 49 people including 24 advertisers and 8 from agencies another invitees. The talk of Jeremy was followed by an interesting panel discussion on issues and ways to tackle them.

March 12, 2015, Delhi: We an audience of 41 including 18 advertisers 13 from agencies and other invitees. Here too an very interactive panel discussion followed the talk by Jeremy.