

## REPORT MARKETING SEMINAR

DATE: 13-10-18

VENUE: MERI AUDITORIUM

TIMINGS: 9:30 AM-4:30 PM

TOPIC OF THE SEMINAR: Harnessing Potential Marketing Trends 2018-19

ORGANIZER: MERI, MANAGEMENT DEPARTMENT

CHIEF PATRONS: Shri I.P. Aggarwal, Founder President, MERI

Prof. Lalit Aggarwal, Vice President, MERI

ORGANIZING COMMITTEE: Shri. A.K. Agrawal, Dean, MERI

Ms. Gurpreet Kaur Chhabra, Assistant Prof., MERI

Mr. Parmjot Singh, Assistant Prof., MERI

CHIEF GUEST: Mr. Ushpreet Singh Bawa, Director, Account Management, Small Domestic Appliances & Lighting

SPEAKERS INVITED: Ritesh Malik, Director Sales, Palm Green Hotels/Resorts

Ms. Reena Yadav, GM, Sales & Marketing, Sai Com Codes Flexoprints Pvt.Ltd.

Mr. Akant Garg, State-Coordinator-Retail, Delhi NSQF

Mr. Amit Chand, Customer Life Cycle Marketer.



#### OBJECTIVES OF THE SEMINAR:

- 1) To explore, identify and analyze the prospective trends in various Industrial Sectors in India.
- 2) To understand the ways and methods adopted by the companies for trend spotting from business perspective.
- 3) To evaluate the benefits that marketers draw from early trend identification and analysis process.

The seminar began with the Lamp Lighting ceremony and Saraswati Vanadana,



followed by a presentation titled “ A Dive in to Marketing Trends, Success Stories from the Corporate World”, delivered by Aman Upadhyay and Sakshi Mishra of MBA semester 1.

The inaugural session began with a Welcome address by the Vice President and audience address by the chief guest followed by vote of thanks by the Dean.



Technical Session-I had two presentations, ‘ Summer Internship Experience in France’ by semester-3 students,Uttkarsh and Shelly.



Ind presentation was by Mr. Ritesh Malik, on ‘The Current Marketing Trends in Hospitality Sector’.

Technical Session II had three presentations, By Mr. Amit Chand, ‘ Future Trends and Importance of Customer Life Cycle analysis in Automobile sector’.

Ms. Reena Yadav, delivered a presentation on ‘The Growth and Potential of Packaging Industry and the Current Marketing Trends in the Field of Packaging’.

Mr. Akant Garg, delivered a presentation on ‘Growing Role and Importance of Marketing in Retail Sector and Current Retail Marketing Trends’.

The Seminar was attended by 200 students from Semester 1 & 3 of MERI and 40 students from other colleges including NDIM, GIBS and Asian Business School. Two Faculties from NDIM and ABS had also participated in the Seminar.