

**FORE School of Management, New Delhi**

**Special Interest Group – Marketing**

**AY 2022 – 23**

SIGMA has organised 2 seminars and 2 events in the **AY 2022– 23**. The activities have been cited below:

1. **SEMINAR - Melange**, a marketing seminar conducted on **31<sup>st</sup> October 2022** on the topic **Advertising and Branding**. The seminar saw a participation of **60 students**.  
**Speaker:** Ankit Vohra, Head of Planning, McCann Worldgroup

2. **Advishkaar**, a poster making competition was conducted on **3<sup>rd</sup> November 2022**. The event saw a participation of **80 students**.

**Winners:**

- I. Team Fore, FORE School of Management
- II. Team Venom, FORE School of Management

3. **GENESIS**

**UniAd- Be distinct or go extinct**, on Genesis consisting of two rounds with final round being held offline. This was an inter-college competition where participants had to come up with entirely new use of the product given to them. It was conducted on **19<sup>th</sup> November 2022**.

The event saw a participation of **216 students** from prestigious B – Schools of the country.

**Judges:**

- I. Mr.Mudit Sharma, Director, GMS
- II. Mr.Jai Bhardwaj, Regional Sales Manager, D2L
- III. Prof.Asif Zameer, Faculty FORE School of Management

**Winners:**

- I. Win Tribe, FORE School of Management
- II. DinoSoros, FORE School of Management
- III. Brainstormers, FORE School of Management

- 4. SEMINAR - Melange**, marketing seminar conducted again on **21<sup>st</sup> March 2023**, Tuesday on the topic **Effectiveness in advertising**. The seminar saw participation of **60 students**.

**Speaker:** Manan Shah, Angel Investor and Marketing Advisor, Ex- Truecaller.