

**GRADUATING?**  
THE IAA GLOBAL APPRENTICE CONFERENCE  
JULY 22-23, 2016  
PRESIDENCY COLLEGE, BENGALURU, INDIA

**WHAT'S  
COMING  
NEXT?**<sup>SM</sup>

## A GREAT OPPORTUNITY FOR SENIOR GRADUATING STUDENTS

### The IAA Apprentice Conference

Hebbal Campus Auditorium, Presidency College, Bengaluru  
22-23 July 2016

The IAA Apprentice Conference has been conceived to contribute to the much talked about challenges for the Media, Marketing and Communications industry in attracting the best and brightest young men and women. Now in its third year, this event which is run globally, will bring together an array of 250 senior graduating students as well as young industry professional delegates.

The thrust of the Conference falls under the overall theme of **"What's Coming Next: The new Media & Marketing Communication employment landscape."**

How can you (graduating students) be a part of it?

Our speakers and panelists will represent a who's who of the regional and international ad industry. The two-day intensive program will cover a blend of wisdom and insight as well as a "behind the scenes" look deep into the communications industry that simply cannot be learned in the classroom.

The IAA Apprentices aim to cover the following topics:

- Navigating the transition from academia to a career in Advertising
- The new Advertising/Media/Marketing industry's employment landscape – what kind of roles are available and where one can fit
- The view from Media, Media Agencies, Digital Specialists, Creative Agencies and the Client's side
- Insights and the opportunity to ask questions



Inspiring Excellence  
in Communications  
Worldwide™

International Advertising Association

# GRADUATING?

THE IAA GLOBAL APPRENTICE CONFERENCE  
JULY 22-23, 2016  
PRESIDENCY COLLEGE, BENGALURU, INDIA

# WHAT'S COMING NEXT?<sup>SM</sup>

- Personal branding and what it says about you
- How to interview well
- Presentation techniques
- Motivation and how "I did it"

The program will have a mix of Keynote speeches, moderated panel, elaborate Q&A sessions and networking opportunities.

## Schedule

Venue: Hebbal Campus Auditorium, Presidency College

### Friday, July 22, 2016

- 9.00 am Registration  
9.30 am Day One of Apprentice  
to program.  
5.30 pm  
6:30 pm Networking and dinner.

### Saturday, July 23, 2016

- 9.30 am Day Two of Apprentice  
to program.  
5.30 pm

For more information please contact:

Dr. Hari Krishna Maram  
Chairman & Founder CEO,  
Imperial College  
drharikrishnamaram@gmail.com  
98453 82308

Soumen Santara  
Executive Secretary,  
IAA India Chapter  
ExecSecIAA@gmail.com  
98199 80202

**Delegate Fee: Rs 1500 + Service Tax 15%**  
Please make cheque payable to: India Chapter of  
International Advertising Association and mail to India  
Chapter of International Advertising Association, 9  
Elphinstone House, 17 Murzban Road, Mumbai - 400001



Inspiring Excellence  
in Communications  
Worldwide™

International Advertising Association

# GRADUATING?

THE IAA GLOBAL APPRENTICE CONFERENCE  
JULY 22-23, 2016  
PRESIDENCY COLLEGE, BENGALURU, INDIA

# WHAT'S COMING NEXT?<sup>SM</sup>

## About us

In 1938, Thomas Ashwell, publisher of the Export Trade & Shipper magazine in New York, had a vision. Long aware of the need for an organization to coordinate and foster the practice of international advertising, Ashwell assembled twelve of the industry's leading advertising executives for a meeting at the Harvard Club in New York. Out of that occasion, the International Advertising Association (IAA) was born. In 2014, the IAA celebrated its 75th anniversary and today our association is proud to serve over 4,000 individual members in more than 70 countries around the globe.

The IAA is a natural forum for industry issues and our global activities range from advocacy to activist, promoting freedom of commercial speech, self-regulation and defending unwarranted bans on advertising. Furthermore, the IAA has taken an integral role in the industry's future through our innovative initiatives to educate, train and attract the advertising professional of tomorrow.



Inspiring Excellence  
in Communications  
Worldwide™

International Advertising Association