



All Pakistan Newspapers Society

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Ref: APNS/2011/22

February 2, 2011

**To: All Member Publications
All Accredited Advertising Agencies**

Sub: Media in 2010 for the Consumer of 2020.

Dear Sir,

The APNS is organizing a two day detailed workshop on February 11 & 12, 2011 at Pearl Continental Hotel, Karachi titled "Media in 2010 for the Consumer of 2020". The workshop is conceptualised and will be directed by Mr. Anurag Batra, CEO, Exchange 4 Media Group, and Mr. Deepak Pramanik, CEO, Aideas Ltd.

The speakers include:

1. Mr. Anurag Batra,
CEO of the Exchange 4 Media Group
2. Mr. Deepak Pramanik
CEO – Aideas
3. Mr. Jwalant Swarup
Director Advertising, Lokmat Media Ltd
4. Mr. N. P. Sathyamurthy
President & COO of Lintas Media Group, West Operation &
CEO of Karishma Initiative.
5. Mr. Suresh Blakrishna
Chief Operating Officer – Mail Today,
India Today Group.
6. Mr. Alok Sanwal
Project Head & Editor, JPL
7. Mr. Ravi Kiran Sahoo,
Chief Executive Officer – South Asia &
Emerging Market Leader, Specialist Solutions
Starcom Media Vest Group
8. Mr. Amit Tiwari
General Manager, Country Head Media
Philips India
9. Avinash Pandey
Head Advertising Sales, Star News

We look forward to your participation in the workshop and shall appreciate if you would send us nominations from your organizations.

A detailed agenda is attached.

Thank you,

Yours sincerely,

-s/d-

(Sarmad Ali)
Secretary General

Proposed Program for Pakistan

Day 1			
			(10:00 AM to 06:00 PM)
Time			
From	To	Speaker	Topic
10:00	10:15	APNS	Welcome Address
10:15	11:30	Ravi Kiran	Media lessons from the 1st decade of this century and implications till 2020 with special emphasis on print
11:30	12:00		TEA/COFFEE BREAK
12:00	13:15	NP Satyamurty	Measurement of audiences: Trends, challenges and opportunities for print
1:15	2:15		LUNCH
2:15	3:30	Amit Tiwari	Expectations of advertisers from the print media
3:30	4:00		TEA/COFFEE BREAK
4:00	5:15	Suresh Balakrishnan	Building a print brand in a market dominated by 2 giants
5:15	6:00		Summary & Learnings

Day 2			
			(10:00 AM to 06:00 PM)
Time			
From	To	Speaker	Topic
10:00	10:15		Recap of Day 1

10:15	11:15	Avinash Pandey	Learning from TV ad marketing: Lessons for print
11:15	11:45		TEA/COFFEE BREAK
11:45	12:45	Jwalant Swarup	Activation is an integral part of print marketing
12:45	1:45	Alok Samwal	Building a print brand for the next generation
1:45	2:45		LUNCH
2:45	3:45	Anurag Batra	Digital is the future. Implications for print. Is it a friend or foe?
3:45	5:00	Deepak Pramanik	Reinvent ad marketing methods or else perish
5:00	5:30		Summary & Learnings
5:30	5:35	APNS	Vote of Thanks
5:35	6:00		Tea & Networking