



Srijan – IMI’s Annual Marketing Summit

ABOUT INTERNATIONAL MANAGEMENT INSTITUTE

Established in 1981 with support from IMI, Geneva, **International Management Institute (IMI)** is India’s first corporate-sponsored management school. The principal mission of IMI is to impart world class education relevant to professional and entrepreneurial development. IMI enjoys a place of esteem among the leading management institutions and has been consistently ranked among the Top-15 business schools in the country. IMI also enjoys the patronage of reputed business organizations in the country.

The strengths and specialties of IMI are further enhanced by its network of national and international affiliates with renowned academic institutions and industrial organizations. IMI has collaborative arrangement for student and/or faculty exchange with 10 institutions in Asia-Pacific, Europe, Latin America and North America. IMI offers a wide portfolio of postgraduate and post-experience programs in the areas of business and management. For details please visit www.imi.edu.



International Management Institute

PROMETHEAN-The Marketing Club of IMI

Mission:

The mission of the Marketing Club is to provide resources, guidance and support to aspiring marketers at IMI through coordination of our members and third-party contacts (e.g., faculty, speakers, other IMI clubs, and the marketing clubs of other B- schools).

About the Summit

Srijan-IMI's Marketing Summit is intended to serve as an integral forum for the marketing community within and beyond IMI, enlightening how the new age marketers have inclined towards the ever growing / hugely popular methods , styles , innovations, as well as an opportunity to build personal and professional networks. The Summit will feature panel discussions focusing on relevant, contemporary trends in marketing. The Summit will be held on 29th and 30th August, 2008 (Detailed plan for the summit is given below).

Srijan-2008

The Theme

Marketing - Emerging trends, approaches, and challenges



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Each Panel discussion will have 5 speakers, comprising of 3 speakers from the Corporate world and 2 Management students. Both student participants will present their Research Papers for 10 minutes each, followed by the speakers from the Corporate Community presenting their views on the topic for 20 minutes each. The student participants will be shortlisted from among B-Schools applicants on the basis of a research paper competition (to be announced in first week of August, 2008). The audience will include delegates from corporate organizations as well as Management Students. The speakers will be from various leading organizations of designations:

- I. CEO/CMO
- II. National Marketing/Sales Head
- III. President – Marketing/Sales
- IV. Vice President – Marketing/Sales

Schedule of Events:

Day I (29th August, 2008)	
9:00 AM	Registration
9:30 AM	Inauguration
10:15 AM	Tea and Snacks
10:30 AM	Panel Discussion I
1:30 PM	Lunch
2:30 PM	Panel Discussion II
5:30 PM	Tea and Snacks
Day II (30th August, 2008)	
9:15 AM	Registration
9:45 AM	Tea and Snacks
10:00 AM	Panel Discussion III
1:00 PM	Lunch
2:00 PM	Panel Discussion IV
5:00 PM	Tea and Snacks

If you have any queries, please contact:
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We look forward to seeing you at the summit.

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Joint Secretaries
Promethean-The Marketing Club