

Department of Business Economics
Aryabhata College
University of Delhi

ALUMNI LECTURE SERIES VOL. 1

**CAMPAIGN
MANAGEMENT 101
BY
SAARTHAK
SWAROOP**

**Chief Patron:
Dr. Manoj Sinha**

**Faculty Coordinators:
Mr. Harish Dhawan
Dr. Shivani Raheja**

Time : 11:30am
Date : 8th March 2021
Platform : Google Meet



Department of Business Economics
Aryabhata College
University of Delhi
PRESENTS



Alumni Lecture Series Vol. 1

**How to design a
Creative Brief**

With
Saarthak Swaroop

Batch 2015-2018
Post Graduation in International
Marketing
Ex-Ogilvy, Ex-Dineout

DATE- 8th March
TIME- 11:30am - 12:30 pm
Platform- Google Meet

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Chief Patron
Dr. Manoj Sinha
Principal
Aryabhata College

**Faculty
Coordinators**
Mr. Harish Dhawan
Dr. Shivani Raheja

**Student
Coordinator**
Manvi Sharma

BRIEF HISTORY OF The Speaker

Saarthak Swaroop is a BBE Alumnus of Batch 2015-2018, Aryabhata College. He has done his post graduation in International Marketing. Having worked with companies like Ogilvy (Account Management and Planning Department) and with Dineout (Times Internet in the Paid Marketing Department (Campaign Management and Digital Marketing))

The Department of Business Economics organised a webinar for advertising and marketing enthusiasts on the topic, "How to Design a Creative Brief" under the series "Alumni Lecture Series Vol. 1". The welcome address was given by Dr. Manoj Sinha, Principal Aryabhata College.

Faculty coordinator Mr. Harish Dhawan gave his words of wisdom to the attendees and boosted the moral of everyone.

The workshop was attended by 60+ students where the attendees from different colleges and universities joined the session.

A first hand experience to the industry's working gave an enthralling as well as technical insight which certainly helped, as reported by the attendees. The QnA session was the highlight of the event as the engagement of the audience could be seen.

Faculty coordinator Dr. Shivani Raheja gave the closing remark and thanked the audience along with the speaker.

All in all the event was a success.

Link to the session: https://drive.google.com/file/d/1_lou-D8sedC2wbKMMa3M2tHczYHfRMYu/view?usp=sharing

EVENT DETAILS

EVENT PICTURES



