



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

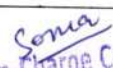
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CULTURAL CLUB

CULTURAL CLUB



	TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE DELHI INDIA	
Report		
Title of Activity*	BALLYHOO - AD MAD SHOW, 16 th Endeavour Management Fest, 2024	
Values	<ul style="list-style-type: none"> • Integrity • Collaboration • Creativity 	
Learning Outcomes	<ul style="list-style-type: none"> • Networking and Collaboration • Enhanced Creative Thinking • Ethical Advertising Practices 	
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Cultural Club, TIAS	
Program Theme*	Creativity as Catalyst	
External Expert / Internal Expert	-	
Date*	25.04.2024	
Time*	10:00 AM Onwards	
Venue	TIAS Auditorium	
Poster/Flyer/Notice*	<p style="text-align: center;">  In-Charge Cultural Club In-Charge Technical Club Tecnia Institute of Advanced Studies Madhuban Chowk, Rohini, Delhi </p> <p style="text-align: center;"> Coordinator Internal Quality Assurance Cell (IQAC) Tecnia Institute of Advanced Studies New Delhi-110085 </p>	



Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

www.tiaspg.tecnia.in

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

25

No. of Faculty* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

1

No. of External Participants (students + faculty) [write NA if not applicable]

NA

Photograph*



16th Endeavor AD MAD SHOW

Coordinator
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Tecnia Institute of Advanced Studies
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In-Charge Cultural Club
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Tecnia Institute of Advanced Studies
Madhban Chowk, Rohini, Delhi



Inaugural Moment of the management fest

Report: Description in (min 250 to max 800 words)*

The BALLYHOO - AD MAD SHOW is a remarkable event that celebrates the vibrant world of advertising, emphasizing creativity as a catalyst for innovation and change in the industry. With an emphasis on integrity, collaboration, and ethical advertising practices, the event brings together professionals and enthusiasts to explore how creativity drives effective communication and brand engagement. This report will delve into key themes from the show, focusing on integrity, collaboration, creativity, networking, enhanced creative thinking, and ethical advertising practices. The BALLYHOO - AD MAD SHOW exemplified the vital role of creativity as a catalyst for innovation in the advertising industry. By emphasizing integrity, collaboration, enhanced creative thinking, and ethical practices, the event inspired attendees to push the boundaries of their creativity while remaining socially responsible. As the industry continues to evolve, the insights gained from this show will undoubtedly influence future advertising efforts, driving a more innovative and ethical landscape. Through continued collaboration and a commitment to integrity, the advertising community can harness creativity to create impactful and meaningful connections with consumers. Creativity was undoubtedly the star of the BALLYHOO show. Numerous workshops and presentations demonstrated how innovative thinking is the driving force behind successful advertising.

Coordinator
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In-Charge
In-Charge Technical Club
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	<p>Creative professionals showcased their work, inspiring attendees with fresh concepts and unique storytelling techniques.</p> <p>One notable session focused on the role of creativity in problem-solving. Speakers discussed how thinking outside the box can lead to solutions that resonate with audiences on a deeper level. This session highlighted that creativity is not merely about aesthetic appeal; it is about crafting meaningful messages that connect with consumers emotionally.</p> <p>Moreover, the show explored the intersection of creativity and technology. As digital platforms evolve, advertisers are challenged to leverage new tools while maintaining creativity. Sessions on augmented reality (AR) and virtual reality (VR) illustrated how these technologies can enhance consumer engagement through immersive experiences, pushing the boundaries of traditional advertising.</p> <p>Enhanced creative thinking was a significant focus of the BALLYHOO show. Workshops dedicated to brainstorming techniques and creative problem-solving attracted many participants eager to sharpen their skills. Experts shared methods for overcoming creative blocks and embracing a mindset that encourages experimentation.</p> <p>One particularly engaging session introduced attendees to design thinking principles, which promote empathy and user-centered approaches in creative processes. By understanding the needs and desires of the audience, advertisers can develop campaigns that truly resonate. This emphasis on enhanced creative thinking not only benefits individual professionals but also elevates the overall quality of advertising work in the industry.</p>
Resource Person Profile	Faculty members of TIAS
Attendance Sheet*	Attached at the end of Report
Feedback	Sample feedback Attached at the end of Report
Report Submitted by Convener (write faculty coordinator name)	Ms. Sonia Batra <i>Sonia</i> In-Charge Cultural Club ✓ In-Charge Technical Club Tecnia Institute of Advanced Studies Madhiban Chowk, Rohini, Delhi

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Sonia
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For Office Use

Signature of Event Coordinator

Signature of School/Department Head

(With Seal)

List of Beneficiary

Attached

S.No	Enrollment No.	Student Name	Course
1	00117001722	Siddharth Kaushik	BBA
2	00217001722	Simar Singh	BBA
3	00317001722	Vansh Tyagi	BBA
4	00417001722	Sanchit Jain	BBA
5	00517001722	Devyang Bothra	BBA
6	00617001722	Nipun Sharma	BBA
7	00717001722	Sarthak Gupta	BBA
8	00817001722	Gungun Goel	BBA
9	00917001722	Samahi Vashist	BBA
10	01017001722	Saksham Shah	BBA
11	01117001722	Ayush Jain	BBA
12	01217001722	Ishaan Kandari	BBA
13	01317001722	Harsh Verma	BBA
14	01417001722	Divanshi Gupta	BBA
15	01517001722	Meghal Jain	BBA
16	01617001722	Saksham Arora	BBA
17	01717001722	Bhavya Goel	BBA
18	517002422	ARYAN KUMAR	BA (JMC)
19	617002422	AASHKA JAIN	BA (JMC)
20	817002422	BUSHRA	BA (JMC)
21	1017002422	DEVANSH MUNJAL	BA (JMC)
22	1217002422	KRISH GUPTA	BA (JMC)
23	1317002422	HARSHITA JAIN	BA (JMC)
24	1417002422	LAVANYA AGARWAL	BA (JMC)
25	2017002422	BHUMI VASHISHT	BA (JMC)

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