AHMEDABAD MANAGEMENT ASSOCIATION®

Zydus Cadila Healthcare-AMA Centre for Marketing Management

BRAND SUMMIT 2025

Summit Theme :

MANAGING BRAND

Yesterday, Today & Tomorrow

SAT 15 FEB 2025

TIME 9.30 AM to 5:00 PM

PROGRAMME SCHEDULE

TIME	SESSION & TOPIC	SPEAKER
9:30 am to 10:00 am	Registration	
10:00 am to 10:15 am	**Inaugural Address**	**Ahmedabad Management Association**
10:15 am to 11:15 am	SESSION-01 **CONSUMER INSIGHTS & ADVERTISING IN TODAY'S CONTEXT**	**MS. AKSHAYA VIJAYALAKSHMI** Associate Professor of Marketing, IIM-A
11:20 am to 12:20 pm	SESSION-02 **CRAFTING STRATEGY IN BRANDING & ADVERTISING**	**MR. NEERAJ SHARMA** Executive Vice President, Ogilvy. Strategy Man.
12:25 pm to 1:25 pm	SESSION-03 **INFILM BRANDING** [PANEL DISCUSSION]	**MR. ABHISHEK JAIN** Producer - Director **MS. KHUSHBU SOLANKI SHARMA** Founder, Zero Gravity Communications
1:30 pm to 2:30 pm	**LUNCH BREAK**	
2:30 pm to 3:30 pm	SESSION-04 **INTERVIEWING THE INTERVIEWERS** [PANEL DISCUSSION]	**MR. TRILOK SANGHANI** Astt. Director Program, All India Radio **MR. DEVANG BHATT** Channel Head, GTPL, TEDx Speaker, Body Language Trainer **MR. JAY THADESHWAR** Founder - Poised Media & A Podcaster
3:35 pm to 4:35 pm	**RJ TO INFLUENCER [THE JOURNEY]**	**MS. ARCHANA JANI** RJ -Radio MyFM
4:35 pm to 5:00 pm	**VALEDICTORY**	**DR. SAVAN GODIAWALA** President, AMA