

Marketing Panel Discussion at AIMT, Greater Noida 21st Jan 2017

Army Institute of Management & Technology organized a Marketing Panel Discussion on the theme “**Advertising with Technology- Insights & Challenges**” at seminar hall, AIMT on 21st Jan 2017 (Saturday). Speakers from Industry made this event an informative and eye -opener for the audience and especially for students of both the batches (MBA-12 & MAB-13). The details of the speakers are as follows:

- 1) Mr. Bhimesh Issar, National Manager, Forklift Trucks (Alumni, FOMS)
- 2) Mr. Samir Anand, CEO, www.ad2click.com , A venture of SGS Global Services Pvt. Ltd
- 3) Ms. Parul Bhargava, CEO, vCommission Media Pvt. Ltd.
- 4) Mr. Arjan Singh, Deputy Manager, Shoppers Stop (Alumni of AIMT 2009-11 Batch)

Speakers discussed about the rapidly changing market conditions and the need to upgrade the tools used by companies in order to remain competitive. Mr. Bhimesh shared the changes in lives of people from normal mobile phone era latest electronic gadgets viz: smart watches. Mr. Arjan spoke about the consumer favorite story telling characteristics of advertisements. Ms. Parul and Mr. Samir thrown some light on the strategy followed by the companies to advertise their products and services using latest technology. The overall session was very enriching and very informative.

Some glimpse of panel discussions:

