

Stratagem 1.0

Presented by







AVANT GARDE
COMMUNICATIONS



Who we are

Avant Garde Communications is a Delhi based firm that offers communication solutions to businesses. It offers services in the areas of public relations, public affairs, experiential marketing and non-mass media communications. The company also offers legal consultancy ,media monitoring, research & analysis services; communication audits; industry analysis and company based research. We have a team of young, creative, dynamic & dedicated professionals who have the urge to deliver more than client's expectations. We help our client to reach their goals through our services.

How we do Business?

-  We activate brand ideas.
-  We turn talks into actions.
-  We build brand and relationship.
-  We help leading brands to inspire audiences.



VISION

To create and deliver experiences that engage, entertain, educate and delight like nothing else.

About Stratagem 1.0

An event designed for next generation entrepreneurs by **Avant Garde Communications**, Stratagem 1.0 is a discussion forum inviting eminent leaders from divergent fields and industries to come together and share their stories, experiences, milestones, downfalls, struggles and successes of what they did to bring about a change in their respective domain. Also emphasizing how these changes revolutionized the society on one hand and will inspire budding entrepreneurs to have disruptive approach towards an innovative idea on the other.

This event will also witness delegates representing different sectors of Government of India who will highlight how new govt reforms, policies and various initiatives with the assistance of civil bodies, next generation entrepreneurs and Industry corporates can play an integral part in reforming future of our country.

It is also a unique opportunity for startpreneurs to connect with up to 300+ leading industry professionals from different sectors, government delegates, media personnel's etc. to attain in-depth knowledge and awareness of business world and politics.



Key highlights of event



**Panel
Discussions**



**Rags To
Riches**



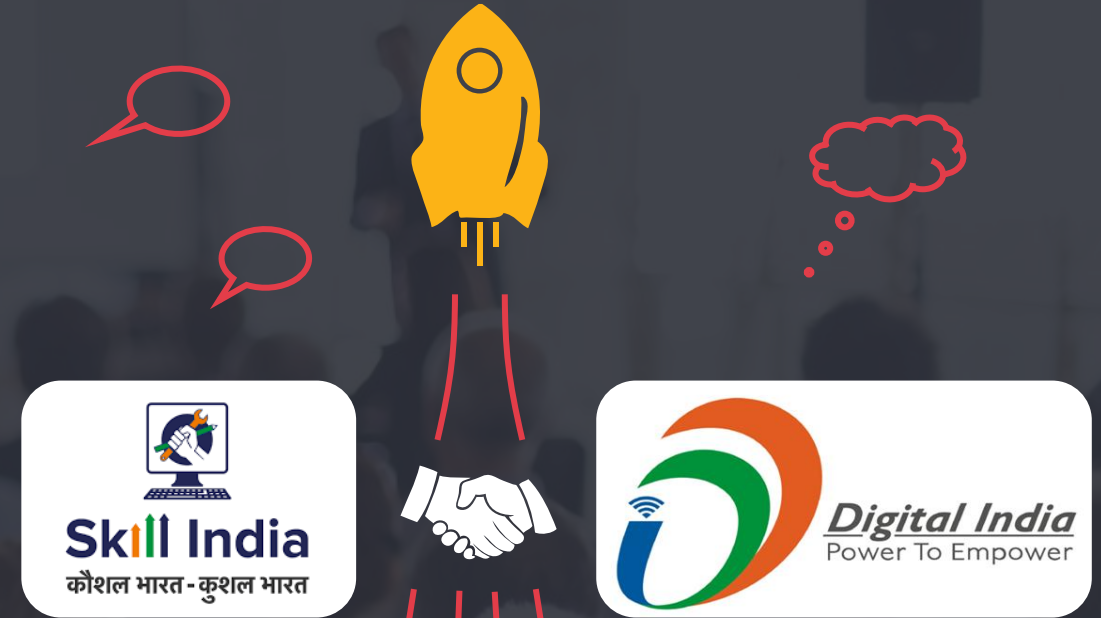
**Megapreneurs
2017**

Why this conference?

STRATAGEM 1.0 will bring together pioneers in the industry to have brainstorming discussions about emphasising the fact that how both DIGITAL INDIA and SKILL INDIA will go hand in hand in making India World's Human Capital and largest Technical hub.

The summit would be a meeting ground for 300+ India's top and leading entrepreneurs, some of the top emerging start-ups in India, current industry leaders, Civil bodies, Govt delegates, Institutions, corporate and media houses.

The event will be packed with perspective building insight, training, mentoring for businesses, and discussions on the changes in the current economy.

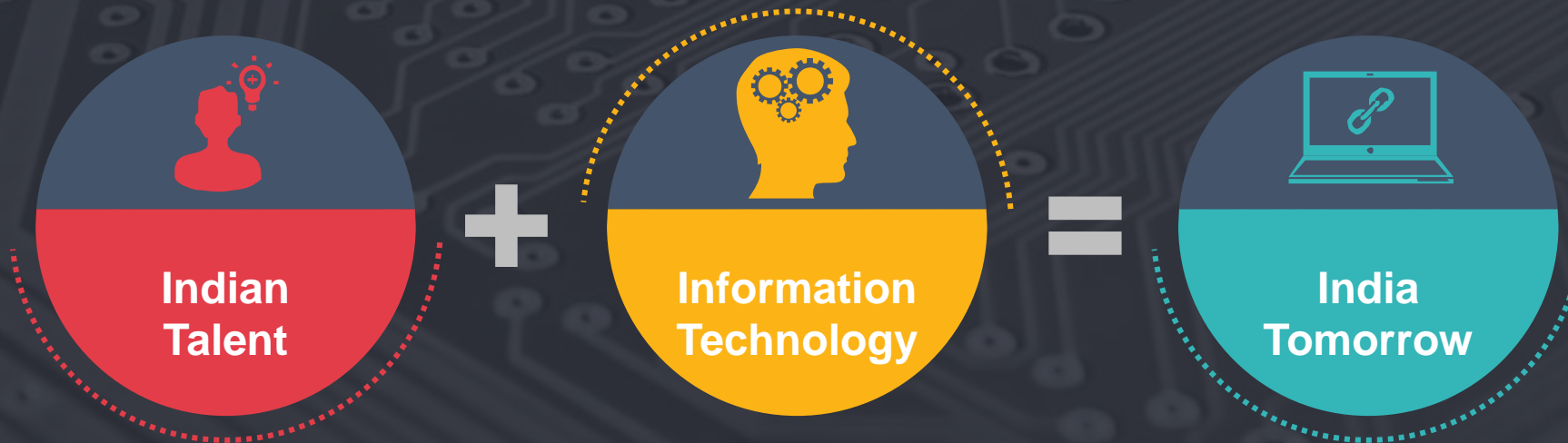


Panel Discussion: Topic 1

Role of ICT in building user centric services and citizen driven innovations.

Panel Discussion: Topic 2

Skilled Millennial: Pillars of start up ecosystem & creators of Millennial India



Role Of Stratagem



**VISION
2020**

**STRATAGEM
1.0**
BRINGING ON
ISSUES ESSENTIAL
FOR ACHIEVING
TARGETS OF 2020

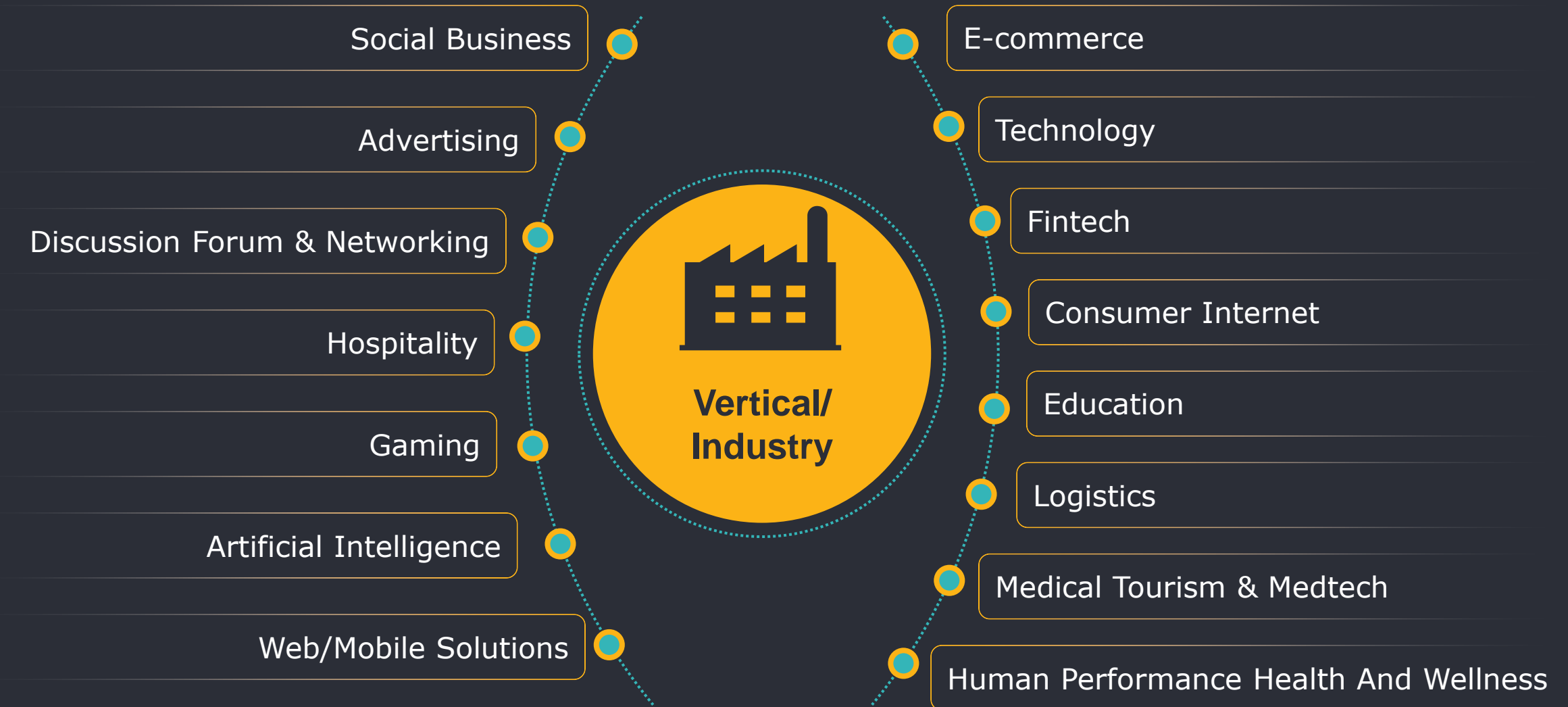


**CHALLENGES
OF ICT**



**CURRENT
SCENARIO**

Verticals for Megapreneurs 2017



Rags To Riches

Rags to Riches will unveil the story of people who had that bright spark in their heads that has now turned into business. They have world-changing ideas but also a journey of hardships. A coffee table book dedicated to the torch bearer of Millennial India will strategically be placed at five star hotels of Delhi-NCR, various Airports, Lounges, and Corporate and media houses for massive outreach in niche segment. Nominees will be industry professionals from varied sectors elected by our esteemed jury members based on various parameters, classified in 3 broad categories as mentioned below:

Idols

Pioneers

Acers



Megapreneurs 2017

Megapreneurs 2017 is a felicitation process for first generation entrepreneurs on the basis of research based listing using both primary and secondary data research across several industries of the country. It is the result of a process whereby these nominees are scanned, researched, understood and after much deliberation by a JURY, are put on deserving pedestals for the admiration and veneration of the world on various criteria. We delve into the history of these nominees, let their beams of achievement play with us, feel the fire within these brands, and move along with their driving force. Nominees will be screened on various parameters across different industries.



Why Associate With Us

The Exclusivity of Brand

This event is one of its kind as, one hand it is promoting the importance of two leading agendas *skill India* and *digital India* among start-ups & industry professionals from different sectors. And on the other hand it is also felicitating and promoting the pioneers of this economy through a coffee Table book launch: From Rags to Riches in the next segment of this event.

Business Oriented Event Held for "Start-ups"

The event is exclusively on a B2B format addressing emerging and existing start-ups, encompassing dignitaries across different industries and sectors. Hence it's a potential platform for networking with barons of industry.

Captive Potential Audience

A captive audience of about 300+ potential clients shall be the participants.

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Brand Coverage

This event will provide a powerful platform for outreach to the right audience through different platforms like Print media, Broadcast media (Radio, TV) & digital media. Also this event provide post event coverage through distribution of Coffee table book to primer Hotels in Delhi-NCR Airport and many more corporate giants. Hence this event provides you an excellent opportunity to capture delegates' attention in a variety of ways, depending on the specific needs of your business.



Media Coverage On TV

Post-event Coverage on the channel:

1 Original telecast+ 1
Repeat telecast + 20
minutes editorial run time.

900 seconds of Tune in
promo/30 promos of 30
seconds would be played
and would start 3 Days
prior to telecast.

Episode telecast will
happen 2 weeks post
completion of shoot.

Media Coverage On Print

Pre event coverage on
Delhi edition of **Delhi
Times/HT** (colored print
of 400 sqcm.)

Post-event Coverage on
Delhi Times/HT (colored
print of 400 sqcm.)

Four page coverage in a
monthly magazine.
(**Business World/
Entrepreneur**)

Cyber Outreach

An excellent opportunity to get optimum visibility through various platforms like Facebook, Twitter, Broadcasting channel's social media pages, Avant Garde's website and social media pages other than several digital media forums.



www.avantgardecommunications.com

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For queries please contact:

Somya Singh



contact@avantgardecommunications.com



+91 9899259781