

ARYABHATTA COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

Report of Seminar on Experiential Marketing ***Report prepared by Nishit Nandal : Member, News Letter Committee of BMS Society***

BMS Society (SANKALP) of Aryabhata College conducted seminar on 12 October, 2018 at the seminar hall of the college.



Mr. Saurav Bhaik, Founder-CEO of Tagbin addressed the participants .

Tagbin is a Multi-national startup that provides marketing solutions to govt. agencies as well as private companies. Some of Tagbin's famous projects include Smash(Designed Video Games for Smash), Dholera Smart City Experience Centre, Gionee's Touch Table (for multi-brand retail stores), Budweiser's Don't Drink and Drive Campaign (stimulation games emphasizing after effects of drunk driving) and many more.

In the inaugural session of the seminar, Dr. J.K. Singh (Coordinator – BMS Course) focused on the importance of Marketing in the growth of the any organization and its transformation over period of time due to revolution in the technology sector.



He also highlighted the importance of such seminars in bridging the gap between the textually delivered skills in the institution and the ones which find industrial application more practically. ***He further expressed gratitude to the Principal of the College, Dr. Manoj Sinha, for granting approval for conducting the seminar and providing all necessary support for such programs in future as well for the welfare of students community.***

Mr. Saurav Bhaik ,during his address , explained the concept of Experiential Marketing and discussed various case studies on Experiential Marketing to substantiate his views on the subject. Some of the prominent among them are discussed below:

Earning Brand Name : As explained by Mr. Saurav in order to give an individual a good experience while they interact with the company one needs to understand their psychology. The psychology includes what mindset are they in, what are their needs at the moment, how they want to feel etc. He taught this with the case study on Budweiser, an alcohol company. **Understanding Customer Experience Creation :** In order for the students to understand the art of customer experience creation even better Mr. Saurav shared that his team consists of 60 members. All the 60 members are from different backgrounds. Someone has experience in the field of Architecture, someone in Technology and like that. Now what's common in them all is their shared love for creating experiences and analyzing how something might be felt. When such diverse a team puts their thinking hat on, they can curate experiences that appeals to an audience as diverse as the team and even more.



The seminar was attended by more than 70 students and following faculty members – Mrs. Cherry Arora, Ms. Priya Chowdhary , Ms. Kavita Gautam and Mr. Pradeep Singh.

The seminar received overwhelming response from the participants . ***At the end, Dr. J.K.Singh presented vote of thanks to the speaker and expressed gratitude for addressing the students and making the entire session very lively .*** He also appreciated the involvement of students and all faculty members of BMS department in organizing the entire event in an orderly and smooth manner. ***Manas Chaudhary , student of BMS Semester III did an impressive anchoring of the entire programme.***