

afaa



**NEW AGE
LEADERSHIP
PROGRAMME**

July 18-21, 2024

*A four-day experiential and inspirational
immersive event*

**ABSOLUTELY FREE
for promising young leaders**

Download the application form from Afaaglobal.org/NALP and send the filled-in form to afaahq@gmail.com by 31st May to register

Organised on behalf of AFAA by

Advertising Council of India (ACI)

(A Division of STACA Trust)

a distinguished member of AFAA

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ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

Insightful visits to institutions/ organisations in Mumbai and Pune:

Belimo

Learn to proactively Conquer the WOLF from one of the Oldest Swiss Companies

Jnana Prabodhini

Learn the Art of Inclusive Leadership from the Oldest School of Inclusive Leadership in India

Kayani Bakery

Learn the Art of Customer Loyalty from one of the Oldest Bakeries of India

Magarpatta City

Interact with Leaders from Diverse Companies at the Magarpatta City

National Stock Exchange

Learn the Art of Money Management from India's leading Stock Exchanges to Conquer WOLF life situations

Tata Central Archives

Learn the Art of Continuous Learning at One of the Oldest Learning & Development Centres of India

The Bombay Mothers and Children Welfare Society

Learn to Strive for Excellence through Rural Immersion with support of One of the Oldest NGOs of India

Thermax

Learning the art of Incorporating Sustainability in One's Profession

4 days of WOLF to SMILE Programme for young leaders

The four-day residential programme offers young professionals a transformative, enriching, and immersive experience. Participants will learn to conquer the WOLF (Worries, Obsessions, Limitations and Fear) and SMILE (smile at all times).

The core objective of this programme is to foster and encourage young, emerging leaders by providing them with the opportunity to experience diverse cultures, develop leadership skills, innovative thinking, entrepreneurial spirit and strategic mindsets, gain working experience on projects, evolve from a closed mindset to an open mindset, and interact with knowledgeable leaders and like-minded striving leaders. Through this programme, the future leaders can experience and learn how to emerge as a well-rounded person.



Programme Director: Manish Advani

Manish Advani, Founder and CEO, MIMO Potentio, is an eight times TEDx Speaker. He is a recipient of the International Green Apple Award at the House of Commons in the British Parliament and the Microsoft Presidents' Award for Improving Customer and Partner Experience. He has over 2 decades of experience conducting sessions and working in leadership positions / consulting in diverse roles such as Change Management, Leadership Development, Marketing, Public Relations and Risk Management for large corporates such as Mahindra Group, Microsoft Canada, Jaguar & Land Rover, Schindler, New Jersey Department of Transportation, ISRO, Barclays, BNY Mellon and Apar Industries in diverse geographies such as India, United States of America, Canada, United Arab Emirates, Kingdom of Bahrain and Singapore. Manish graduated summa cum laude from New Jersey Institute of Technology, USA, with a Management Degree and has done a one year management Programme from Harvard and IIM Ahmedabad along with a Brand Building Programme from Stanford.

(Programme is subject to change)

Participants will also be interacting with many leaders like:

Mr. Ajay Kaul

Global Head, Growth Marketing, DiDi, USA

Mr. Palash Nandy

CEO, Legrand Australia, Australia

Mr. Parsa Abbasi

COO, Lively Verse, Dubai, UAE

Mr. Gaurav Lalwani

Senior Director, Global Marketing, GSK, Singapore

Mr. Erik Ritchie

CEO, EnChroma, Inc., USA

Mr. Sachin Tagara

Managing Partner, JSW Ventures, India

Mr. Amit Shah

CEO, Offee, India

Mr. Praful Mathur

Director, Caparo, India

Mr. Vaibhav Pitale

MD, Belimo, India & South West Asia

Mr. Gauri Das

SVP & Head HR, India Factoring & Finance Solutions Pvt. Ltd., India

Mr. Aditya Gaurav

CEO, Cognac Metaverse, India

Mr. Prashant Mishra

Head Marketing, Tata Steel

Ms. Shalini Sinha

CFO, Symbiosis University Hospital & Research

Mr. Tushar Jagdale

Hasya Yoga Expert

and many more

New Age Immersive and Experiential Programme Highlights

Develop four multidimensional mindsets leadership, innovative, entrepreneurial and strategic

Interactions with over fifteen diverse leaders from diverse domains

Live interactions with leaders from seven countries

Experience diversity to the fullest

Visit nine diverse organizations

Gain experience working on two live projects

Who is the programme for?

This experiential Programme is designed to make promising young professionals under 35 years of age into future leaders. Young marketers, brand managers, advertising executives, space and time marketers, market research executives, digital and analytics executives are likely to benefit from the Programme.

Free Registration

Interested young professionals should download the application form from Afaaglobal.org/NALP and send the filled-in form to Secretary General, Advertising Council of India (ACI), a division of STACA Trust at afaahq@gmail.com on or before 31st May 2024.

Candidates will be shortlisted based on their leadership potential for an on-line interview. 25 participants will be selected based on their profile and the views of the interviewing panel.

This will be an all expenses paid programme sponsored by the Advertising Council of India (Ex-Mumbai). Participants from places other than Mumbai would need to make their travel and stay arrangements in that city.

Travel/hotel stay outside Mumbai will be supported by ACI.

About AFAA & ACI

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.

Glimpses and feedback from the 1st New Age Leadership Programme 2023



Presentation arranged by Shri. Ramya Bhatt, Deputy Municipal Commissioner, Ahmedabad Municipal Corporation



Dr. Ravi Sankar, Senior Leader at ISRO interacting with participants of AFAA



AFAA Event at Kamla Café run by the SEWA (Self Employed Women's Association) Foundation



AFAA Participants at Mahindra Towers in Worli

“The program's decision to break away from the traditional classroom model and immerse us in the real-world contexts of leadership was a stroke of genius. It transformed the way we learned, making it not only informative but also engaging and memorable. This innovative format also facilitated a deeper connection between participants and trainers.” -**Pratik Singla, CEO/Creative Director, Goldmine Advertising**

“This journey underscored the significance of valuable lessons that are much needed in becoming a good leader such as ethics, perseverance and good communication. Beyond the sessions, late-night discussions and shared experiences emphasized the untapped potential of humanity's stories.” -**Shubhra Dutta, Programmatic Lead, Group M**

“I'm enormously grateful for the thoughtful training that wasn't just a bunch of 'sessions', but a 'seismic' shift in perspective! It was refreshingly meaningful among the so many new-fangled programmes out there in our big beautiful world that are frying people's brains (can't even eat that bheja fry!).” -**Janbal Muttiah, Corporate Communications, Aurion Pro**

“My time at NALP was nothing short of transformative, filled with enriching experiences, inspiring people, and valuable insights.” -**Siddharth Varma, CEO, GPLUS**

Through NALP, Siddharth was also able to participate in IAA's World Congress, Penang, Malaysia

For details contact

Secretary General
Advertising Council of India (ACI)
A Division of STACA Trust
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Mumbai 400 013. Email: afaaindia@gmail.com
*Please feel free to Contact our Programme Director
via WhatsApp: Manish Advani +91 98200 85094*

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