

**Department Of Mass Media
Online Webinar Report**

A. Title: Tapping the Success of Advertising

B. Background: A departmental Level Workshop was conducted on Tapping the Success of Advertising, hosted by Dr. Hanif Lakdawala

C. Aims / Objectives of the program:

1. To understand the core areas of advertising online and offline
2. To study the factors leading to the growth and success of advertising
3. To discuss the significant role of advertising in contemporary times with best and worst campaigns.

D. Location: Zoom Meeting (Online)

E. Participants: 51 TYBMM 2019-2020 Students

F. Date and Time of activity: 10.45 am onwards on 22nd April, 2020, Wednesday

G. Resource Person:

1. Dr. Hanif Lakdawala, Director, Akbar Peerboy College

H. Methodology:

1. Dr. Hanif discussed the causes and growth factors leading to the successful progression of agencies.
2. The resource person conducted the webinar on the online learning platform Zoom.

I. Outcome:

1. The awareness about the success of advertising was observed.
2. The session made students understand the role and causes in the growth and development of advertising industry

J. Annexures to the report:

Zoom Link

Annexure 1: Flyer

TAPPING THE SUCCESS OF ADVERTISING

Speaker: Dr. Hanif lakdawala

Time: 10.45am
Date: 22nd April, 2020
Day: Wednesday
On: Zoom App

ADVERTISING
MARKETING
BUSINESS

Organised by,
Department of Mass Media, SIES College, Sion (W)

The flyer features a word cloud with terms related to advertising and marketing, including: BRANDING, COMMUNICATION, CONCEPT, MODERN, MAN, BANNER, PRESS, COMMERCIAL, AD, SIGN, WEB, ILLUSTRATION, STREET, POSTER, BILLBOARD, PROMOTION, DESIGN, SALES, SUCCESS, ACTIVITY, SALE, ADVERTISEMENT, DEVELOPMENT, RETRO, PANEL, URBAN, CAMPAIGN, MEDIA, SYMBOL, STRATEGY, AGENCY, VIRAL, SERVICE, CONVICTION, STYLIZED, and DESIGN.

Annexure 2: Notification and Zoom Link

Guest Lecture

Topic: Tapping The Success Of Advertising

Resource Person: Dr Hanif Lakdawala

Date: Apr 22, 2020 Wednesday

Time: 10:45 Am Mumbai, Kolkata, New Delhi

Join Zoom Meeting

<https://us04web.zoom.us/j/76232406382?pwd=Nwxqm3FprvhlevjsogkxytrsQ215Zz09>

Meeting Id: 762 3240 6382

Password: 0je3Ki

Annexure 2: Attendance of the Webinar


 Aditi Iyer (me)	 John Mathew
 Hanif Lakdawala (Host)	 Jyoti Mal
 aarya	 Karthik Poojary
 AV Abhiram Vijayakumar	 Keerti
 a alifya	 KK Ketaki Kirawant
 AI Aniket j	 K Kevin
 a anuj	 LP Ladi Parekh
 AK Artha Kunder	 MR Madhavan Rajesh
 AB Anunima Bengeri	 MK Mayank Kunwar
 AS Athul S Nambiar	 MC Meghana Chary
 AS Avantika Sukhatankar	 MB Miura Bijoy
 BD Bhavika Dave	 MD Mogana Devendra
 DS daya sansare	 MB Muskan Bihani
 DR Dhruv Rathod	 NP Naija Puthran
 DM Disha Mahadik	 nB niddhi Bharat
 GM Girish Manthana	 pD pankti Doshi
 HL Hanif Lakdawala	 PM Pritish Murgan
 IT Isha Thakur	 Pd Pujan doshi
 JK Jaanvi K	

Figure 1

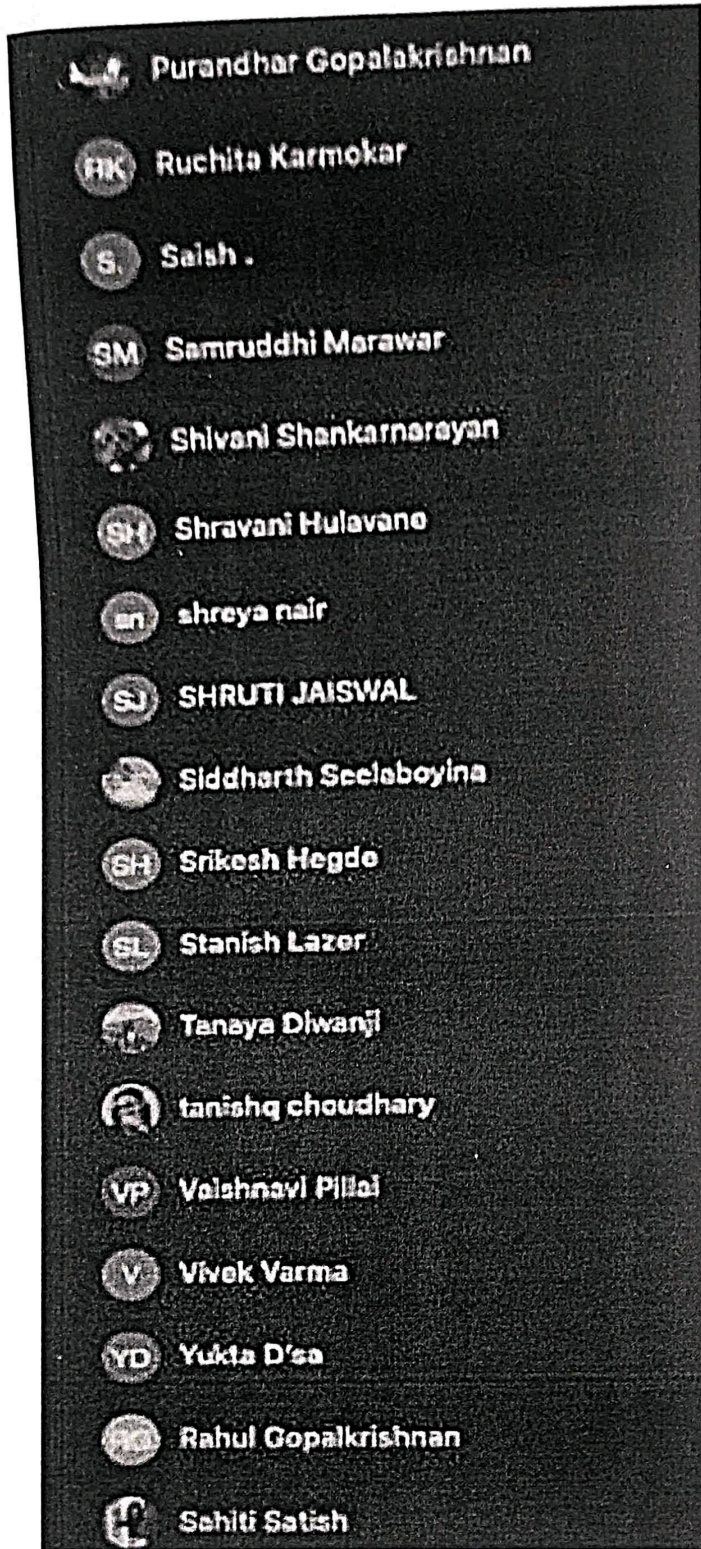


Figure 3

Vaneeta
Dr. Vaneeta Raney
 24.04.2020
 Co-ordinator,
 Department of Mass Media



[Signature]
PRINCIPAL
 Principal
 SIES College of Arts, Science &
 Commerce (Autonomous)
 Sion (West), Mumbai - 400 022.