



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA

Guest Session

Selling & branding in Post Pandemic

Army Institute of Management & Technology, Greater Noida
Presents
Guest Session
Selling and branding in the post pandemic world

Mr. Harish Sharma
VP-Sales
(Pinkvilla Media Pvt.Ltd.)

Date: 29th August 2020
Time: 3:30 PM - 4:30 PM
(Under the Aegis of IQAC)

- Introduction

The guest session on the topic “**Selling & branding in Post Pandemic**” was conducted on the 29th August 2020, Saturday from 3:30-4:30 PM. The speaker for the session was Mr. Harish Sharma, VP Sales Pinkvilla Media Pvt. Ltd. He is a very successful digital marketer and has received numerous honors and recognitions in the field of Media, Digital and International Business. Prof. Rahul Verma extended a warm welcome on behalf of the institute to the speaker.

- Introduction to the topic

The disruption by the Pandemic has highlighted both the strengths and weaknesses of the corporate. The worldwide crisis exposed the financial reserve of the companies and forced even big corporate houses to deduct the salaries of their employees. Keeping the above in view, the topic “Selling & branding in Post Pandemic” was selected, in order to make the students understand about the future opportunities and to give them an insight on how to Change this crisis into an opportunity.

- Key deliberations

- ✓ **Sustaining the business in a crisis:** It is imperative for a business professional to assess the situation and always make the best out of it and enable sustainable growth in adverse conditions.
- ✓ **Pandemic as an opportunity:** The pandemic forced companies and corporate houses to take this crisis as an opportunity to build a market and increase sales.



- ✓ **Valuing customers:** The light was put on the subject signifying how it is vital to value customers (need and demand) to enable a better growth perspective.
- ✓ **Valuing employees:** How some companies dealt with the situation by evenly distributing the deductions, and its impact on how the company grew with a positive atmosphere.
- ✓ **Technology is the key:** How some companies incorporated the technology into their business and added benefits in the long run.
- ✓ **Strong financials:** Strong balance sheet and financial bank to support plans and business.
- ✓ **Focus on Health, Hygiene, and immunity:** How some companies have leveraged on these and have entered the market in a very short period.

- **Questions and answers**

- ✓ In Pandemic when the TRP's are going down how does the company bifurcate its budget as how much to spend and on what medium?
- ✓ How a company can leverage Influencer marketing?
- ✓ How should a company leverage Digital marketing in B-C business?
- ✓ How should a startup beat the competition just through the branding?
- ✓ How Flash sales can be best used by the company to increase sales?
- ✓ How Digital marketing can be used to increase the brand value of AIMT?

- **Feedback of students**

The students had major takeaways from the session and the speaker's insight on Digital and media marketing. It made them understand the importance of sustainability, growth and gave them an insight on how to leverage such a crisis and to turn them into opportunities.

- **Conclusion**

The one hour long interactive and informative session reiterated the importance of branding and selling in the post-pandemic world, its major concept of sustainability and the importance of being able to manage the people resource of our country to sail through these difficult times with ease. The session ended with the vote of thanks by Dr. M Y Khan, while the audience was left with imprints of the enlightening talk.



The image displays two screenshots of a Zoom meeting interface. The top screenshot shows a 3x3 grid of participants. The bottom screenshot shows a similar 3x3 grid, but with a different participant in the center. Both screenshots include a 'People' list on the right side of the interface.

People List (Top Screenshot):

- Rajesh Kumar Dubedi
- Akhinoyu Sharma
- Ashu Yadav
- Ashut Pandey
- Anand Singh
- Apar Yadav
- Ashish Dubey
- Ramesh Bhatt
- Bhaskar Yadav
- Chaman Pandey
- Deep Singh
- Dr. Anubhav Sharma

People List (Bottom Screenshot):

- Rajesh Kumar Dubedi
- Akhinoyu Sharma
- Ashu Yadav
- Ashut Pandey
- Anand Singh
- Apar Yadav
- Ashish Dubey
- Ramesh Bhatt
- Bhaskar Yadav
- Chaman Pandey
- Deep Singh
- Dr. Anubhav Sharma
- Dr. Shashi Gupta



4G 15:51

Voice LTE 62

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Ms. Arshiya



Prof. Pawan Kumar



Prof. Rahul Verma



Dr. Babita Bhati



Dr. Shruti Gupta



Dr. Pallavi



Guest Lecture





4G 15:51

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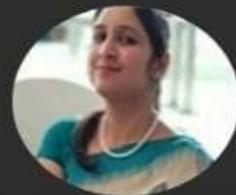
Ms. Arshiya



Prof. Pawan Kumar



Prof. Rahul Verma



Dr. Babita Bhati



Dr. Shruti Gupta



Dr. Pallavi



Guest Lecture





4G 15:53

Voice LTE 62



Ms. Arshiya



Prof. Pawan Kumar



Prof. Rahul Verma



Dr. Babita Bhati



Dr Shruti Gupta



Dr. Pallavi



Guest Lecture





The image shows a Zoom meeting interface with the following elements:

- Search:** Located at the top center of the window.
- Grid of Video Feeds:** Displays several participants. Visible names include:
 - Guest Lecture
 - Saurabh Kulkarni
 - Dr. Kalpana Chaudhary
 - Parash Aggarwal
 - Prof. Rahul Sharma
- People List (Right Panel):** Lists all participants in the meeting:
 - Guest Lecture
 - Currently in this meeting (13)
 - Rajesh Kumar Dalmadi
 - Abhinav Sharma
 - Aditi Yadav
 - AIMT Director
 - Abhishek Parshy
 - Anand Singh
 - Arjun Yadav
 - Ashish Dabey
 - Shweta Bhat
 - Swati Yadav
 - Chaman Parda
 - Deepa Singh
 - Dr. Anubhav Varma
 - Others muted (1)
 - Suggesters (2)
- Toolbar (Bottom):** Contains icons for mute, video, chat, and other meeting controls.
- Participant Avatars (Bottom Row):** A row of small circular icons representing all participants in the meeting.