

# Ad-Mad E-Summit 2024

## What we did ?

- Date: March 16, 2024
- Time: 10:00 AM - 5:00 PM IST
- Overview: The "Ad-Mad E-Summit 2024" was a dynamic and engaging event designed to unleash creativity in the realms of drama, art, and videography. Participants were encouraged to express their innovative ideas through various creative mediums, with exciting prizes for the most outstanding performances.
- Activities:
- 10:00 AM - 10:30 AM: Opening Remarks and Introduction to the Theme, setting the tone for a day of creative exploration.
- 10:30 AM - 12:00 PM: Ad-Mad Competitions across three categories: Drama, Art, and Videography, where participants showcased their talents and competed for top honors.
- 12:00 PM - 1:00 PM: Panel Discussion on Creativity in the Digital Age, featuring industry experts sharing insights on the role of creativity in modern advertising and media.
- 1:00 PM - 2:00 PM: Lunch Break, providing an opportunity for networking and casual conversations.
- 2:00 PM - 4:00 PM: Workshops and Interactive Sessions on enhancing creative skills and exploring new digital tools for content creation.
- 4:00 PM - 5:00 PM: Award Ceremony and Closing Remarks, recognizing the winners and wrapping up the day with reflections on the importance of creativity in today's competitive landscape.

## Objective of the Event

The primary objective of the "Ad-Mad E-Summit 2024" was to foster creativity and innovation among participants, providing them with a platform to showcase their artistic talents and explore new trends in advertising and media. The event aimed to:

- Encourage creative expression through diverse mediums such as drama, art, and videography.
- Highlight the importance of creativity in advertising, media, and content creation.
- Provide a platform for young talent to gain recognition and receive feedback from industry professionals.
- Promote networking and collaboration among participants, industry experts, and sponsors.

## Additional Details

- **Venue:** The event was held at the Indian Institute of Technology, Delhi, a venue known for its vibrant academic and cultural environment.
- **Duration:** The event lasted for 7 hours, ensuring ample time for competitions, discussions, and networking.
- **Mode of Conduct:** The event was conducted offline, enabling participants to fully immerse themselves in the creative process and engage directly with judges and peers.
- **Additional Information:**
  - The event was organized by the Ad-Mad Club in collaboration with several industry partners, including leading advertising agencies and media houses.
  - In addition to the competitions, the event featured an exhibition of creative works, where participants could display their portfolios and receive feedback from experts.

## Speaker and Participant Details

- Number of Participants: The event saw over 150 participants, including students, professionals, and creative enthusiasts.
- Number of Registrations: The event attracted over 300 registrations, reflecting the high interest and enthusiasm for the summit.
- Speakers:
  - The event featured 4 panelists, including prominent figures from the advertising and media industries.
  - Keynote Speaker Highlights:
    - A creative director from a leading advertising agency shared insights on the evolution of creativity in digital media.
    - A successful filmmaker discussed the role of storytelling in videography and advertising.
    - An art curator talked about the intersection of traditional art forms with digital media.

## Key Outcomes of the Event

- **Showcasing Creative Talent:** The event provided a platform for participants to showcase their creative abilities in a competitive yet supportive environment. The diverse range of entries demonstrated the participants' creativity and innovation.
- **Inspiration and Learning:** The panel discussions and workshops inspired participants to think outside the box and explore new creative avenues. The interactive sessions provided practical tips and techniques for enhancing creativity in various mediums.
- **Recognition and Awards:** The award ceremony highlighted the exceptional talent present at the event, with winners receiving prizes and recognition for their outstanding contributions. This recognition serves as a stepping stone for future opportunities in the creative industry.
- **Networking and Collaboration:** The event facilitated networking among participants, industry experts, and sponsors, leading to potential collaborations and partnerships in future projects.
- **Awareness of Industry Trends:** The discussions and workshops provided participants with valuable insights into the latest trends in advertising and media, helping them stay ahead in a rapidly evolving industry.
- **Encouragement for Future Participation:** The positive feedback and high level of engagement from participants and speakers have set the stage for future editions of the Ad-Mad E-Summit, with plans to expand the event to include more categories and participants.

