



SIIB Alumni Relations Team <alumni@siib.ac.in>

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## Invitation for Guest Lecture at SIIB

2 messages

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**SIIB Alumni Team** <alumni@siib.ac.in>  
To: Misha Mehta <mishagarg82@gmail.com>

Mon, Oct 18, 2021 at 5:26 PM

Dear Ma'am,

***Greetings from the SIIB Alumni Relations Team!***

It gives us immense pleasure to invite you for a **Guest Lecture** at SIIB, for our students. As discussed, please find below the details of the same.

**Date:** 20th October 2021 (Wednesday)  
**Time:** 5:15 pm - 6:15 pm (IST)  
**Topic:** Being One with the Consumer

[Click here to join the meeting](#)

We request you to join by 5:00 pm, so that we can conduct a test run, to avoid any technical issues.

Thank you.

**Regards,**  
**SIIB Alumni Relations Team**  
Symbiosis Institute of International Business (SIIB)  
Address: Hinjewadi, Pune - 411 057, Maharashtra  
Website: [www.siib.ac.in](http://www.siib.ac.in) | E-mail: [alumni@siib.ac.in](mailto:alumni@siib.ac.in)  
Alumni Portal: [alumni.siib.ac.in](http://alumni.siib.ac.in)  
Connect: <https://www.linkedin.com/groups/50754/>

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**SIIB Alumni Team** <alumni@siib.ac.in>  
To: Misha Mehta <mishagarg82@gmail.com>

Sat, Oct 23, 2021 at 12:39 PM

Dear Ma'am,

We would like to express our gratitude for taking time out of your busy schedule and enriching us with your knowledge and experience.

It is always a pleasure to interact with our alumni. It was an engaging and extremely informative session for everyone. We thank you for sharing different aspects of consumer and market insights.

We look forward to having more such sessions in the future.

**Regards,**

**SIIB Alumni Relations Team**

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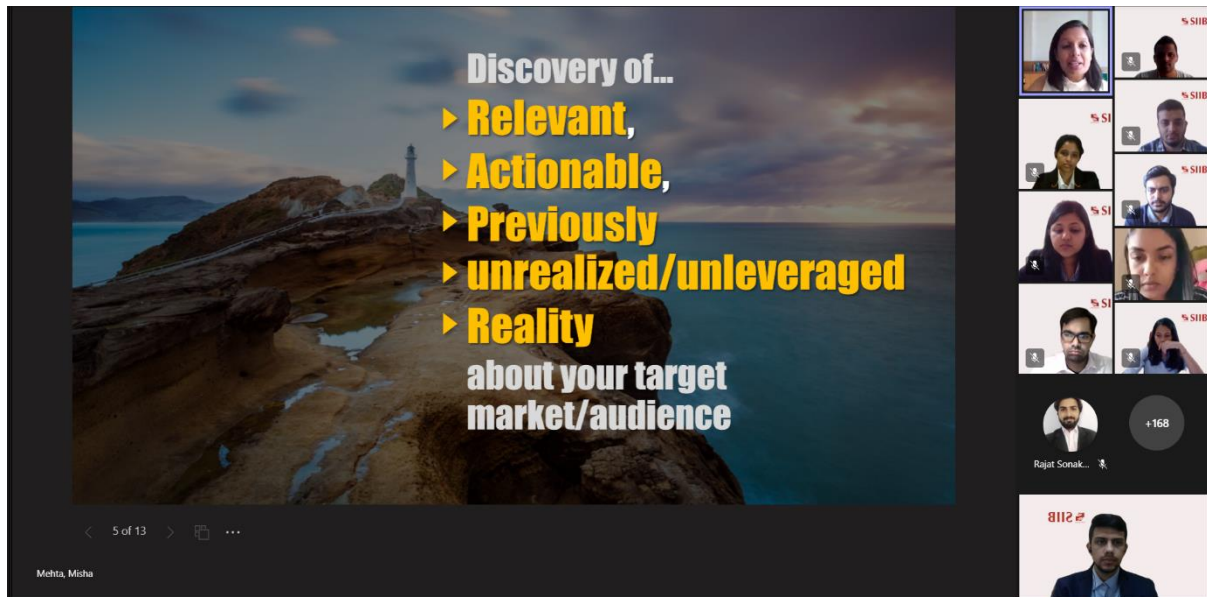
## Guest Lecture Report on Ms. Misha Mehta's session

On 23rd October 2021, Ms. Misha Mehta, an alumna of batch 2005-07, working with Philip Morris International as the Insights Lead – India & Pakistan, delivered a guest lecture on “Being One with the Consumer” for the entire batch of 2021-'23.

In the session, she shared, the importance of market research, consumer & market insights and how they help build successful brand campaigns. She also talked about the importance of retail experience over e-commerce and insights related to the same. She shared real-life examples of brands using consumer insights to launch new marketing campaigns or to bring out of the box ideas to reality through the use of technology.

Students asked questions on how brands handle unsuccessful advertisements and how the pandemic has brought changes in human behaviour that leads to changes in consumer insights.

Ms. Misha Mehta was happy to conduct the session and is keen to nurture her association with the institute.



The screenshot displays a Zoom meeting interface. The main window shows a presentation slide with a background image of a rocky coastline and a lighthouse. The slide text reads: "Discovery of..." followed by a list of five points in yellow: "▶ Relevant," "▶ Actionable," "▶ Previously," "▶ unrealized/unleveraged," and "▶ Reality". Below the list, it says "about your target market/audience". At the bottom left of the slide, it says "5 of 13" and "Mehta, Misha". On the right side, there is a gallery view of participants, including a "Rajat Sonak..." window and a "+168" button. The name "Mehta, Misha" is visible at the bottom left of the Zoom window.