



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

A Report on the event - Coffee with Corporate & CAMPUS TYCOONS:

Drafted by : Mr. Sani Kant Kumar

Assistant Professor

MIMT, Greater Noida.



IIC and Marketing Club of MIMT
organizing

“COFFEE WITH CORPORATE”

Emerging Marketing Trends: Emphasizing Social Responsibility, Agility, and AI Conversations at the Forefront

Date: February 16, 2024 Time: 10:00 AM Venue: Auditorium, MIMT

GUEST SPEAKERS



Dr. UMBERTO SULPASSO
University of Southern California



Dr. HARI KRISHNA MARAM
Founder EDGP



Mr. SANJAY KUMAR
Executive Director - BDM Pawan Hans Ltd.



Mr. SOURABH PURI
Strategic Advisor (Institutional & Govt. Business Head)



Mr. MANU SETH
Country Manager, INDIA (ZAGB INTL.) Chairman-ASSOCIAM (EDG)



Mr. ANUP SHARMA
Director, Policy & Communications CERS India

CHIEF PATRON



Mr. ATUL MANGAL
Chairman, MGI



Mr. AAYUSH MANGAL
Vice Chairman, MGI



Ms. PRERNA MANGAL
Executive Director, MGI

PATRON



Dr. GEETI SHARMA
Director, MIMT



Dr. MANJU GUPTA
Director, Strategic Management

Coordinators

Dr. Jaspreet Kaur | Dr. Pankaj Kumar | Mr. Sanikant Kumar
| Mr. Deepanshu Yadav | Mr. Surya Shekhar

Toll-Free: 1800 103 3797 | www.mangalmay.net.in
Campus: Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR

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IIC and Marketing Club of MIMT
organizing

CAMPUS TYCOONS : THINK, PLAN, PITCH



Dr. AMIT SEHGAL
Director,
Sharda Launchpad Federation



Ms. VAANI KAPOOR
Sr. Manager Sharda Launchpad



Mr. ANKIT BARANWAL
Entrepreneur



Date: February 16, 2024



Time: 2:30 PM onwards



Venue: Auditorium, MIMT

Coordinators:

Dr. Jaspreet Kaur | Dr. Pankaj Kumar | Mr. Sanikant Kumar | Mr. Deepanshu Yadav | Mr. Surya Shekhar

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Date: 6th February, 2024

NOTICE

IIC and Marketing Club of MIMT is going to organize "Coffee with Corporate" on the theme *Emerging Marketing Trends: Emphasizing Social Responsibility, Agility, and AI Conversations at the Forefront*. The details of the same are given below:

Program Details: -

Date: February 16, 2024

Time: 10:00 am-4:00 pm

Venue: Auditorium, MIMT

Sub-Themes:

- Building Trust and Engagement Through Responsible Marketing
- Embracing Real-Time Marketing: Responding to the Now
- AI-powered Marketing Innovations: Predictive Analytics for Marketing Insights
- The evolving landscape of Influencer Marketing

Event Coordinators: Dr. Jaspreet Kaur

Dr. Pankaj Kumar

Mr. Sanikant Kumar

Mr. Deepanshu Yadav

Mr. Surya Shekhar Vishal

IIC Convener
MIMT

Marketing Club
MIMT

CC to:

Director Office
IQAC Director
Dean, MIMT
HODs/Coordinators
Faculty Members
Notice Board
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Report

Name of Event	Coffee with Corporate
Theme	Emerging Marketing Trends: Emphasizing Social Responsibility, Agility and AI Conversations at the Forefront
Organisers	Institution innovation Council (IIC) and Marketing Club, MIMT
Date	16 February, 2024
Day	Friday
Venue	Auditorium
Timing	10 A.M. to 1.30 P.M.
Beneficiaries	Management students
Content	<p>Coffee with Corporate is a premier event that brings together industry leaders, thought influencers and experts to engage in insightful discussions, share cutting-edge insights, and chart the course for the future of marketing.</p> <p>On 16th February 2024, MIMT in association with IIC and Marketing club organised "Coffee with Corporate" in which top notch leaders from the corporate world shared their valuable insights on the theme - "Emerging Marketing Trends: Emphasizing Social Responsibility, Agility and AI conversations at the Forefront."</p> <p>This event was a nexus of ideas, a crucible of innovation, and a rendezvous of the marketing elite.</p>
Objectives	<ol style="list-style-type: none">1. To indulge in a captivating journey at the event, where the art and science of marketing converge seamlessly.2. To uncover the latest methodologies in the arena of future marketing trends.3. To explore groundbreaking campaigns, and engage in dynamic discussions that unravel the mysteries of consumer behaviour.



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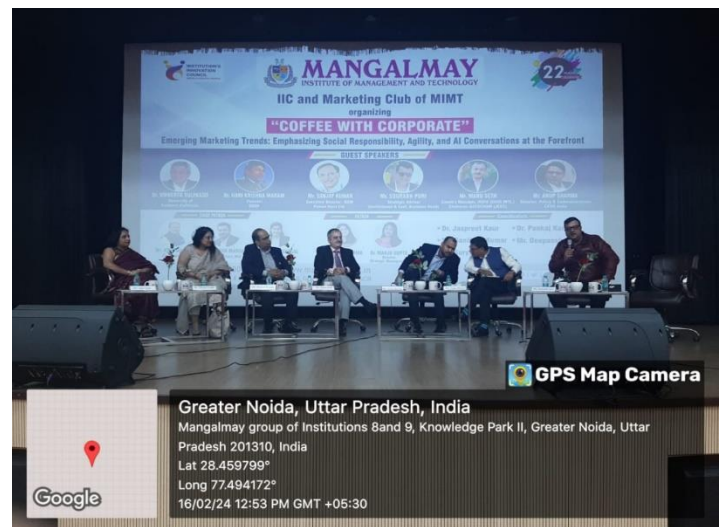
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Outcome of Activity

The event converged in a symphony of cutting-edge marketing trends, as industry luminaries shared valuable insights that transcended the conventional boundaries of promotion. Every session was a voyage into the future of marketing excellence.

Glimpses of Program:



Greater Noida, Uttar Pradesh, India
Mangalmay group of Institutions Band 9, Knowledge Park II, Greater Noida, Uttar Pradesh 201310, India
Lat 28.459799°
Long 77.494172°
16/02/24 12:54 PM GMT +05:30

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मंगलमय में आईआईसी और मार्केटिंग क्लब के सहयोग से कॉफी विद कॉर्पोरेट का आयोजन

नव हिन्दू संवाद
ग्रेटर नोएडा। 16 फरवरी 2024 को, एमआईएमटी ने आईआईसी और मार्केटिंग क्लब के सहयोग से कॉफी विद कॉर्पोरेट का आयोजन किया। जिसमें शीर्ष नेता - डॉ० हरि कृष्ण मारम (संस्थापक जोडीकेपी), डॉ० अमर्ता सुलभायो (दक्षिणी कैलिफोर्निया विश्वविद्यालय), श्री सोरभ पुरी थे। (राष्ट्रीय सवाहकार-संस्थागत और सरकारी व्यवसाय प्रमुख/विकास सदस्य वयोरेफिट हाउस ऑफ कल्ट), मनु मेह, कंठी मैनेजर, भारत (ZAGG INTL.) । अध्यक्ष एसोचैम (बेईडीसी), अनूप शर्मा (निदेशक, नीति एवं संचार सोईडीएस इंडिया) मनीष रोकरडे, (ओएमडी, सीएमडी, फवन हंस लिमिटेड) आदि ने कॉर्पोरेट जगत से इस विषय पर अपनी बहुमूल्य अंतर्दृष्टि साझा की- उभरते विपणन रुझान: सबसे आगे सामाजिक जिम्मेदारी, चपलता और एआई वार्तालाप पर जोर देना। यह कार्यक्रम



अत्याधुनिक मार्केटिंग रुझानों के समन्वय में परिचालित हुआ, क्योंकि उद्योग के दिग्गजों ने पटोलत की पारंपरिक सीमाओं को पार करने वाली अंतर्दृष्टि साझा की। प्रत्येक सत्र विपणन दृष्टिकोण के भविष्य को यात्रा थी। सभी गणमान्य व्यक्तियों के आशीर्वाद से अध्यक्ष अतुल मंगल, उपाध्यक्ष आदुप मंगल, कार्यकारी निदेशक प्रेरणा मंगल, कॉफी विद कॉर्पोरेट का आयोजन समिति ने अपना सर्वश्रेष्ठ प्रयास किया और इस कार्यक्रम को एक शानदार सफलता दिलाई। विभाग को एसोसिएट डीन डॉ० मोनाली शर्मा ने आयोजन के माध्यम को छात्रों को भविष्य के परिदृश्य को आकार देने वाले दूरदर्शी लोगों के साथ अपनी मार्केटिंग कौशल और नेटवर्क को बढ़ाने का अवसर बताया। कार्यक्रम के संचालन में डॉ० नरसिंह कौर, मिड सनीकांत, मिस सोनार्ली, एवं फिड दीपाक्ष का योगदान रहा।



Report on Campus Tycoons

Report	
Name of Event	Campus Tycoons
Theme	Think, Plan, Pitch
Organisers	Institution Innovation Council (IIC) and Marketing Club, MIMT
Date	16 February, 2024
Day	Friday
Venue	Auditorium
Timing	2.30 P.M. to 5.00 P.M.
Beneficiaries	Management students
Content	On 16th February 2024, MIMT in association with IIC and Marketing club organised "Campus Tycoons" in which intellectual symposium stood as a testament to the convergence of innovation, strategic thinking, and entrepreneurial spirit within the hallowed halls of academia.



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	<p>The event encapsulated a multifaceted approach, challenging the intellectual prowess of students to not only think critically but to transform their visionary thoughts into tangible business proposals. Campus Tycoons served as a crucible where nascent ideas were refined, business acumen was honed, and future leaders were incubated.</p> <p>The first phase, "Think," implored participants to delve deep into the recesses of their creative minds. It beckoned them to ideate, innovate, and conceptualize solutions to real-world challenges.</p> <p>Following the cognitive crucible of ideation, participants seamlessly transitioned into the second phase, "Plan." Here, the emphasis shifted from abstract ideas to meticulous planning and strategic formulation.</p> <p>The grand crescendo of Campus Tycoons manifested in the "Pitch" phase, where participants ascended the podium to present their entrepreneurial masterpieces.</p>
Objectives	<ol style="list-style-type: none">1. To celebrate the unbridled creativity and problem-solving skills of young minds.2. To encourage the students in letting their imaginations run wild, conceive the boldest, most game-changing ideas, and pitch them to a distinguished panel of judges.3. To spark the next generation of innovators and changemakers!
Outcome of Activity	<p>Campus Tycoons stood as a beacon, illuminating the path for the next generation of innovators, thinkers, and leaders. It was a celebration of intellect, a tribute to strategic acumen, and an affirmation that within the walls of academia, the seeds of entrepreneurial brilliance are sown and nurtured, ready to burgeon into the tycoons of tomorrow. The event acted as a pitch for budding entrepreneurs to showcase their business plan.</p>



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Glimpses of Program:

