

Title of the workshop: Comvisage 2020-A Skill Development workshop series to understand acceleration of cross-cultural communication through video, voice, and vernacular.

Objectives of the workshop:

The introduction and popularization of new age media platforms like video and voice are not just a part of the contemporary culture but a culture in themselves. As media that capture and provide sensory experiences coupled with their ability to culture-specify their communication, cross-cultural communication is now carving a prominent role, both tactically and strategically, in the world of brands and how they interact with their consumers. The intention of this skill development workshop series is to impart skills to students that are required for cross-cultural communication via audio video and through vernacular languages.

Schedule

S.No.	Date	Time	Topic	Type	Speaker	Designation	Organization
1	03.10.20	4:30 pm - 5:30 pm	Nawabs, Nudes, Noodles	Corporate Talk	Ambi Parameswaran	Founder Brand-Building.com	Independent Brand Strategist
2	07.10.20	11:00 am - 12:00 pm	Vernacularisation of Brand Communication	Corporate Talk	Rrik Banerjee	General Manager of Marketing Communications	HoiChoi TV
3	07.10.20	2:00 pm - 3:00 pm	The Allure of a Robust Corporate Culture	Workshop	Heather Gupta	Group HR director	Mullen Lowe Lintas group
4	07.10.20	6:00 pm - 7:00 pm	Content Creation For Podcasts	Workshop	Karthik Nagarajan	Chief Content Officer	Wavemaker
5	08.10.20	11:00 am - 12:00 pm	Analyzing Cultural Insights	Corporate Talk	Mazher Hashmi	Senior Director & Executive Leader	Forrester
6	08.10.20	4:00 pm - 5:00 pm	The Art of Negotiations	Workshop	Prantik Mazumdar	Managing Director, CRM Group	Dentsu International
7	08.10.20	6:00 pm - 7:00 pm	The Culture of Re-imagining Boundaries	Corporate Talk	Gabor George Burt	Founder	Slingshot
8	09.10.20	11:00 am - 12:00 pm	Rise of Short Form Video Content	Workshop	Varun Saxena	Co-Founder & CEO	BoloIndia
9	09.10.20	2:00 pm - 3:00 pm	Identity Marketing: The Future of Personalization	Corporate Talk	Charles Ping	MD, EMEA	Winterberry Group
10	09.10.20	4.00 pm - 5.00 pm	Culture of Digital Storytelling	Workshop	Ambika Bhardwaj	Freelancer	NA

Name of resource persons with details

Session One:



Mr Ambi Parmeswaran, Founder, Brandbuilding.com

About the speaker: Mr. Ambi Parmeswaran is the Founder of Brand-Building.com [a brand advisory], a Brand Coach, a Brand Strategist, and a Best-Selling author of 10 books like 'Nawabs, Nudes, Noodles', and the latest one being 'Spring: Bouncing Back from Rejection'. He has over 35 years of experience in marketing, sales, and advertising. He has worked with Rediffusion DY&R, Boots Company, UDI Yellow Pages, and FCB Ulka Advertising, where he served as the Vice President and later as the CEO. He has worked with several brands over the years like Digene, Brufen, Santoor Soap, Sundrop Cooking Oil, TCS, ICICI Bank, Wipro, Indica Cars, and Zee TV. He will also be a part of the jury at the 2020 Shark Awards.

Session Two:



Mr. Rrik Banerjee, General Manager of Marketing communication, HoiChoi TV

About the speaker: Mr. Rrik Banerjee is currently working as the General Manager Marketing Communications at HoiChoi TV, one of India's leading on-demand video streaming platforms that are redefining the content space with vernacularized content. He is an enthusiast for storytelling and has spent almost a decade working in that space. He has also spent a significant amount of time combining storytelling with consumer insights. Formerly he has worked with some of the biggest names in the media industry such as Network 18, Zee Entertainments, and Group M. Mr. Banerjee has also been a part of projects like TVF Tripling and NDTV's Band Baaja Bride. His projects have won numerous awards across South Asia such as Grand Emvie at Emvies, Gold at Goafest, Gold at PromaxAsia and has been a finalist at Canne Lions.

Session Three:



Ms. Heather Gupta, Group HR director for MullenLowe Lintas Group

About the speaker: Ms. Gupta, the group HR director for MullenLowe Lintas Group, has more than a decade's worth of experience in marketing and client service with a brilliant understanding of people, behaviors, and cultures. From her first profession in marketing, as a brand assistant for Procter & Gamble to becoming a leading HR professional in India, ma'am has worked in more than a dozen countries interacting with people belonging to diverse cultural backgrounds and helped companies in recruiting and hiring the finest set of individuals to fulfill their vision. She is also an author and a trained ICF executive coach.

Session Four:



Mr. Karthik Nagarajan, Chief Content Officer Wavemaker

About the speaker: Karthik Nagarajan is the Chief Content Officer of Wavemaker, the second-largest media agency in the world. Before taking up this role, he had set up the social media practice for GroupM India and led the GroupM content practice. Before joining GroupM, he headed Nielsen's online division in India, where he launched their digital audience measurement and advertising effectiveness products. He was also the country head for NM Incite, the joint venture between Nielsen and McKinsey for social media consulting in India. Besides, Mr. Nagarajan is a visiting faculty in many prestigious business schools across India and is a board member at I-COM (The premier global forum for marketing data & measurement). Moreover, he is a screenwriter, an independent filmmaker, and the host of "The Filter Koffee podcast".

Session Five



Mr. Mazher Hashmi, Senior Director and Executive Leader, Forrester

About the speaker: Mr. Mazher Hashmi is the Senior Director and Executive Leader at Forrester. Mr. Hashmi is a techie turned Business Strategist with 15 years of rich experience in Business Development and Strategic Alliance. He has been instrumental in the successful scaling of several startups and startup business units within established enterprises.

Session Six



Mr. Prantik Mazumdar, Managing Partner at Happy Marketer

About the speaker: Mr. Prantik Mazumdar is the Managing Partner at Happy Marketer, a Merkle Company, and the Managing Director of CRM Group at Dentsu International. He has over 15 years of experience in data-driven digital marketing, customer relationship management, online reputation management, and data-driven digital media strategizing. Mr. Mazumdar has worked with several prominent brands including Standard Chartered, Starbucks, The Coffee Bean & Tea Leaf, Kimberly Clark, INSTEAD, Nanyang Business School among others. In 2015, he was recognized as one of the Top 50 Most Influential Marketers in the World.

Session Seven



Mr. Gabor George Burt, Founder, Slingshot

About the speaker: Mr. Gabor George Burt is the Founder of Slingshot, a Boutique business transformation firm. Slingshot's framework is at the forefront of global innovation. He is a pioneer and expert in Business transformation and Blue Ocean Strategy. He was the director of Blue Ocean Strategy where he was actively involved in helping diverse sets of organizations worldwide, to carve out an uncontested market space for themselves. He has even contributed case study material to the worldwide bestselling book of the same name, Blue Ocean Strategy. For years now, he has helped shape high-impact strategies for various international organizations. Mr. Burt has been serving for four years as the advisory board member of the Global Innovation Institute. He is also a renowned speaker as he has delivered talks at international forums

Session Eight



Mr. Varun Saxena, Founder and CEO, Bolo Indya

About the speaker: Mr. Varun Saxena is the Founder and CEO of a fast-growing short video in Indian languages platform, Bolo Indya. In a short span of 16 months, Bolo Indya has close to 42.5 lakh active users. Bolo Indya empowers Bharat's creators to not only go viral but also to monetize their content with no upper cap. At Bolo Indya, Varun has put together the amalgamation of short videos, local languages, UGC as a driver, and Passion economy as the fuel for empowering the internet users of Bharat, taking the penetration of peer to peer financial transactions to tier 2 and tier 3 cities of India. Varun launched his second startup Bolo Indya in May 2019, has raised around 500,000 USD as Pre Series A funding from Eagle10 Ventures, Ah Ventures, and reputed angel investors from India, the US, and the Middle East. He has also led Bolo Indya to win the Business World Tech20 2020 award – given to the most popular and rising Technology companies of the year. Varun had earlier worked in corporate with companies like Infosys as SAP Consultant and Wipro in Business Development before starting his entrepreneurship journey in 2014. He founded a leading Online MBA Test Prep platform

in 2014 and run it for 4 years. During the time, he took the company to annual revenue of approximately INR 2.5 crore, as a pure bootstrapped and profitable business, serving over 75,000 MBA Aspirants every year from across the country. In addition to building the startup at a fast pace, Varun is also a motivational speaker enabling people to help overcome emotional and psychological barriers to move forward positively in their lives.

Session Nine



Mr. Charles Ping, Managing Director, EMEA, Winterberry Group

About the speaker: Mr. Charles Ping is a highly experienced leader who has devoted more than 30 years to the disciplines of data, marketing, strategy, and regulation. He was previously chief executive and then chairman of Fuel, the data business of the Engine Group, where he served on the UK Board. Previously he held roles as strategy director at Communis and head of CRM at Guardian Media. In addition to his role with Winterberry Group, he serves as an industry commissioner at the UK's Data and Marketing Commission and is a director of the Advertising Standards Board of Finance, the funding body for UK advertising self-regulation. He chairs the joint ISBA/DMA UK committee on the use of data within the advertising and is also a non-executive director across several technology and data businesses

Session Ten



Ms. Ambika Bhardwaj, Freelancer-Photographer, Blogger

About the speaker: Ms. Ambika Bhardwaj is a freelance writer, photographer, and travel blogger. She is particularly familiar with her work, famous with the name 'Daastan E Musafir'.

No. of participants: 200

Outcome: Through 4 eventful days, Comvisage skill development workshop hosted 15 industry veterans who brought years of experience and expertise from several fields to SIMC. Although the students could not witness Comvisage 2020 on campus, the online mode enabled the event to be graced by not only speakers from within the country but also from across the others which increased the overall engagement.

Comvisage 2020 with a renowned set of stalwarts from across the globe, set the stage for a much-relevant discussion on the Catalyzing Cross-Cultural Communication through Video, Voice, and Vernacular. The insights into the emergence of cultural communication through different new-age platforms inspired students to reflect on the impact of the 3Vs on brands and themselves. Another underlying theme that was explored across various corporate talks and workshops was the importance of a healthy corporate culture, its benefits on the consumer experience, and the need of adapting the brand's offering and one's skill set regularly.

Every session of this skill development workshop saw active participation in the form of questions and suggestions from students and faculty members alike. Some speakers incorporated online polls, activities, and discussion forums in their sessions to make them more interactive. The guests' answers were packed with information, enthusiasm, and candor.

Each day of this skill based workshop brought a well-rounded perspective to the fore, enabling students to develop a more informed outlook on the current affairs of the industry. Comvisage 2020 not only acted as a window into the industry but also equipped the students with knowledge and skills to tackle the challenges that come their way.

Brochure or Geo-tagged photographs with date and captions

Session One: Skill development workshop on aedvertising by Mr Ambi Parmeswaran



Photograph 1: Mr Ambi Parmeswaran addressing the students, Date:03rd October 2020



Photograph 2: Ongoing session in the skill development workshop Date: 03rd October 2020

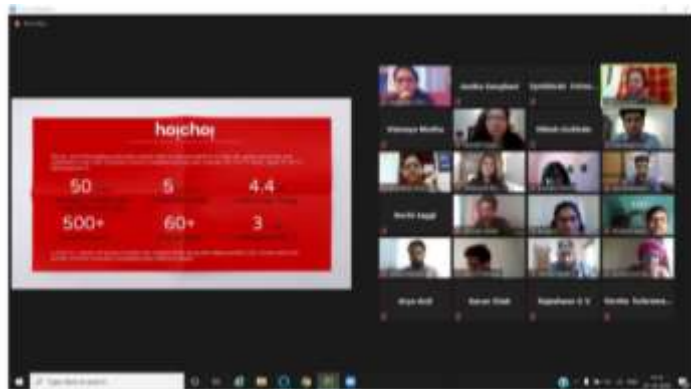


Photograph 3: Workshop participant pictures, Date 03rd October 2020

Session Two: Skill building workshop on Vernacularisation of Brand Communication by Rrik Banerjee, General Manager of Marketing Communications at HoiChoi.



Photograph 4: Rrik Banerjee addressing the students, Date: 7th October 2020



Photograph 5: Skill Development workshop in progress Date: 07th October 2020



Photograph 6: Skill development workshop participants Date: 07th October 2020

Session Three: Skill Development workshop on The Allure of a Robust Corporate Culture by Ms. Heather Gupta, Group HR director for MullenLowe Lintas Group



Photograph 7: Ms Heather Gupta addressing the student, Date: 07th October 2020



Photograph 8: Session in Progress, Date: 7th October 2020



Photograph 9: Participant picture, Date: 7th October 2020

Session Four: Skill Development workshop on content creation for Podcasts by Karthik Nagarajan, Chief Content Officer, Wavemaker.



Photograph 10: Mr Karthik Nagarajan addressing the students, Date: 7th October 2020



Photograph 11: Ongoing session, Date:07th October 2020



Photograph 12: Participants' photographs, Date: 07th October 2020

Session Five: Skill Development workshop on Analysing Cultural Insights by Mazher Hashmi, Senior Director and Executive Leader, Forrester



Photograph 13: Mazher Hashmi addressing the students, Date: 8th October 2020



Photograph 14: Ongoing session, Date:08th October 2020

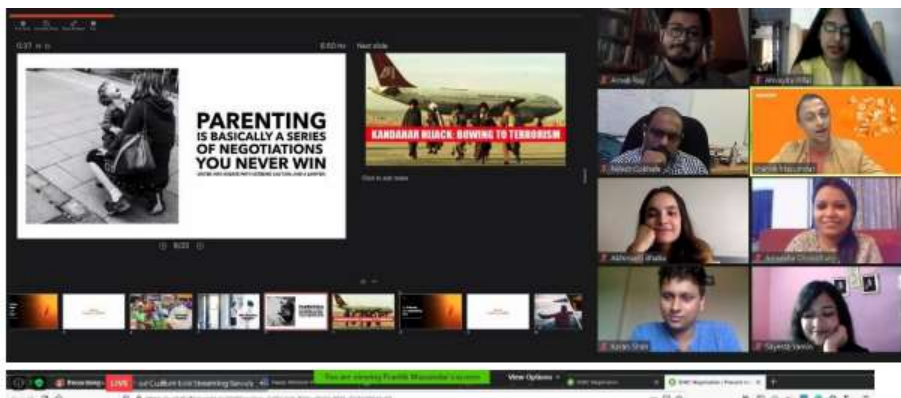


Photograph 15: Participants' photographs, Date: 08th October 2020

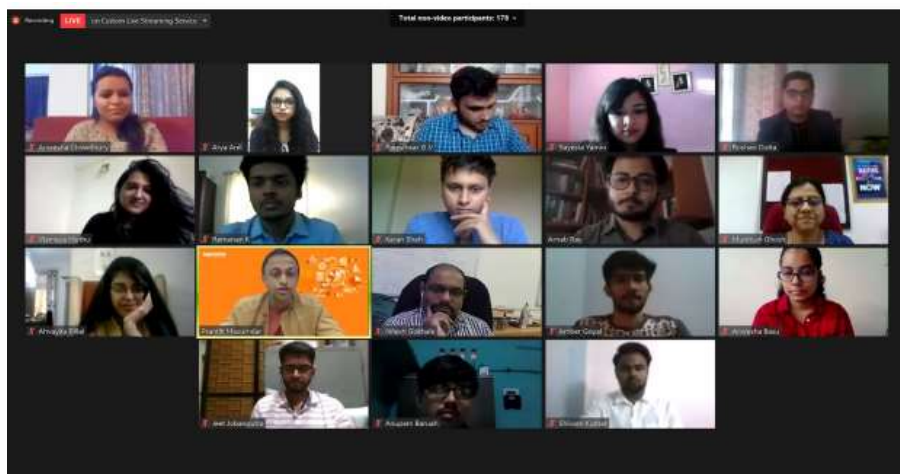
Session Six: Skill Development workshop on art of negotiations by Mr Prantik Mazumdar, Managing Partner, happymarketer



Photograph 16: Mr Prantik Mazumdar addressing the students, Date: 8th October 2020



Photograph 17: Ongoing session, Date:08th October 2020

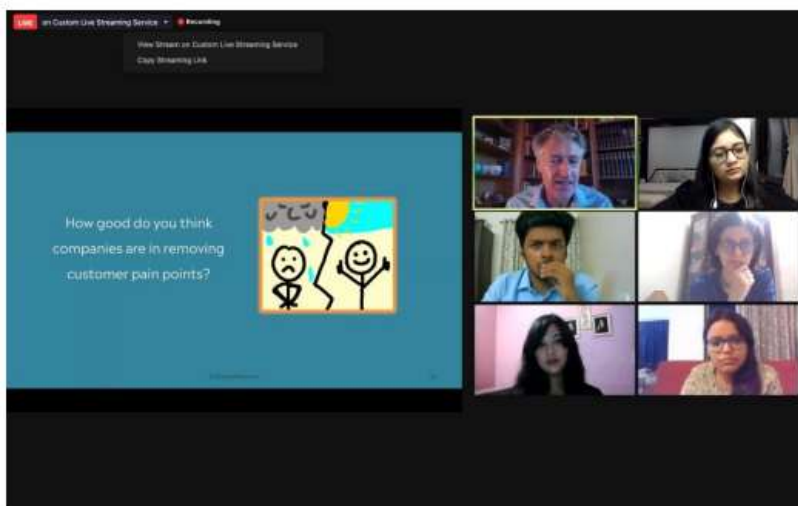


Photograph 18: Participants' photographs, Date: 08th October 2020

Session Seven: Skill Development workshop on the Culture of Re-Imagining Boundaries by Gabor George Burt, Founder Slingshot



Photograph 19: Mr Gabor Burt addressing the students, Date: 8th October 2020



Photograph 20: Ongoing session, Date:08th October 2020



Photograph 21: Participants' photographs, Date: 08th October 2020

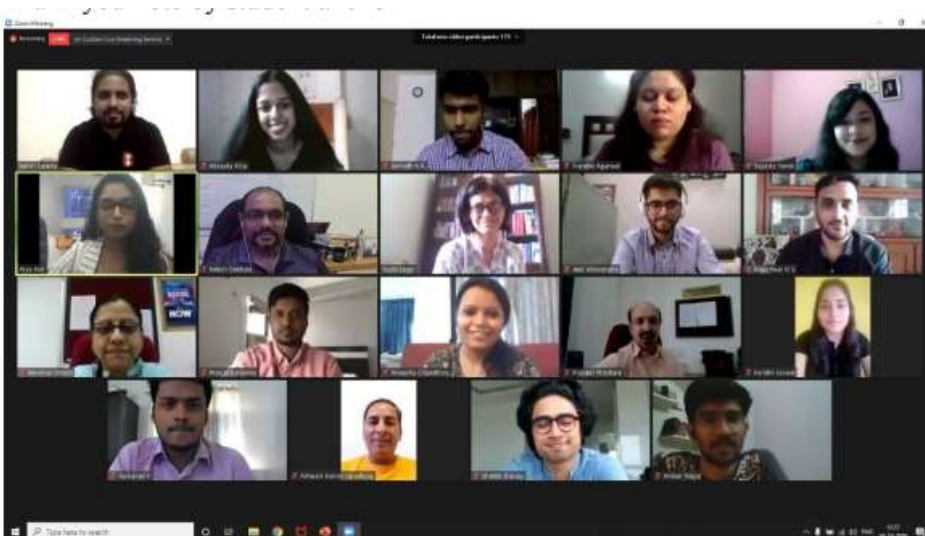
Session Eight: Skill Development workshop on Rise of Short Form Video Content by Varun Saxena Co-founder and CEO Bolo Indya



Photograph 22: Mr Varun Saxena addressing the students, Date: 9th October 2020

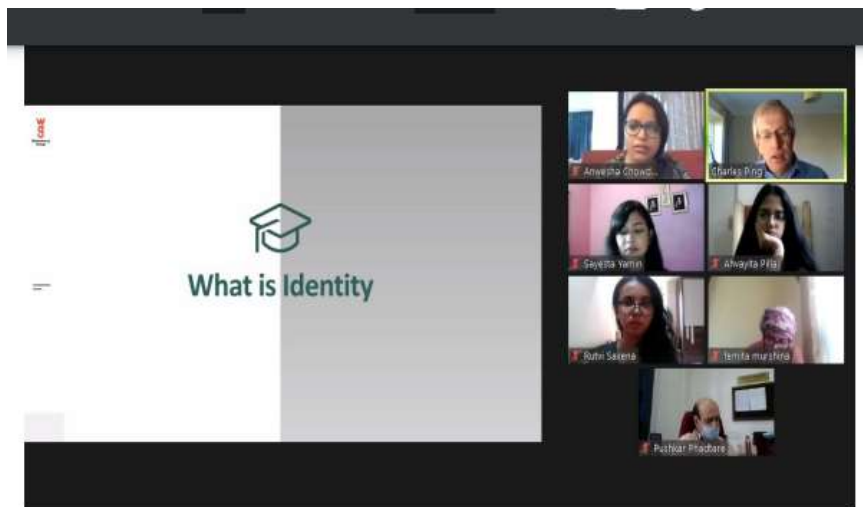


Photograph 23: Ongoing session, Date:09th October 2020



Photograph 24:Participants' photographs, Date: 09th October 2020

Session Nine: Skill Development workshop on Identity Marketing: The Future of Personalization by Charles Ping, Managing Director, EMEA



Photograph 25: Mr Charles Ping addressing the students, Date: 9th October 2020



Photograph 26: Ongoing session, Date: 09th October 2020



Photograph 27: Participants' photographs, Date: 09th October 2020

Session Ten: Skill Development workshop on Culture of Digital Storytelling by Ms. Ambika Bhardwaj is a freelance writer, photographer, and travel blogger



Photograph 28: Ms. Ambika Bhardwaj addressing the students, Date: 9th October 2020



Photograph 29: Ongoing session, Date:09th October 2020



Photograph 30: Participants' photographs, Date: 09th October 2020