

**Mark Haven**  
**Workshops / Seminars / Events Organized**  
**Session: 2023- 2024**

- 1.) Marketing Conclave
- 2.) Transcend
- 3.) Marketing Bootcamp
- 4.) Live Project by Birds of Paradyes
- 5.) Live Project by Darzee App
- 6.) Ad Mad Session
- 7.) Saturday Scrutiny
- 8.) Seminar on Strategies for civil services exam preparation
- 9.) QS Education Fair

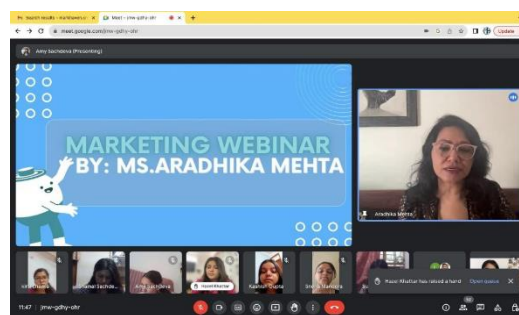
**MARK HAVEN**  
**THE MARKETING SOCIETY**

**Marketing Conclave**

An annual event hosted by Mark-Haven, opened with the theme, “Marketing Elevation” in October 2023. The event began with an enlightening session by Miss Aradhika Mehta, a distinguished CMO known for her exemplary leadership in challenging industries. With over 15 years of experience, Miss Aradhika shared insights gleaned from her successful tenures at companies like Lenskart and ABFRL.

Following this, Mr. Mayank Jain, the Head of Product Marketing at Swiggy, followed, providing invaluable insights into strategic brand management. With a wealth of experience, including roles at tech giants like Google and Johnson & Johnson, and a post-graduation degree from IIM Calcutta, his session on Product Marketing provided attendees with invaluable insights into strategic brand management and P&L expertise.

The event concluded with a session led by Mr. Nishant Kadian, a senior marketing manager at thelightbulb.ai, focusing on digital marketing strategies. With over 8 years of professional experience, Mr Nishant shared his expertise in Digital Marketing strategies, drawing from his diverse background in roles at Ameyo, mFaas, RevX and Affle.



## **Annual Technical Fest - Transcend**

Mark-Haven's annual technical fest, Transcend, epitomised the theme of "Breaking Boundaries" with a series of innovative competitions that pushed the limits of creativity and strategy. Held in early November, Transcend featured a lineup of thrilling contests that captivated participants and spectators alike.

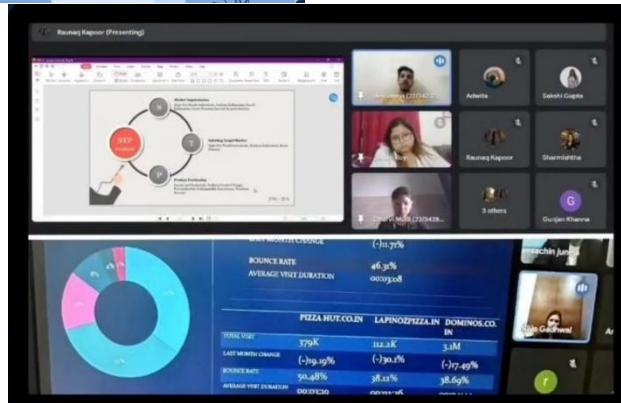
The first event, "Quest the QRs," was aimed at revolutionising the traditional treasure hunt format by incorporating QR codes. Participants embarked on a digital adventure, scanning QRs strategically placed throughout the venue to discover hidden clues and treasures.

Mark-Haven also conducted the "Case of Thrones" case study competition, challenging participants to navigate complex case studies with a blend of creativity and strategic acumen. Judged by industry stalwarts, Riya Garhwal and Sachin Juneja, this groundbreaking competition pushed contestants to think outside the box and devise innovative solutions.

"Breaking Brand," another highlight of Transcend, brought branding prowess to the forefront. Judged by Sakshi Gupta, marketing head at Nudge and co-judged by Zenith Roy, a social media influencer and former executive lead with TCS, this competition provided participants with a platform to showcase their branding skills and creativity.

During Transcend 2024, Mark-Haven also hosted an enlightening panel discussion on "Brands and Storytelling," featuring esteemed industry experts who shared their insights and experiences with the students. The session aimed to delve into the nuances of brand building and the power of storytelling in creating impactful marketing campaigns. The esteemed panelists included Ms. Mallika Bajaj, recognized as one of India's top inspiring women, Ms. Palak Khanna, a renowned social entrepreneur and environmentalist, Ms. Aradhika Mehta, Head of Marketing at Aditya Birla Fashion and Retail Limited, and Mr. Rishabh Chopra, a strategic leader at PATH. Throughout the session, students gained valuable insights into the art of brand storytelling and its transformative impact on marketing campaigns. From exploring the role of digital media in brand building to understanding the importance of authenticity and empathy in storytelling, the panelists provided practical advice and real-world examples to inspire the next generation of marketers.

- **Quest the QRs – 112 Registrations**
- **Case of thrones – 256 Registrations**
- **Panel discussion attendees – 100 Participants**



## Marketing Bootcamp

This 2-day event offered four in-depth marketing sessions, providing valuable training and skill development for students.

- **Attendees – 80+members**



Glimpse into Day 1 of our Bootcamp ✨



Glimpse into Day 2 of our Bootcamp ✨

### Live Project by Birds of Paradyes

The students of Mark-Haven collaborated with Birds of Paradyes, an Indian brand specializing in vibrant hair dyes, from Aug 7, 2023, to Aug 20, 2023, to analyse and enhance their Twitter strategy, focusing on customer communication for improved engagement and brand visibility. Under this live project opportunity provided by Birds of Paradyes, the students got a firsthand experience on how the Digital Marketing theories they've learnt are applied and executed in a market. BOP's entire twitter presence was handled by the selected members of Mark Haven.

- **5 selected members.**



### Live Project by Darzee App

The students of Mark-Haven collaborated with Darzee, a CRM platform tailored for India's tailoring industry, from Aug 28, 2023, to Sep 28, 2023, focusing on sales outreach, presentations, strategies, support, records, and team collaboration.

The successful completion of Mark Haven's Live Project with the Darzee App marks a significant milestone in its members' professional development. The selected members gained firsthand experience in market research, google analytics and trend analysis.

- **Number of participants- 5**



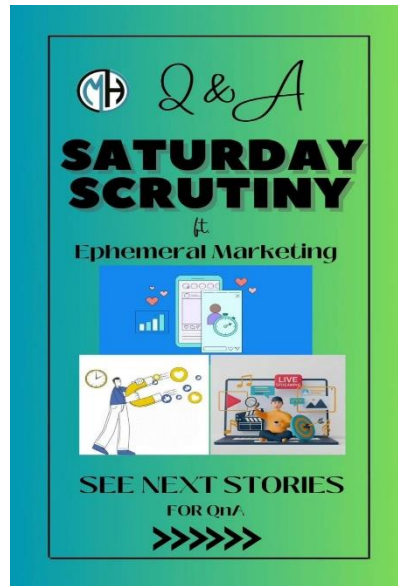
### **Ad Mad Session**

A thrilling journey of an Ad Mad Competition like no other, showcasing extraordinary skills and innovative ideas takes center stage. The competition was judged on an individual's creativity, uniqueness, confidence and expressions. Their energy and excitement redefined the boundaries of creativity with their amazing performances. This thrilling experience was exclusive to the society members, providing them with a platform to put their advertising knowledge to use.



### **Saturday Scrutiny**

Mark-Haven conducted weekly marketing-oriented quizzes via the official instagram handle every Saturday.



### Seminar on preparation of civil services examinations

This enlightening session furnished aspiring civil servants with pragmatic guidance and essential resources, reflecting the collective wisdom of the esteemed speakers. While well-received, enhancements focusing on time management, resource accessibility, and individualised support are envisioned to optimise future seminars, ensuring sustained impact and effectiveness in nurturing aspirants

- 150+ attendees



### QS Education Fair

Mark Haven provided its members with an opportunity to attend an esteemed Education Fair held at The Lalit, Delhi. The fair included representatives from international universities, present

there to guide the students who wanted to pursue abroad studies. Moreover, participants were also given an opportunity to get their resumes verified by professionals.

- **25+ participants**

