Department of Business Economics Aryabhatta College University of Delhi

ALUMNI LECTURE SERIES VOL. 1

CAMPAIGN MANAGEMENT 101 BY SAARTHAK SWAROOP

# Chief Patron: Dr. Manoj Sinha

## Faculty Coordinators: Mr. Harish Dhawan Dr. Shivani Raheja

Time : 11:30am Date : 8th March 2021 Platform : Google Meet

Department of Business Economics Aryabhatta College University of Delhi PRESENTS



### Alumni Lecture Series Vol. 1

# How to design a Creative Brief

Saarthak Swaroop

Batch 2015-2018 Post Graduation in International Marketing Ex-Ogilvy, Ex-Dineout

DATE- 8th March TIME- 11:30am - 12:30 pm Platform- Google Meet

#### **Register Now**

#### **Chief Patron**

Dr. Manoj Sinha Principal Aryabhatta College Faculty Coordinators Mr. Harish Dhawan Dr. Shivani Raheja



Manvi Sharma

# **BRIEF HISTORY OF** The Speaker

Saarthak Swaroop BBE İS а 2015-2018 Alumnus of Batch ,Aryabhatta College. He has done his post graduation in International Marketing. Having worked with companies like Ogilvy (Account Management and Planning Department) and with Dineout Times Internet the Paid in Marketing Department (Campaign Management and Digital Marketing)

The Department of Business Economics organised a webinar for advertising and marketing enthusiasts on the topic, "How to Design a Creative Brief" under the series "Alumni Lecture Series Vol. 1" .The welcome address was given by Dr. Manoj Sinha, Principal Aryabhatta College.

### **EVENT DETAILS**

Faculty coordinator Mr. Harish Dhawan gave his words of wisdom to the attendees and boosted the moral of everyone.

The workshop was attended by 60+ students where the attendees from different colleges and universities joined the session.

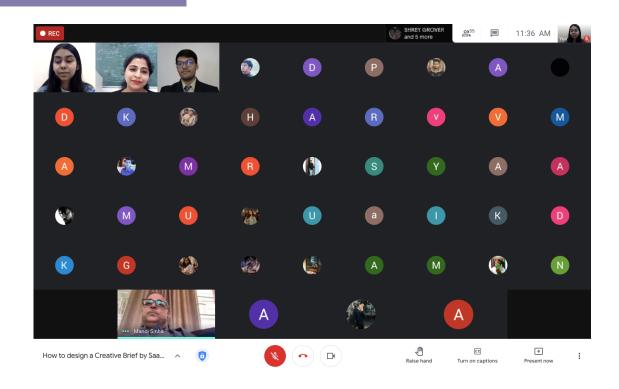
A first hand experience to the industry's working gave an enthralling as well as technical insight which certainly helped, as reported by the attendees. The QnA session was the highlight of the event as the engagement of the audience could be seen.

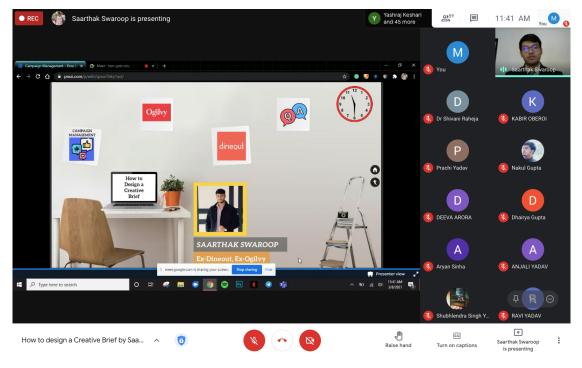
Faculty coordinator Dr. Shivani Raheja gave the closing remark and thanked the audience along with the speaker.

All in all the event was a success.

Link to the session: https://drive.google.com/file/d/1\_Iou-D8sedC2wbKMMa3M2tHczYHfRMYu/view?usp=sharing

### **EVENT PICTURES**





### **EVENT PICTURES**

