

Media Release

Additional speakers for Goafest Knowledge Seminars announced

Mumbai, March 26, 2015: The Organizing Committee of Goafest 2015 today released the second list of speakers for the Knowledge Seminars. The names are: **Chetan Bhagat**, Author, **Vikas Bahl**, Indian Film Producer, Screenwriter & Director, **Suhas Gopinath**, CEO and Chairman of Global INC., **East India Comedy**, one of the most promising names in the comedy circuit. This year, the Knowledge Seminars will include a fusion of inspiring speakers on a cross section of subjects which delegates are generally not exposed to.

Commenting on the list of speakers, Mr. Nakul Chopra, Chairman of Goafest 2015 & Vice President of Advertising Agencies Association of India (AAAI) said, "In its 10th year we want Goafest to be spectacular. Our endeavour is to make the content of the festival even richer. We want the young delegates to have the fullest opportunity to learn, imbibe and celebrate creativity."

Dr. M.G. Parameswaran, President of AAAI said, "The diverse and stimulating line up of speakers will be a great learning for all the delegates. We look forward to great sessions with each one of these reputed speakers."

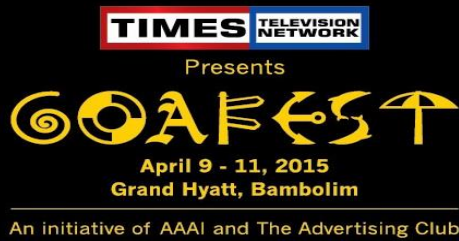
Brief profiles of the speakers are given below:

Chetan Bhagat, Author- Chetan Bhagat is the author of six blockbuster books. These include five novels—Five Point Someone (2004), One Night @ the Call Center (2005), The 3 Mistakes of My Life (2008), 2 States (2009), Revolution 2020 (2011), the non-fiction title What Young India Wants (2012) and Half Girlfriend (2014). The New York Times called him the 'the biggest selling English language novelist in India's history'. Time magazine named him amongst the '100 most influential people in the world' and Fast Company, USA, listed him as one of the world's '100 most creative people in business.'

Suhas Gopinath, CEO and Chairman of Global Inc- Suhas became the CEO at the young age of 17, three years after founding the company and at the time was named the **World's Youngest CEO**. Today, Global Inc is a multi-million dollar company with offices in the United States, India, Canada, Germany, Italy, the United Kingdom, Spain, Australia, Singapore and the Middle East and has 100 employees in India and 56 abroad.

Vikas Bahl- Indian Film Producer, Screenwriter and Director- Vikas started his career with advertising for several years as a client servicing, before joining UTV Spotboy. In 2011, he started Phantom Films, along with Anurag Kashyap, Vikramaditya Motwane and Madhu Mantena. Vikas has garnered two National Film Awards.

East India Comedy- East India Company are one of the most promising names on the comedy circuit. They did a record 130 shows across the country in the calendar year 2013, including the acclaimed specials Men Are From Bars and Comedy News Network. The East India Comedy was started by Sorabh Pant. Together, this company boasts of the country's best humour writers, script writers, comedians,



tweeters. They offer a whole bunch of stand-up comedy for public shows, corporate shows, college shows and comedy workshops.

About The Advertising Agencies Association of India (AAAI)

The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies, formed in 1945, to promote their interests. The Association promotes professionalism, through its founding principles, which uphold sound business practices between advertisers and advertising agencies and the various media. The AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognized as the apex body of and the spokesperson for the advertising industry at all forums – advertisers and media owners and their associations and Government.

About The Advertising Club

The Advertising Club, incorporated in the year 1954, is arguably the biggest Advertising Club of its kind in the world. And according to many also the busiest. It has over 1400 members drawn from media organizations, marketing companies, advertising agencies and allied professional bodies.

The Advertising Club's charter is to help raise the professional standards of the Indian Advertising Industry. The Club attempts to do this through awards, seminars, training workshops and meetings. It publishes a Club magazine SOLUS and hosts a comprehensive website. Some of the major awards of Advertising Club include: ABBYs, EMVIEs, EFFIEs and Young Achievers

Awards besides having other popular programmes such as Adreview, MediaReview, M.Ad.Quiz on its annual roller coaster. It also helps IAS, Singapore in getting them maximum number of entries for their APPIE awards since its inception 5 years ago.

The Advertising Club also sends a deserving advertising student up to the age of 23 every year to attend the Cannes festival over and above this it also sends two young marketers below the age of 30 to Cannes every year.

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