Lloyd Business School
Ladder Of Success

Ad-Mad show for PGDM

Event Report

Event Name: The Magic Ads: Jo Dikhega Wahi Bikega	**Event Date:** 04th Nov, 2022
Faculty Coordinators: Dr. Krity Gulati	**Event Timings:** 1:30 PM
Number of Participants: 123 Shortlisted candidates for the final round: 34(8 Teams)	**Venue:** Seminar Hall
Judges: Dr. Fehmina Khalique, Prof. Anshul Mathur, Prof. Palak Verma	**MOC:** Offline

Expected Outcome:

We organized this event-

1. To acquaint the participants with promotional strategies in marketing through advertisements.
2. To improve their presentation skills of an idea, product, or service effectively comprising humors.
3. The idea behind conducting this event is to provide a platform to participants to explore their creativity skills.

Purpose:

1. Inculcate creativity in students' personality
2. Increasing the student's participation in extra-curricular activities and making them open
3. Providing students with the implications of various marketing concepts and encouraging them to think innovatively

Detailed Report:

Another day, another glorious event has been organized by Topliners- Marketing Club at Lloyd Business School. An exclusive event based on structuring advertisements, **"The Magic of Ads: Jo Dikhega Wahi Bikega"** & the event was held successfully on the **4th of November 2022** at **Seminar hall** under the guidance of **Prof. (Dr.) Krity Gulati**, Head of Academics. The jury members, **Dr. Fehmina Khalique**, **Prof. Anshul Mathur**, and **Prof. Palak Verma** facilitated the event with their presence. Students of PGDM 2022-24 voluntarily participated and made the event delightful with their enthusiasm.

The event was conducted to challenge the team spirit and marketing skills of PGDM students.

The **Ad-mad show** was a team-based event in which each team consisted of a minimum of 2 and a maximum of 5 members. A total of 8 collaborative teams participated in the event.

They were given different kinds of products like itching relief cream, deodorant, pain relief spray, hair growth oil, spying pen, beauty cream, neem comb, and anti-theft bag, to create a sales advertisement in the form of role plays.

All the teams demonstrated their creativity and advertised the products given to them in front of the audience and judges in a fascinating way. At last, the audience was asked to vote and choose the winning and runner-up team. Everyone was keen to know the winners of the competition. Judges were invited to the stage to present the awards to the winning teams.

The **runner-up team:** Soma Sonkar, Suhail Anwar Khan, Amna Zafar, Nancy Kumari, and Swati Ranjan advertised for Anti-theft Bag and received their certificates along with the Lloyd mugs from judges.

The **winning team:** Harshita Tiwari, Ayush Verma, Harsh Gupta, Harshita Singh, and Muskan Vyas, who presented the advertisement for Neem Comb, were awarded certificates along with the Lloyd Trophy.

Learning Outcomes:

- Proper planning is crucial to organize any event.
- To make team members feel that they are being valued, it is essential to assign them tasks and listen to their opinions carefully.
- Irrespective of the level of planning, the team should always be well prepared for any unexpected circumstances. In such a case, the team should be flexible enough and able to make quick decisions.
- Being a leader, we should not have the attitude of everything we will do. Decentralization of responsibilities is very important.
- Coaching your team members, standing with them and making them feel motivated is key to success.
- Delegating tasks and responsibilities to every team member is essential to organize an event smoothly.
- Well-planned promotional strategies work best.
- Having coordination among team members is essential for the success of an event.
- After the event, it is important to evaluate its success by discussing objectives set, the turnout, and the overall feedback.
- Being an effective listener is very important when working with in a team.
- Effective speaking plays an important role while working in a team or organizing any event.

Report Prepared By

(Dr. Krity Gulati)