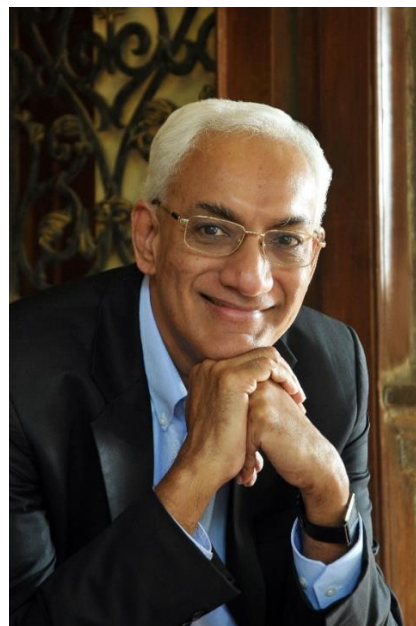


MEDIA RELEASE

ACI offers AFAA New Age Leadership Programme Free of Charge to 25 young leaders.

The Advertising Council of India (ACI) has announced a New Age Leadership Program between August 23rd and 26th 2023, under the aegis of the Asian Federation of Advertising Associations (AFAA) free of charge to 25 potential young leaders under 35 years of age.

Says Srinivasan Swamy, Chairman AFAA, "this is a real effort of industry Associations to give back to our industry and also help shape the future of our industry in a manner that tomorrow's leaders are exposed to what we call a 4-day experiential and inspirational immersive event. The multi-city experience will be an all-expenses-paid learning opportunity covering Mumbai Ahmedabad and Surat."



Adds Manish Advani, Founder and CEO MIMO Potentio, an eight-times TEDx speaker and recipient of the International Green Apple Award at the House of Commons in the British Parliament, who is the Program Facilitator, "the 25 young professionals could be young marketers, advertising executives, market research executives, digital and analytics executives, space/time marketing executives to mention a few areas. They will visit interesting corporates, institutions, cooperatives and interact physically and digitally with leaders from across India and even the world. I believe they can transform from promising young professionals to future leaders".

Applications to register for this unique program can be sent in the form of bio-data to afaaindia@gmail.com, on or before 31st July 2023.

Regular Members

- Advertising Council of India
- Vietnam Advertising Association
- Pakistan Advertising Association
- Dewan Periklanan Indonesia
- Japan Advertising Federation
- Korea Federation of Advertising Associations
- Taipei Association of Advertising Agencies

- The Association of Advertising Agents of Macau
- Association of Advertising Agents of Bangladesh
- Association of Advertising of Nepal
- China Advertising Association of Commerce
- Hong Kong Association of Interactive Marketing Ltd
- Asian American Advertising Federation

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Affiliate Member

- Association of Communications Agencies of Mauritius
- Magazine Publishers Associations Malaysia

AFAA is an international association for the development and support of the advertising industry of Asia. It offers a wide range of services, platforms and resources dedicated for the purpose of planning, coordinating and implementing programmes to elevate the standards and viability of advertising at the Asian level.

The Advertising Council of India (ACI) is a distinguished member of AFAA from India and is an operational arm of STACA Trust. ACI has as its constituents the Indian Society of Advertisers, Indian Broadcasting and Digital Foundation, Advertising Agencies Association of India, India Chapter of International Advertising Association and The Advertising Club. It promotes the development of skilled manpower resource for the advertising industry and it believes in shaping future leaders for a stronger tomorrow.

More details can be found at <http://www.adcouncilofindia.org/> where you can also download the brochure on AFAA New Age Leadership Programme.

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