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Corporate Interface Team

2017 - 2018

Event Calendar 2017

Speaker	Corporate	Topic	Date of Event
Dr. Pavan Bakhshi	India Lead, Bill and Melinda Gates Foundation	Corporate Talk	August 31 st
Communication Summit (Pre-Summit + 4 Speakers per specialization)			September 8 th & 9 th
Dr. Vikas Chawla	Founder, Social Beat	Corporate Talk	November 21 st
Girish Balachandran	Founder, On Purpose	Public Relations Colloquium	January 12 th 2018

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SIMC

CORPORATE TALK

Bill & Melinda Gates Foundation



Dr. Pawan Bakhshi (India Lead, Financial Services for the poor, Bill & Melinda Gates Foundation)

Having *25+ years of experience* working Corporate Sector, Dr. Bakshi shared insights about the “**role of Communication in the Development sector.**”

He touched upon how to efficiently and effectively deliver digital financial services to the poor, which can be scaled to national levels while partnering with the government.

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Dr. Bakhshi strongly believes that the **future communication professionals** will be put in the driver's seat and will play a vital role for the country's development. *"The current generation holds a crop of great communicators that will be able to effectively speak to and appeal to those at the bottom of the pyramid."*

The evening concluded with an interactive Q&A session between Dr. Bakhshi and the students.

"In a world driven by profit the talk by Dr. Pawan Bakhshi organized by CIT was an eye opener. It was a reality check in terms of how the Indian population was divided and that currently we only look to at the first strata of the society. The talk emphasized on the need to look at India from a whole new perspective while giving back to the society."

- Rajat Sarin, MBA 2017-2019

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COMMUNICATION SUMMIT



The two-day Communication Summit held on 8th and 9th September 2017, aimed to provide industry insights to the MBA students. The four speakers on-board shared valuable insights about the ongoing trend in the domains of all the specializations.

PRE-SUMMIT: Rajeev Ranjan (Director, Branded Content at Mindshare, alumni SIMCian) kicked off the Summit by conducting a Workshop on "Content Marketing and Corporate talk on "Evolution

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SIMC

COMMUNICATION SUMMIT

Media Management



Mr Basant Rathore (Senior VP Strategy, Business Development & Brand- Jagran Prakashan Ltd.) an expert in Media Management, shared experiences from Dainik

"All the speakers gave a very hands-on-insight into the industry. It gave me a long term reality about what I can expect to be doing when I join the industry."
- Shreya Rao, MBA 2017-2019

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COMMUNICATION SUMMIT

Brand Communication



Mr. Subramanyeswar S. (Chief Strategy Officer, Lowe Lintas) shared his insights that that helped revive Tata Tea as a brand and and the story behind the 'Jaago Re Campaign.'

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*"By far the best speaker of the Summit."
- Samvit Kher, MBA 2017-2019*





Mr. Mukul Varshney (Director, Corporate Affairs - John Deere India) spoke on Public Relations especially in the rural India setting. He also touched upon C.S.R C.S.R initiatives undertaken by John Deere Deere with special emphasis on *implementation of integrated farm solutions.*

"The speaker focussed more on Corporate PR rather than the current scenario for all departments."

- Nandita Beria, MBA 2017-2019

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COMMUNICATION SUMMIT

Marketing & Media Analytics



Mr. Chandramouli Nilakantan (CEO, TRA Research & Blue Lotus Communication) proficient in research and analytics, imparted information on how to decipher, decipher, analyse and measure brand trust. He also talked about its universal applicability.

"The session was very insightful and as a student aspiring for a career in the analytics field, so for me the session was helpful and relevant."

- Naina Kansal, MBA 2017-2019

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CORPORATE TALK

Digital Marketing



A Corporate talk was conducted on 21st November 2017 by **Mr. Vikas Chawla** (Founder, Social Beat). The session was extremely interactive and touched upon the immense potential that digital holds as a medium and also in terms of content.



SIMCorporate Talk

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About the Session: Basics of Digital Media

He shared his insights on the scope and use of digital media in today's world and the importance of

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COLLOQUIUM

Public Relations



A PR Colloquium was conducted on 12th January 2018. **Mr Girish Balachandran** (Founder of On spoke on “*Artificial Intelligence and the attention economy*”).

He shared his experience and current projects like the work his organization is doing with Sesame Street.

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The key take away from the session were:

Mr. Balachandran shared various **fake news examples** that were circulated around the world and the impact it had on moulding people's opinions and a differentiation between fake news and real News: The importance of brand authenticity for building audience trust:

The session also encompassed the importance of brands taking a stand in the **time of crisis** and sticking by it. Various case based examples were shared on the same.

The students gained insights on the bubble of fake news circulation on various social media platforms, the myths attached to it and the various credible sources that can be used to burst it.

Colloquium

Public Relations



The Corporate Interface Team organized an PR Colloquium in the form of an interactive talk session with [Mr. Munavar Attari](#), Senior Vice President & General Manager - FleishmanHillard, India; and [Ms. Nairita Ghosh](#), Senior Account Manager, FleishmanHillard, Mumbai (SIMC alumni 2012-14 batch) on 12th February, 2018. The session threw light on '**Storied from the field**'

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Following are the key insights that were shared in the session:

VUCA Age: Mr. Attari started off the session by talking about the VUCA Age, a trendy managerial acronym: VUCA, short for *volatility, uncertainty, complexity, and ambiguity*. In a business context, the VUCA concept comes into the picture during the financial crisis of 2008 and 2009. Since then, it has featured heavily in heavily in the development of leadership skills in various organisations.

Current Scenario: Mr. Attari explained to the students how the PR industry has evolved over the years. From what is being said, to concentrating on what is being said among themselves to brands. From being concerned about concerned about people's minds to now paying heed to their lives.

Focus on Content and bring out insights: Mr. Munavar shared his thought about how important it is to cater to the right audience, through the right medium and make sure that the communication in in line with the brand brand and the audience. He also briefly touch upon the discussion regarding taking insights for the brand. brand.

For the students, the session was informative as they took back more information on the group work of PR and PR and how to implement this in the future.

Media Management Colloquium



MM Colloquium

 **SIMC**
PUNE

The Corporate Interface Team organized an MM Colloquium in the form of an interactive talk session with [Mr. Shery John](#), General Manager, Marketing, Malayala Manorama on 7th February, 2018. The session was extremely expansive as it threw light on 'Media Scenario – Past, Present and Future'.

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Following are the key insights that were shared in the session:

Changing face of the media – Mr. John shared about how print and TV news gained its popularity post the Gulf War and the changing trends in both the mediums ever since. Through examples, he very effectively traced the journey of the changing media scenario and drew comparisons between the same.

Legacy and Local newspapers – Mr. Shery John touched upon the topic of legacy media and legacy newspaper and how they are dealing with the advent and growth of digitization. An interaction ensued in the session regarding the advantages/disadvantages of local and regional newspapers over national newspapers.

Technology – A comprehensive discussion was held regarding the advent and effects of technology, and how the same has affected the lay man's content consumption.

Consumer behavior – Mr. John briefly touched upon the topic of consumer behavior and how important it is to gain insights on the same when dealing with the different kinds of media.

For the students, the session was a bird's eye view of the media scenario and what made the session engaging was it was more interactive than just being a one-way lecture.

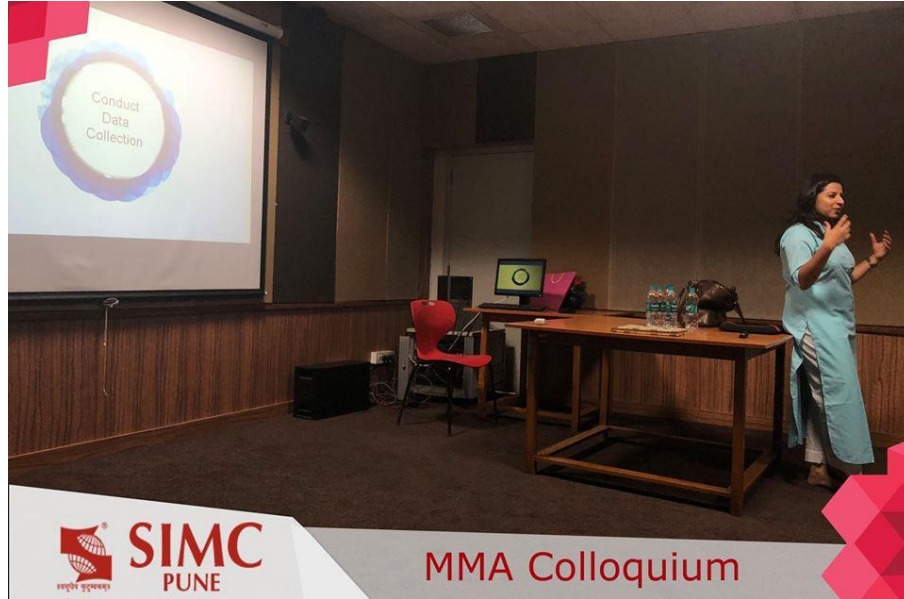
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Colloquium

Media and Marketing analytics



The Corporate Interface Team organized a MMA Corporate Talk in the form of an interactive session with Ms. Surpiya Kulkarni, former Qualitative Research Director at Thinking Hats Solutions, Mumbai. on 16th March, 2018. The session was on the topic "**The research Process- A case study**"

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Following are the key insights that were shared in the session:

What does a Researcher do?

Ms. Supriya spoke about the various tasks that a researcher performs with a special emphasis on Qualitative research. Through examples from her previous company, Thinking Hats consumer solution, she explained various scenarios and challenges and how she overcame those.

The Qualitative Research Process

She took the students through each step of the research process that a company goes through when they receive a client brief. This included examples from each step such as Identifying the objectives, The right target group, design research methodology and research instruments, data collection, Analysis of the collected data for insights and the last step- visualization of the data.

For the students, the session helped them get an overview of how the industry functions. The session was engaging with a lot of questions from the audience.

Online Workshop Initiatives



Corporate Interface team took an initiative this academic year by launching **Online workshops**. This step was taken to impart knowledge of the necessary business tools.

As part of this initiative two session wise workshops were conducted;

1. Google AdWords
2. Tips and tricks to use Microsoft Excel

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