



XIM UNIVERSITY
School of Communications

presents

XTRAORDINAIRE 2023

Annual Media & Communication Symposium

Theme: Advertising in the Digital Age

9th August 2023, Wednesday

Seminar Hall I, Old Academic Block, XIM University, New Campus

Time	Event	Led by/Speaker
10.00 am - 10.10 am	<i>The audience will be seated in the Seminar Hall I</i>	
Inauguration Ceremony 10.10 am – 10:30 am	Introduction to the Event	Mr. Andrew Vincent Gomes (PG II) PG Students Secretary School of Communications
	<i>Lighting of the Lamp</i>	
	Welcome Address	Dr. V. Vijay Kumar Academic Dean School of Communications, XIM University
	Inaugural Address	Dr. Fr. V. Arokiyadass, SJ Chief Finance Officer XIM University
	Vote of Thanks	Mr. Shubhum Kerketta (PG - II) Student Coordinator – Xynergy School of Communications
10.30 am – 11.45 am	Season 1	Ms. Louella Rebello Executive Creative Director The Freewheeling Project
11.45 am – 12.00 pm	<i>Break</i>	
12.00 pm – 1.15 pm	Season 2	Mr. Rahul Vijaykumar Director, Strategy & Business Head VGC Advertising
1.15 pm – 2.30 pm	<i>Lunch Break</i>	
2.30 pm – 3.45 pm	Season 3	Ms. Rumela Chandra Director, Account Management Dentsu Creative
Valedictory Ceremony 3.45 pm – 3.50 pm	Vote of Thanks	Mr. Mrinal Rout (UG - II) UG Students Secretary School of Communications