MERI organized Marketing seminar & Workshop – MERCADEO CRESTA on Saturday, 19th Jan, 2013 on the Theme “Winning the Marketing war: Challenges & Responses” at the MERI campus. The seminar was attended by corporate members, faculty and students of various management Institutes in and around Delhi. Eminent speakers namely Mr Atulit Saxena, COO Future Brands, Mr.Avnish Saxena, Director SIMS soln, Mr Abinash Kumar, Manager Moolchand & Mr Aditya Jha, Manager India Today Group spoke elegantly on the issues pertaining to the caption.

The Seminar commenced with the traditional Lamp Lighting followed by the formal welcome of the speakers by Sh. I P Aggarwal, President MERI. Chief Guest Mr Atulit Saxena discussed upon the trends and opportunities in Retail as a sector. He gave an insight about the Global and Indian Retail scenario using a video. He also deliberated on the future of Modern Retail in India.

The first speaker Mr.Avnish Saxena briefly discussed upon the growing importance of E Commerce and how technology can help organisations to cater customer in cost effective manner.

The Second Speaker Mr. Abinash Kumar brought out his viewpoints on the opportunities and trends in Healthcare segment and support function. He also highlighted specific issues such as Customer Relationship Management...

The Third speaker Mr. Aditya Jha spoke on the issues related to online marketing in his organization. He discussed issues related to technology acceptance, consumer behaviour and how his organization responded to the challenges.

This was followed by workshop events-Meeting the communication challenge, Understanding the black box and business acumen. More than fifty students participated in the events and the winners to the event were given cash prizes.

The program came to an end with the formal vote of thanks by Prog A.K Agrawal, Dean Management.

Samarth Singh
(Seminar Coordinator.)