

Comvisage 2018



Opening speaker for COMVISAGE Mr. Girish Narayandass, Head writer, AIB.



Mr. Girish Narayandass talks shares stories from the field.



Ms. Smita Gupta, Managing Director of CreatorUp, in a workshop on Influencer marketing.



Ms. Smita Gupta, Managing Director of CreatorUp, talks about the fast catching up influencer culture and the nuances of it.

Comvisage 2018 was a series of events conducted throughout the year by the MBA, Communications Management students. Noted industry personalities such as Neeraj Goswamy, Vice President, Sales and Distribution at Viacom 18 Motion Pictures, Mr. Girish Narayandass, Head Writer of All India Backchod (AIB), MS Smita Gupta, Ms Saloni jha, Mr Aniket Khare, Mr Rohit Raj, Mr Anubhav Modi, Mr Sameer Pathak addressed over 200 MBA communication management students.

These illustrious speakers covered topics such as changing dynamics of content consumption, influencer marketing, brand identity, Multi Screen Marketing, Start-up incubation and range of other subjects. The learnings gained from these session proved to be useful for students at SIMC.