

SIM Colloquium 2018



The Umbrella Theme for Colloquium 2018-19 was - Technology, Media and the Consumer – The Path-Breaking Mélange Technology's Influence has forcibly altered and urged constant change and revolution in the dynamics of the Communication industry. Consumers- as buyers, subscribers and drivers of change are continuously on the lookout for the next best disruption in the block. Today, how do you make the consumer stop, absorb and retain? And tomorrow, will the consumer recall and reproduce your brand's promise?

Ms. Khushbu Kaushal conducted a session with more than 100 students of MBA Communication Management, Ms Kaushal is the Vice President for the Shopper vertical at Geometry Encompass where she leads the overall responsibility for managing the business. This includes client and team management, business development and revenue realization. Prior to which she has worked at Saatchi & Saatchi, Baskin Robbins and JWT. She is a driven advertising professional with over a decade of experience with the leading advertising agencies of India and offers an extensive background in all aspects of advertising and marketing management, easily moving from vision and strategy to hands-on implementation.

Ms Kaushal talked about 'The Convergence Imperative' and threw light on the changing business of agencies, why integrated marketing communication is important at omni channels, how technology has changed the way marketers are advertising and communicating and what is the next big disruption on the block.